



# Discover Pods Media Kit

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## WHO WE ARE -- Discover Pods Mission

Launched in 2017, Discover Pods has gained significant traction among podcasters and podcast fans alike based on a simple goal: **to help you find your next favorite podcast.**

Through curated recommendations, reviews, and analysis about the podcast industry at large, Discover Pods has gained a large (and loyal) audience.

# WHO WE ARE -- Audience

35.25%

BOUNCE RATE

2.13

PAGES PER SESSION

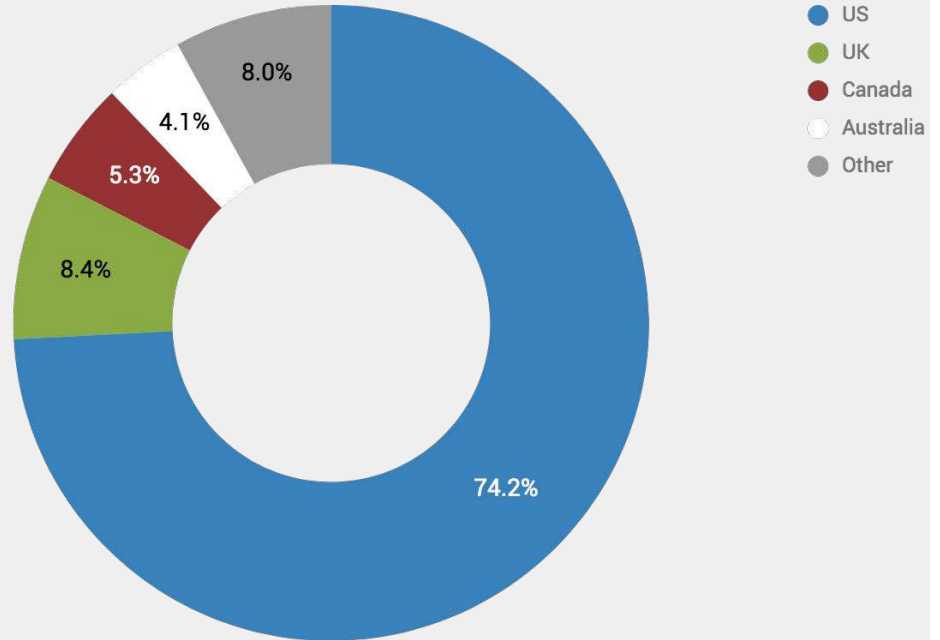
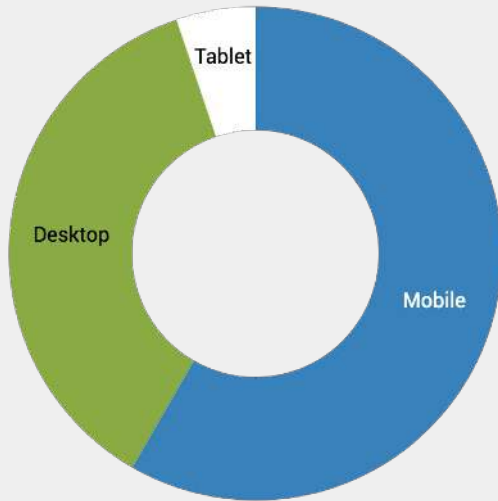
1:28

SESSION DURATION

## UNIQUE VISITORS PER MONTH



# WHO WE ARE -- Audience



# WHO WE ARE -- Audience

Discover Pods is subscribed and read daily by a few specific groups: podcast fans, podcasters themselves, and podcast industry folks.

Select companies subscribed to the newsletter:

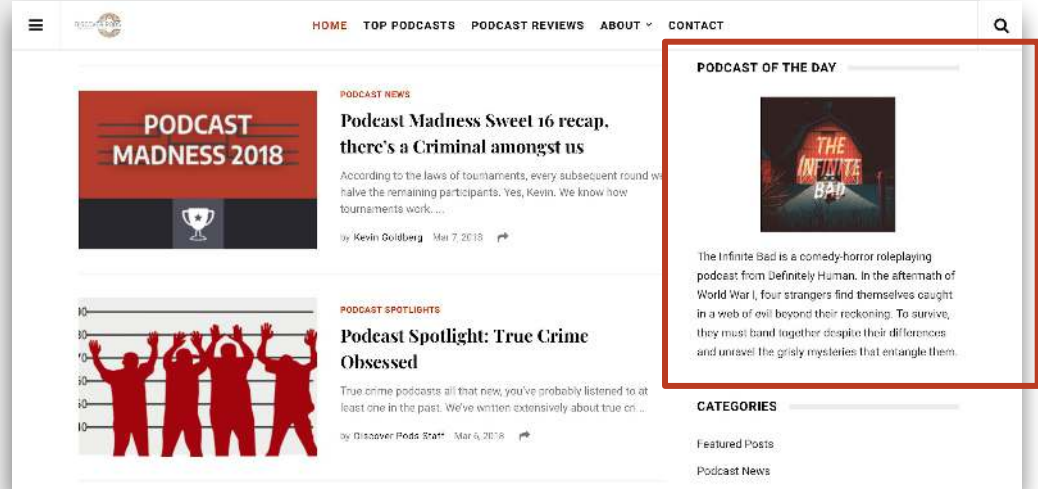
- **Podcast Production Companies** -- Gimlet, NPR, PRX, BBC, CBC, Panoply, Wondery, The Ringer, Lore, HowStuffWorks, ESPN
- **Podcast Industry** -- RadioPublic, Midroll, Blubrry, Libsyn, PodBean, Acast, AudioBoom, CastBox

# PODCAST OF THE DAY

Every weekday we feature a new podcast on the website and with a special social shout-out.

[Submit Here](#)

**Cost: \$0**



# PODCAST SPOTLIGHT

Every week we feature a new podcast with an exclusive Q&A with the podcast creators.

- Links to the podcast and podcatchers
- Embedded episode
- Social promotion
- Globally syndicated in industry newsletter and influencers



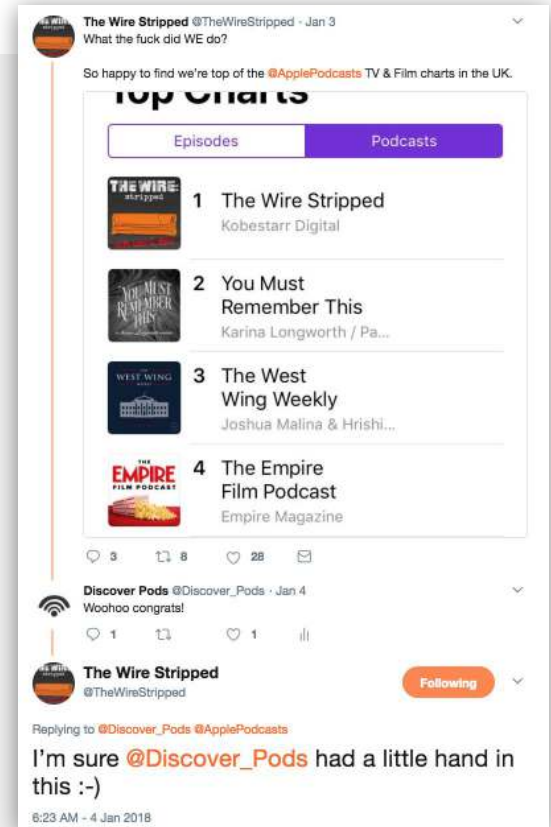


# PODCAST SPOTLIGHT

New Spotlights go up every week.  
See all of our examples [here](#).

[Submit Here](#)

**Cost: \$100**



## MONTHLY NEWSLETTER

Every month we send a newsletter out to our subscribers.

- 7,500+ podcasters and fans
- 30-40% read rate
- Classified link to your podcast, service, job posting, announcement, blog, etc.

**Cost: \$100 for a classified link**

*Contact for prices on dedicated send*

# ADVERTISEMENTS

Though Discover Pods has limited ads on any given day, we can support banner ads throughout the site. Great for a podcast launch or announcement.

- Top & bottom banners
- Sidebar banner
- Pre-, mid-, and post-article

**Cost: Contact for prices**