

Woodworking Network

Podcast Sponsorship

Build brand equity with highly engaged listeners

Podcasts are a growth medium with more people listening now than ever before. Take advantage of this medium by sponsoring The Woodworking Network Podcast with Will Sampson. Since its inception in early 2020, we have grown our niche audience of highly engaged listeners and, as of June 2022, there have been **more than 30k podcast downloads/listens total with an average of 1,000 per month** and growing. This brand loyalty is unmatched and sponsorship is the perfect way to build your own brand equity with this captive and engaged audience.

Exclusive Podcast Sponsorship includes:

- An introductory sponsor mention, 30-second message in the middle of the podcast curated by Will and a sponsor mention at the conclusion.
- A landing page on WoodworkingNetwork.com with sponsor logo and link.
- A monthly email with sponsor logo and link to Woodworking Network's full digital woodworking audience of 40,000 plus.
- Social channel postings with your sponsorship link on Facebook (55k followers), Twitter (24k followers), Pinterest (24k followers), LinkedIn (9k followers), Instagram (8k followers), and YouTube (5.3k subscribers).
- Analytics delivered monthly to each sponsor.
- A link will be provided to the sponsor to promote through their digital platforms.
- Woodworking Network will promote using its website, print magazines, e-newsletters and social channels, all providing exposure for your sponsorship. The podcast episodes are also automatically delivered to subscribers from podcast channels like Apple Podcasts, Spotify, Stitcher, Google Podcasts, etc.

Take advantage of a sponsorship with extensive reach to the professional woodworker as they consume this valuable, evergreen content.

RATE: 1X: \$3,145 | **3X:** \$3,040 | **6X:** \$2,830
12X: \$2,500 | **24X:** \$1,500

MEDIA KIT 2023



Will Sampson is the editor of FDMC, an industry speaker and a woodworker himself who has earned the trust of thousands of professional woodworkers. Will's podcasts dive into the details of running a woodworking business. He'll discuss everything from bidding and estimating costs, technology and customer service to best practices, government regulations and tariffs and more. He'll also conduct guest interview with industry leaders and experts.

The growing popularity of podcasts throughout the U.S.



54%*

more monthly podcast listeners in 3 years

76%*

listen to podcasts more than 7 hours a week

74%*

listen to podcasts to learn new things

80%*

listen to nearly the entire podcast episode

* SOURCE: Infinite Dial 2020; The Podcast Trends Report, 2018; The Podcast Consumer, 2019