Selling Buffy Podcasts

By: Aron Veraart

contact@buffymedia.com +316 1829 6503 We are selling our podcast business as we are shifting our focus to a different venture. Our podcasts, which feature sleep sounds like rain and contain no spoken content, generate an average annual revenue of €50,000. The sounds are downloaded from Splice.com, and no recording is required.

The process involves minimal manual labor; the only task is to extend a one-minute sound file to an hour, a process known as 'looping'.

Our podcasts are hosted for free on Spreaker.com because we are a Prime partner. Our agency is the largest sleep podcast organization in the world with over 40 million downloads.

Managing these podcasts requires only 2 hours per week. They are primarily listened to by people suffering from depression or sleep issues. Since our podcasts continue to play while our listeners sleep, we attract more listeners for advertisements, resulting in high advertising revenue. In some months, we have earned up to €15,000 from advertising revenue.

Advertisers like McDonald's, Unilever, and BMW have advertised on our podcasts. Additionally, we use programmatic ads that are inserted into each episode, with an average CPM of \$5 per thousand listeners. Currently, we have 2 pre-rolls and 2 post-rolls active.

We are no longer selling advertisements and have ceased campaigns to promote the podcasts. Despite this, our podcasts consistently rank at the top of the podcast charts on Apple and Spotify globally.

We are looking for a serious buyer interested in acquiring our podcast business, which consists of four sleep podcasts.

Some ideas we once intended to develop, but never did, include launching a sleep app and producing meditation podcasts with Al voiceovers through ElevenLabs. Cross-promotion between podcasts has proven to be very effective.

ASMR Sleep Recordings

https://open.spotify.com/show/1XRHRuE2Z4sWbEU0tGOYbJ

ASMR Rain Recordings

https://open.spotify.com/show/0BRfO7Z1zvnWIvuMEjd8sk

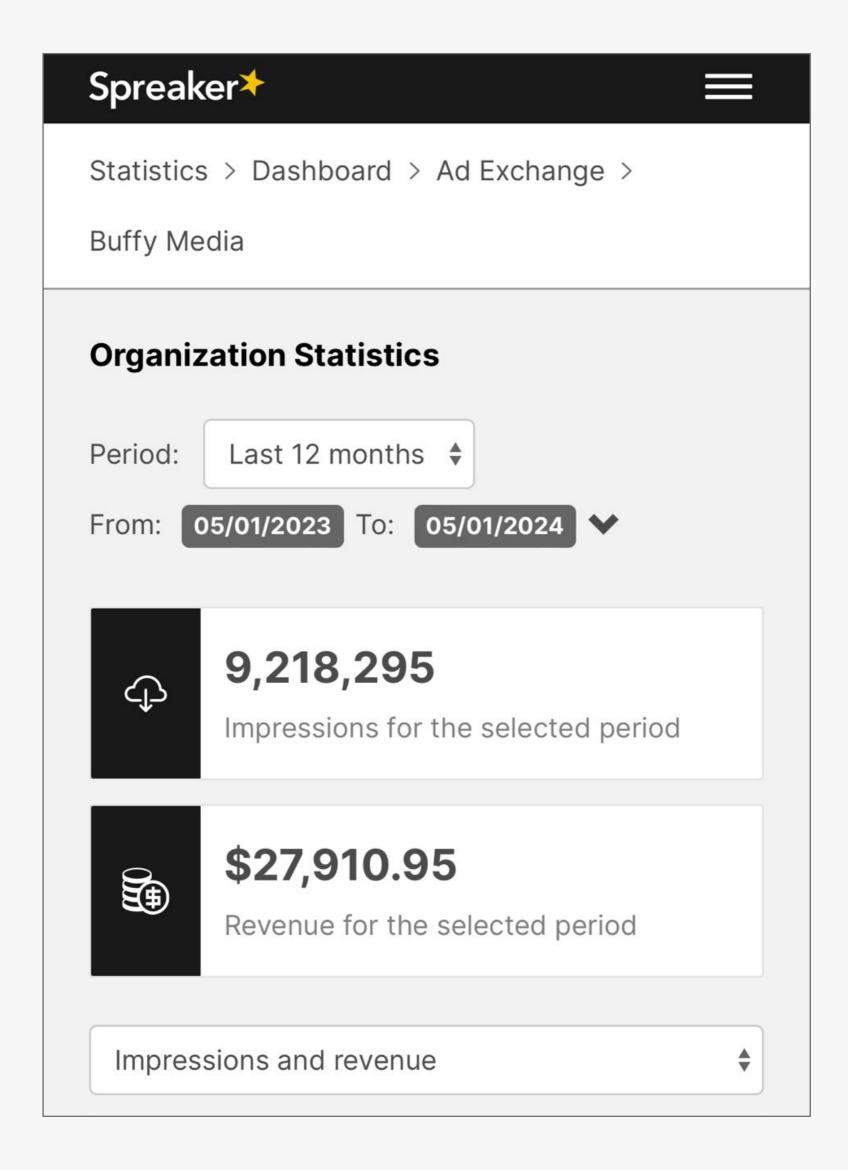
ASMR Sleep

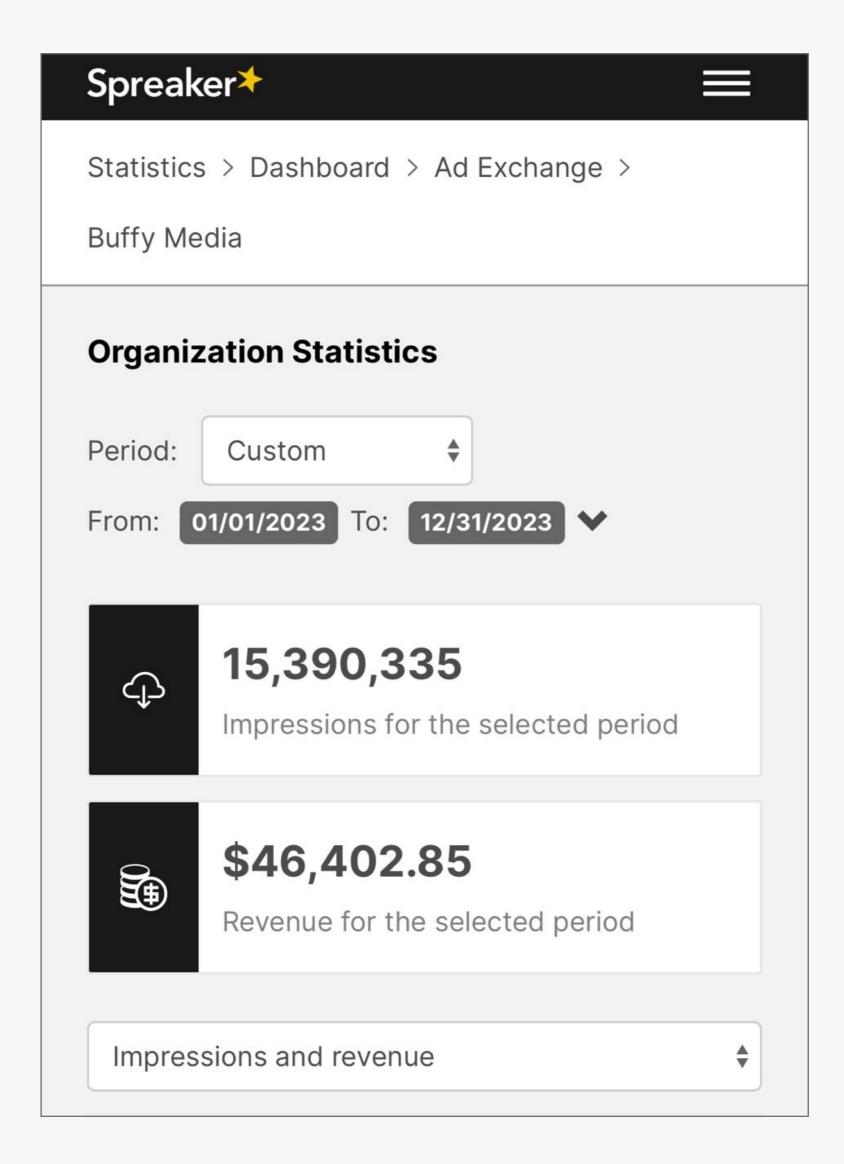
https://open.spotify.com/show/1hNvMeEwkPzuaTuIWLM8iY

ASMR Sessions

https://open.spotify.com/show/673bLsHJCXPV8bG2aXnqz1

Last 12 Months





2022 (During Covid-19)

