



***THE SITEVISIBILITY
INTERNET MARKETING PODCAST***

SPONSORSHIP PACK

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01273 733433

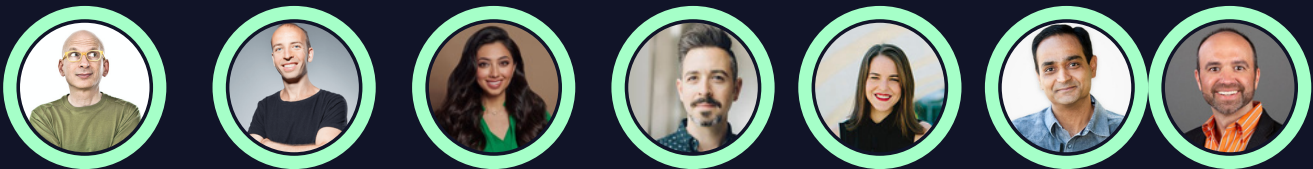
ABOUT THE SHOW

The SiteVisibility Internet Marketing Podcast is one of the UK's most popular digital marketing podcasts, downloaded by over 2 million people and with a 4.7 star-rating on Apple Podcasts.

Running for over 16 years and with over 650 episodes, the podcast includes insider tips and practical advice on how to get the best from digital and search engine marketing.

The podcast is brought to you by a team of experts from SiteVisibility and each week we share the latest tools, techniques, and strategies to help you generate online leads, sales and build engagement with your audience.

Guests we've interviewed include some of the most respected marketers in the world such as Seth Godin, Tim Ferriss, Aleyda Solis, Rand Fishkin, Shama Hyder, Neil Patel, Brian Dean & Joe Pulizzi.



AUDIENCE DEMOGRAPHICS



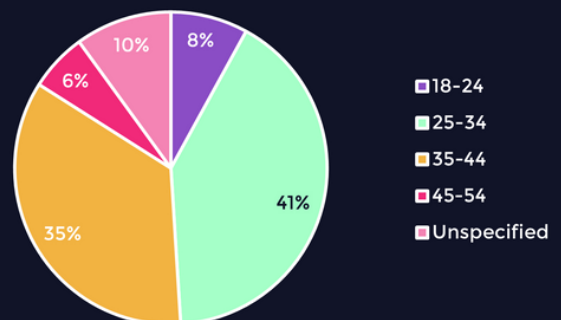
70% of our audience are male



28% of our audience are female

2% of our audience's age is unspecified

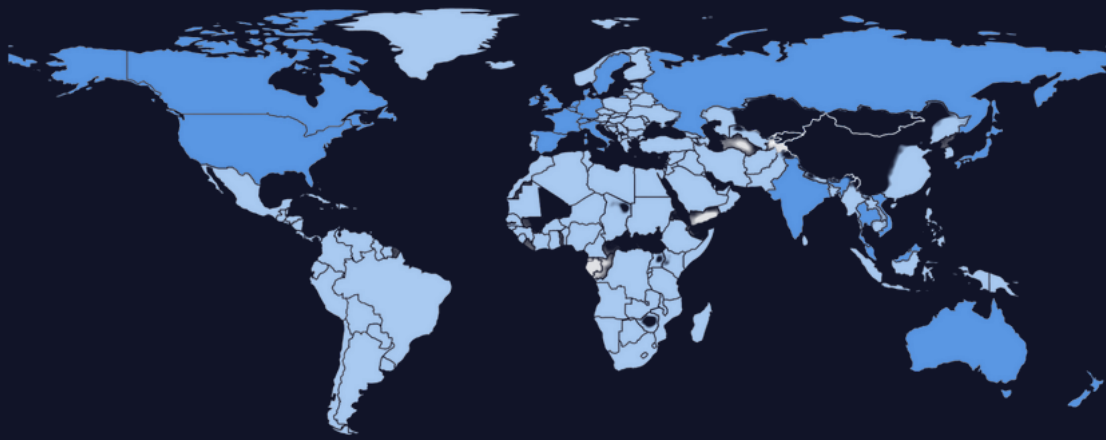
Podcast Listener Ages



EPISODE STATS

Each individual episode typically receives an estimated **3,500 listens** over a two-year period and most shows will achieve around **1,000** over the first month.

The show is listened to in **over 92 countries** with the **US** accounting for **38%** of listens and the **UK 26%**.



PODCAST ADVERTISING

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Advertising on 4 Episodes:

- **£1125** for host-read ads
- **£950** to insert a sponsor-supplied, pre-recorded ad

This can either be one 60 second sponsored read at the beginning of the show or two 30 second ads (pre, mid, or post-episode).

If you'd like to discuss advertising on more than 4 episodes, please email us at marketing@sitevisibility.com for more information

SPONSORED EPISODES

Sponsored Episodes are £750 +VAT per show.

For each show you'll get:

- Up to an hour podcast interview to promote your business/product or service
- Up to 10 relevant links (special offers/free downloads etc.) added to the show notes on our website and podcasting platforms
- Twitter posts x2 for each show within first two weeks of publishing
- LinkedIn posts x2 for each show within first two weeks of publishing
- Facebook posts x2 for each show within first two weeks of publishing
- Instagram posts x2 for each show within first two weeks of publishing
- Podcast published on YouTube channel within first week of publishing
- Inclusion in our company newsletter as a featured podcast episode

If however, you wanted to sponsor a series of podcasts then we'd be open to a discounted rate. Please let us know if that's the case.

UNSURE? JUST ASK CAROLE BASKIN...



BigCatRescue, 06/26/2010

The Big Cats Love It!

As CEO of Big Cat Rescue, a non profit sanctuary for big cats we are very grateful for these free and useful tips on how to keep our web site at the top of google. I just can't wait for each new episode. Carole

GET IN TOUCH

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