

*Bruins*  
TAPE <sup>TO</sup> TAPE



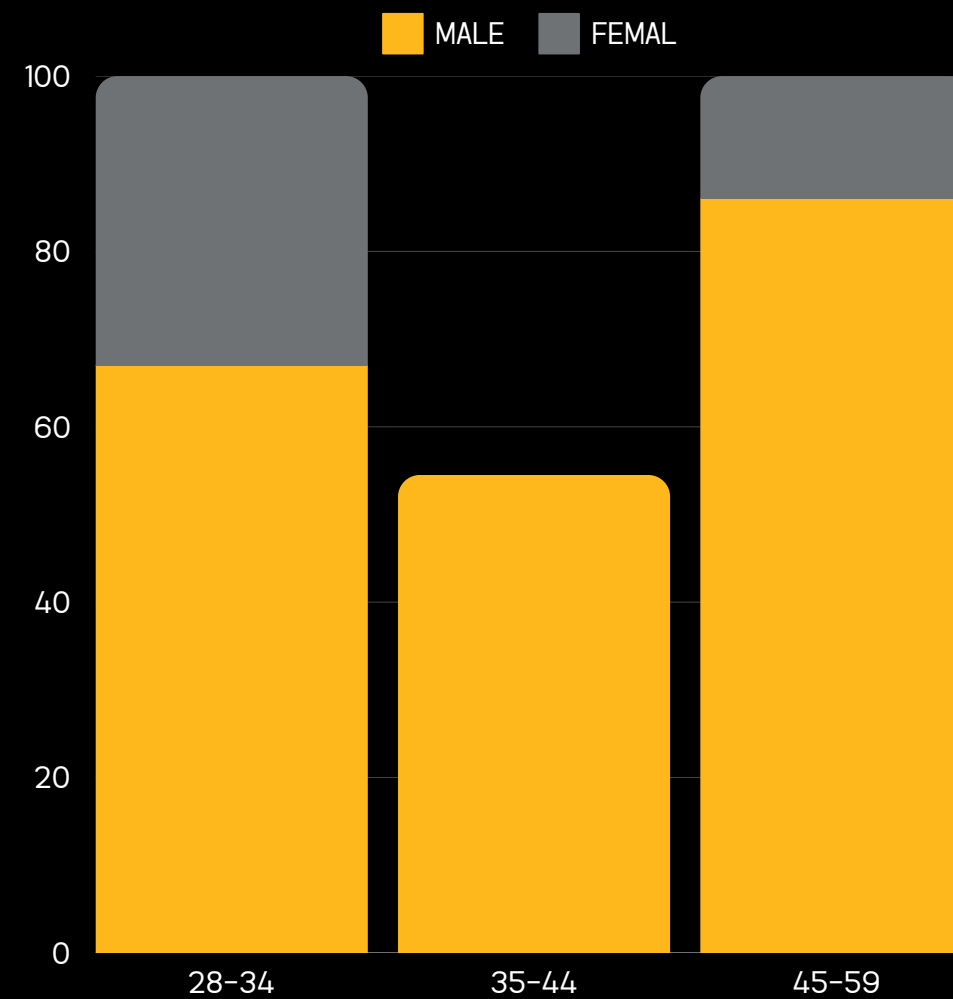
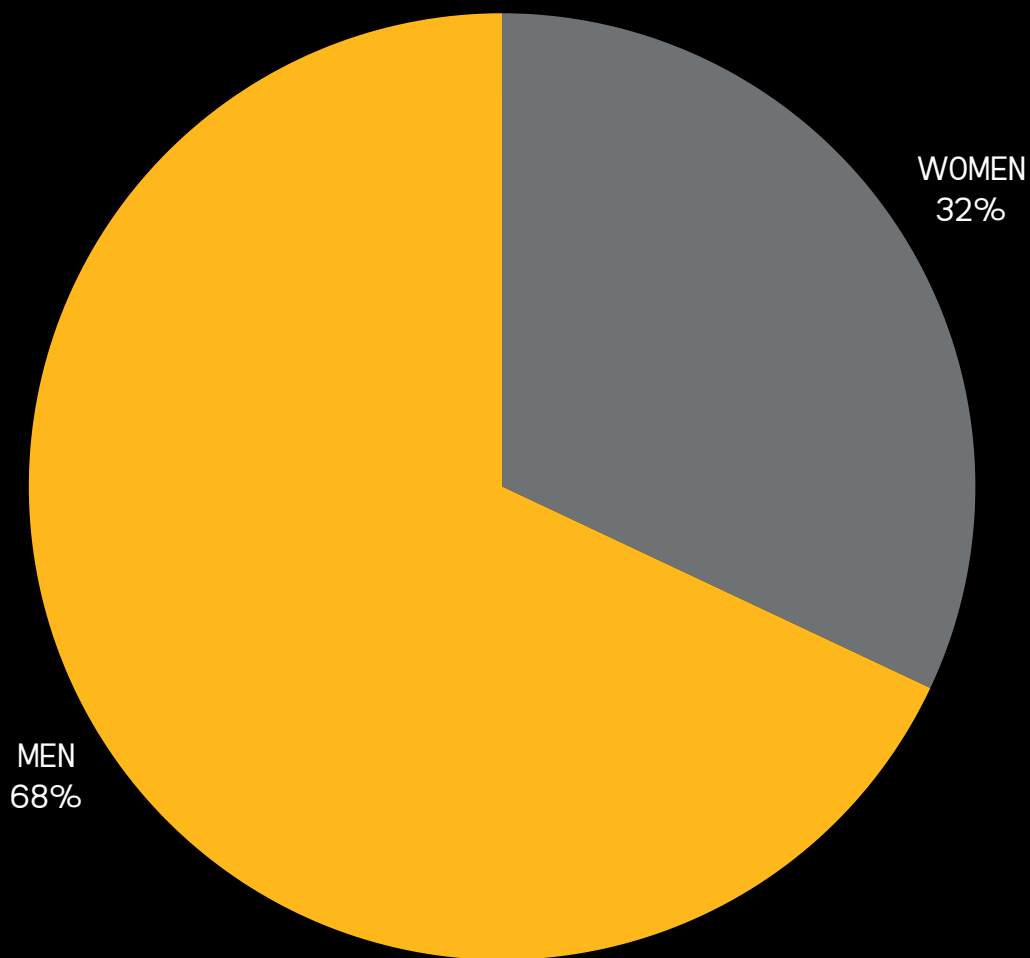
WITH MARIA & KAROLINE

# Our Story

WELCOME TO BRUINS TAPE TO TAPE, THE ULTIMATE PODCAST FOR DIE-HARD BRUINS FANS AND HOCKEY ENTHUSIASTS. FROM GAME RECAPS AND HOT TAKES TO THE LATEST BRUINS NEWS, WE BRING YOU EVERYTHING YOU LOVE ABOUT BOSTON'S BLACK AND GOLD. HOSTED BY TWO PASSIONATE HOCKEY FANS, WE DIVE DEEP INTO THE PLAYS, PLAYERS, AND MOMENTS THAT DEFINE BOSTON HOCKEY. WHETHER YOU'RE A LIFELONG FAN OR NEW TO THE RINK, WE'VE GOT YOU COVERED. HIT SUBSCRIBE AND JOIN THE CONVERSATION—BECAUSE BEING A BRUINS FAN IS BETTER WHEN SHARED!



# Our Community



# Our Reach<sup>\*</sup>

YOUTUBE: 73 SUBSCRIBERS

TOTAL LIFETIME	VIEWS 41.9K	VIDEOS 172
LAST 30 DAYS	VIEWS 9.19K	VIDEOS 26

SUBSTACK: 41 SUBSCRIBERS  
36.7% EMAIL OPEN RATE

LAST 90 DAYS	VIEWS 745	USERS 449
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\* JANUARY 2025



# Our Reach<sup>\*</sup>

560+ AUDIO DOWNLOADS PER MONTH

SPOTIFY  
12% OF DOWNLOADS

STARTS <sup>*</sup> 1020	STREAMS <sup>*</sup> 794	LISTENERS <sup>*</sup> 117
FOLLOWERS 53	LAST 30 DAYS IMPRESSIONS: 2,910	<sup>*</sup> ALL TIME

APPLE PODCASTS  
63% OF DOWNLOADS

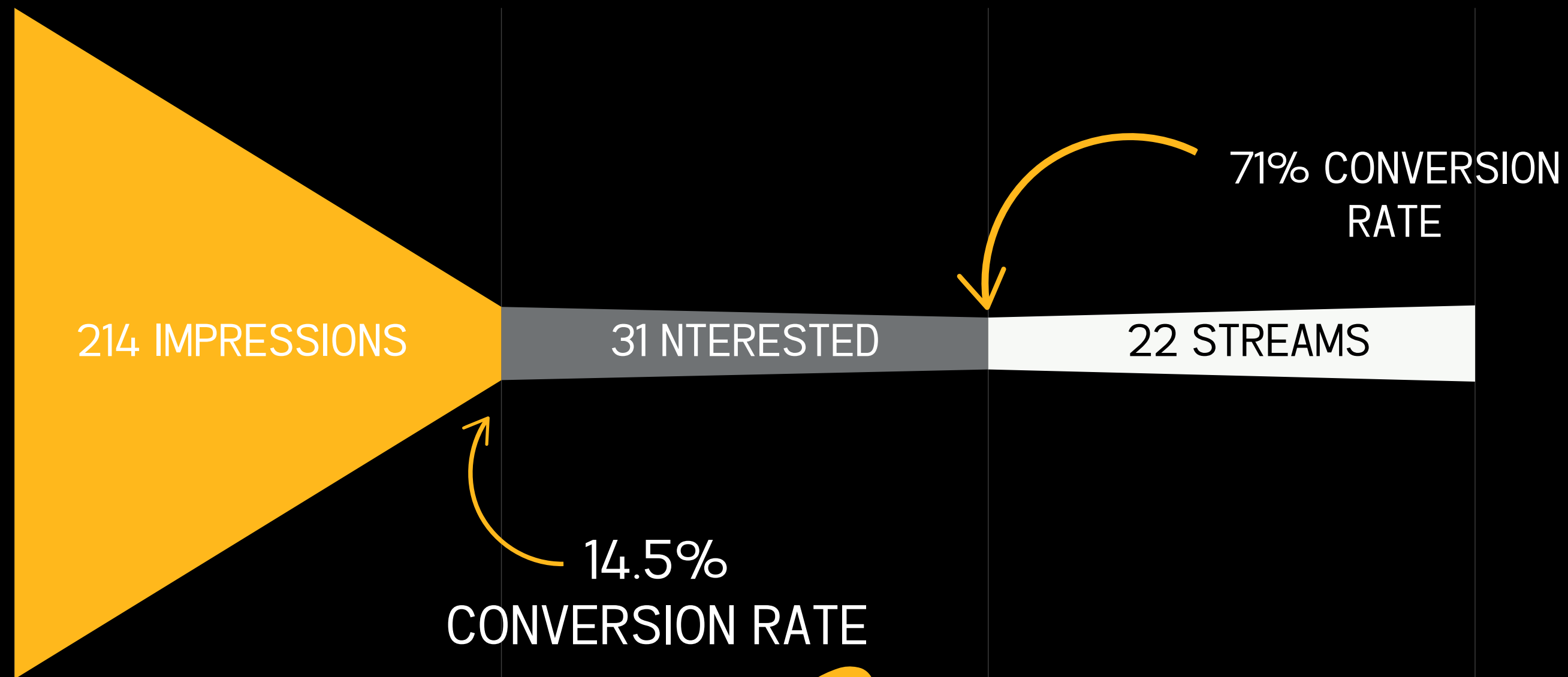
FOLLOWERS 49	PLAYS <sup>**</sup> 699	LISTENERS <sup>**</sup> 70
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<sup>\*\*</sup> LAST 60 DAYS

<sup>\*</sup> JANUARY 2025



# Our Conversion<sup>\*</sup>



\* JANUARY 2025



# Our Hosts

MARIA  
*from Watertown*  
**AND** KAROLINE  
*with a K*

PASSIONATE ABOUT THE BOSTON BRUINS? SO ARE WE!

MARIA AND KAROLINE ARE LIFE LONG BRUINS FANS SPANNING MULTIPLE GENERATIONS. THEY MET IN A DISCORD FOR ANOTHER PODCAST A FEW YEARS BACK AND DECIDED THAT THERE NEEDED TO BE MORE FEMALE REPRESENTATION IN THE MALE-DOMINATED HOCKEY PODCAST SPACE.

MARIA OFFERS INCREDIBLY INSIGHTFUL HOT TAKES, BECOMING WELL KNOWN IN THE BOSTON AREA AS A REGULAR CALL IN TO WEEKLY SPORTS TALK RADIO CHANNELS. KAROLINE BRINGS A WEALTH OF ANALYTICAL KNOWLEDGE AND A KEEN EYE FOR PATTERNS AND INTERESTING OBSERVATIONS.

THEY'VE BUILT A STRONG COMMUNITY ONLINE AND IN REAL LIFE AND CREDIT THAT STRONG, SMALL ORIGINAL CORE OF MEMBERS FOR THEIR SUCCESS.





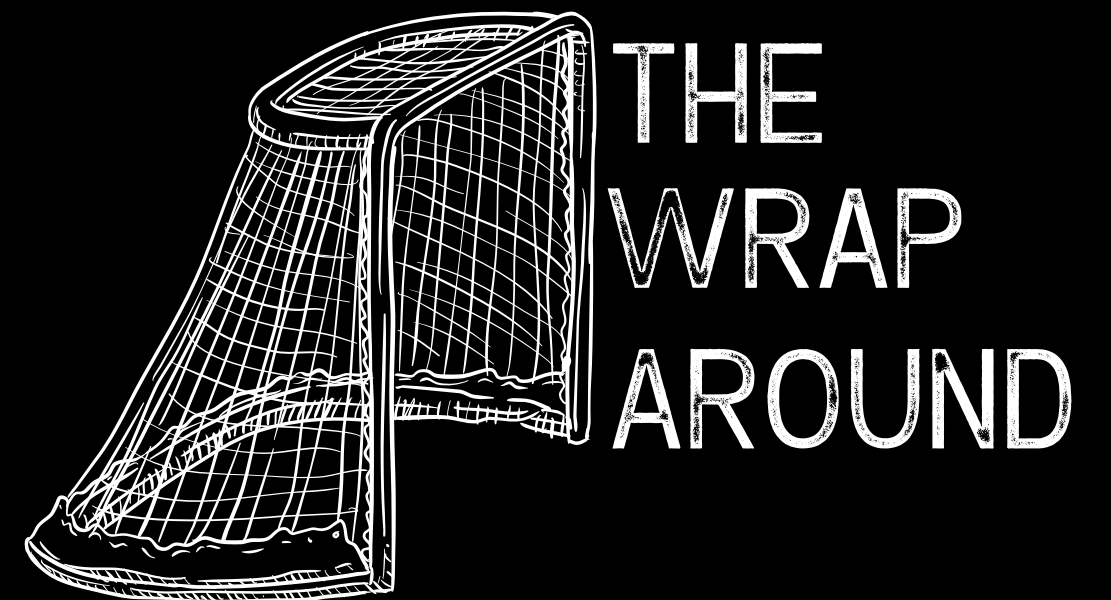
# Our Special Segments

*Bruins*  
**TAPE TO TAPE**  
*Snap*  
**SHOT**

5 MINUTE GAME RECAPS AND PREVIEWS  
APPROX. 2-4 PER WEEK

CHECK THIS  
*Data*

SPECIAL HOCKEY ANALYTICS  
ARTICLES



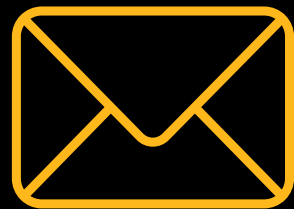
THE  
WRAP  
AROUND

WEEKLY ROUND UP  
NEWSLETTER





# Contact Us



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