

The Marketing Book Podcast Fact Sheet



225+

Podcast Episodes

45,000+

Monthly Downloads

150+

Countries

1,000,000+

Total Downloads

The Marketing Book Podcast is the world's only podcast focusing exclusively on new marketing and sales books, attracting a highly educated, loyal, and experienced global audience in over 150 countries.

LinkedIn has named the show as one of "10 Podcasts That Will Make You A Better Marketer" and Forbes has named the show as one of "11 Podcasts That Will Keep You In The Know."

Since January 2015, host Douglas Burdett has published an episode every single Friday and has included authoritative authors like Seth Godin, Philip Kotler, David Meerman Scott and Jay Baer.

The host, Douglas Burdett is the founder of Artillery, a B2B marketing agency. After three year's service overseas in the US Army as an artillery officer, he earned an MBA and began his business career on New York City's Madison Avenue working at ad industry giants, J. Walter Thompson and Grey Advertising.

THE MARKETING BOOK PODCAST IS A ONE OF A KIND SHOW

The Marketing Book Podcast is distinctive for three reasons:

1. Douglas Burdett has marketing experience exceeding 30 years. He adds immediate credibility to your company through his discussion of your brand.

2. The host reads every single book before the interview. Many authors (and listeners) have commented upon how unique that is for a podcast and how much it adds to the interviews.
3. The show is entertaining – in lieu of a midlife crisis, the host started performing standup comedy (he’s all better now, thanks).

HOW DOES THE SHOW DELIVER VALUE TO SPONSORS?

There are three ways sponsors gain value from the podcast.

Sales – Sponsors can track leads and conversions by offering a unique offer and landing page which will be promoted through the show and website. The better the offer, the more traffic to your site.

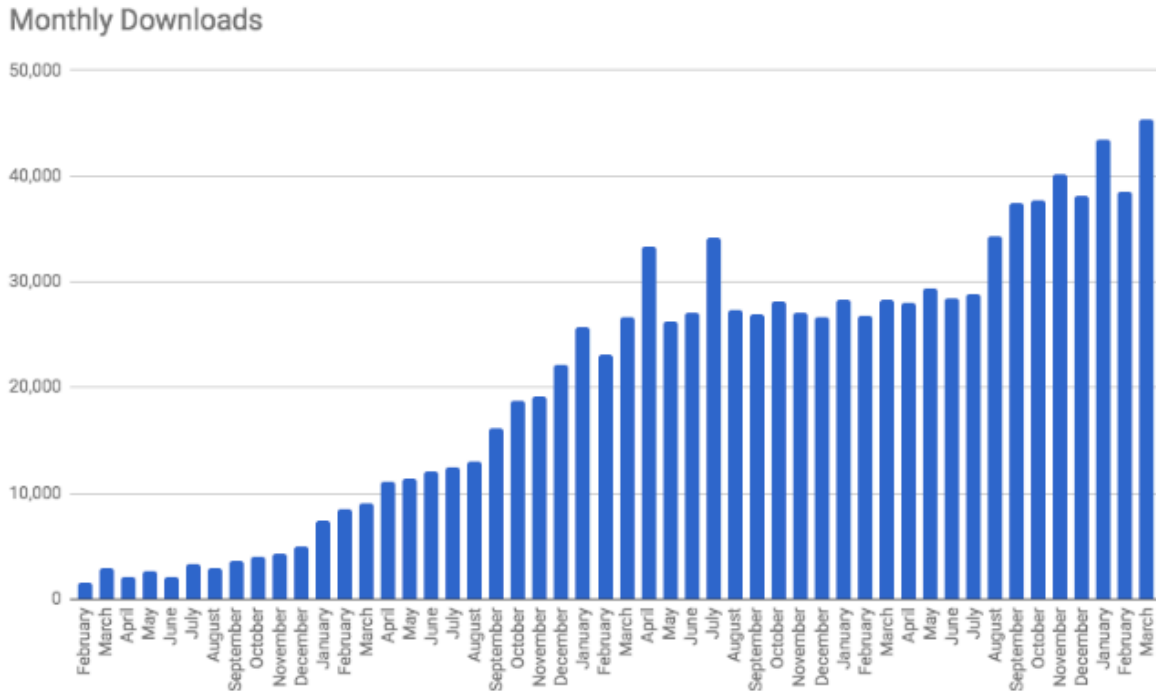
Awareness – The primary benefit of sponsorship is awareness through sponsorship of the show over an extended period of time. For example, sponsors have reported traffic to their trade show booths and new business connections because of awareness created by the show sponsorship.

SEO – Every show has an accompanying blog post which contains valuable, permanent links back to your website and content.

Since this podcast exists on the web and in places like iTunes, Spotify, Google Play Music, I Heart Radio, and Stitcher forever, the podcast delivers value to your business for years to come.

HOW MANY PEOPLE WILL I REACH?

The show has grown consistently, attracting a passionate and loyal global audience in 150 countries.



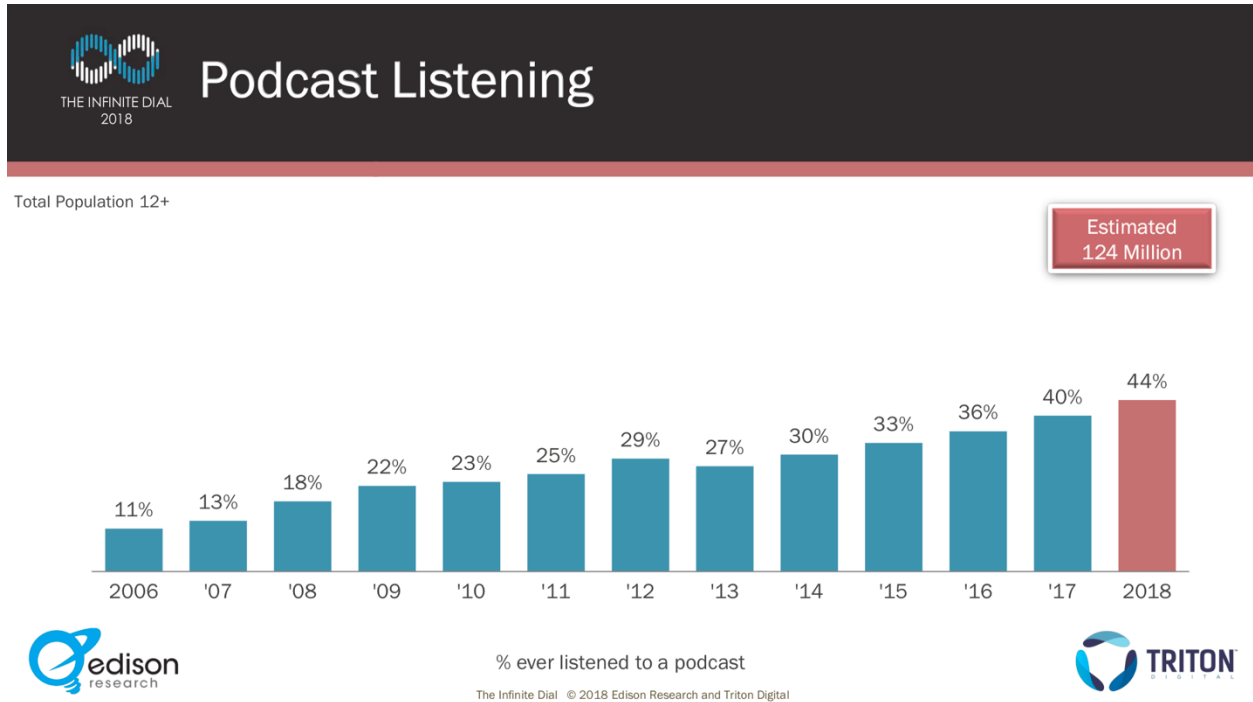
Stats as of 5/22/19. Each episode publishes on Friday. Episode 227 shown below published on 5/17/19.

TITLE	RELEASED	MAR	APR	MAY	TOTAL UNIQUES
227 ICONIC by Scott McKain	05/07/19		0	0	3,436
226 The Transparency Sale by Todd Caponi	05/07/19		0	0	4,203
225 Small Business Marketing by Rohit Bhargava	04/30/19		0	0	4,976
224 SPEAR Selling by Jamie Shanks	04/23/19		0	3,452	1,520
223 Smash the Funnel by Mike Lieberman	04/16/19		0	4,628	1,051
222 The Customer Centricity Playbook by Peter Fade	04/10/19		0	4,845	769
221 Conversational Marketing by David Cancel	04/03/19		0	5,284	593
220 Clarity Wins by Steve Woodruff	03/26/19		2,818	2,561	463
219 Subscribed by Tien Tzuo	03/19/19		4,088	1,264	430
218 Smarketing by Tim Hughes	03/05/19		4,787	1,137	444

Currently, each episode receives over 5,000 downloads in the first 30 days. However, new fans come to the show and binge-listen to older shows, so every episode has new downloads each month. With the current rate

structure, the average cost per download (impression) for a sponsor is **eight cents**, well below the industry average.

Podcast sponsorships are an incredible marketing value. You can't easily block an ad on a podcast, and when a trusted podcast host delivers your ad, it's a powerful way to connect to your audience. ComScore reports that people prefer ads in podcasts to any other digital media.



All sponsors receive:

- A mention in the podcast's creative "pre-roll" introduction
- A mention in the body of the podcast by the show host
- A mention at the conclusion of the show
- A logo, company description, and link on every blog post promoting the show on the podcast website (www.MarketinBookPodcast.com)

Short-term sponsorships are \$400/episode (minimum six episodes)

Annual sponsorships (minimum of 12 months) are available for \$300/episode

NEXT STEPS

To get started, I will need:

- Information on your product or service so I may evaluate it
- Your business offer to be highlighted on the show (i.e. visit this site for a free trial)
- A landing page dedicated to your offer (optional, but strongly recommended)
- Talking points I can use in the show
- A description of your business for the blog posts (less than 300 words).

I look forward to introducing your brand to my listeners!

Douglas Burdett

Host of The Marketing Book Podcast

