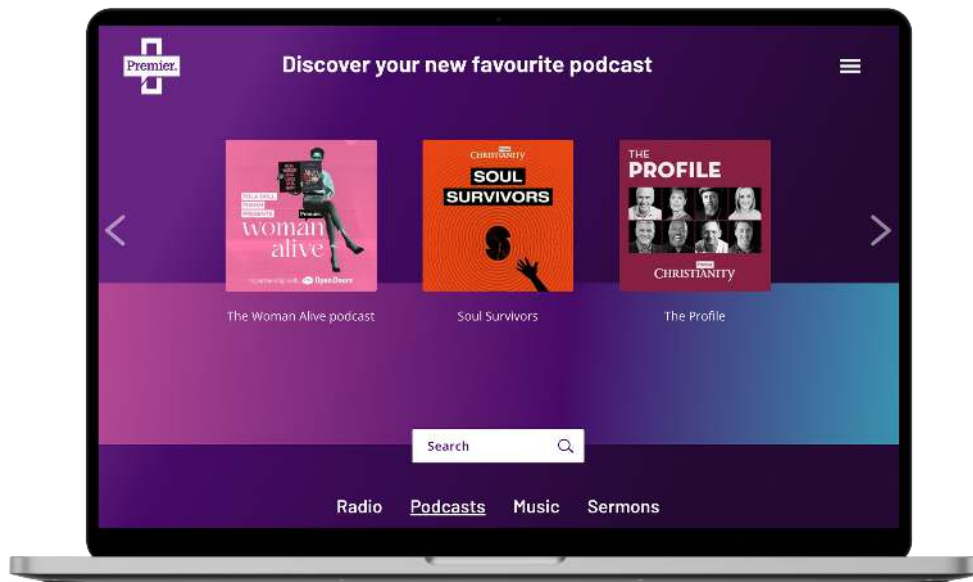


Podcast Sponsorship Opportunities

Meet an engaged audience of almost 1 million listeners a month at Premier



Podcasts offer an immersive and engaging platform to captivate the Premier Christian audience!

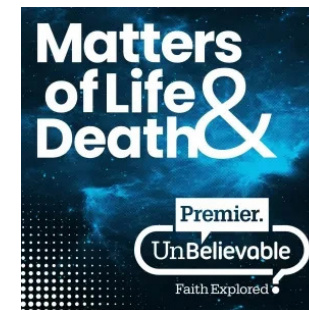
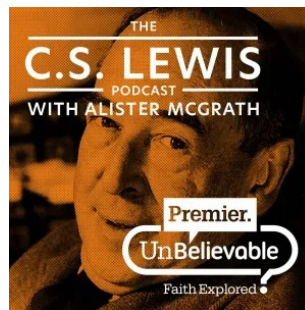
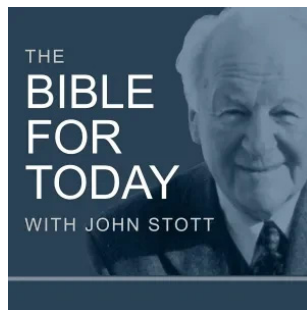
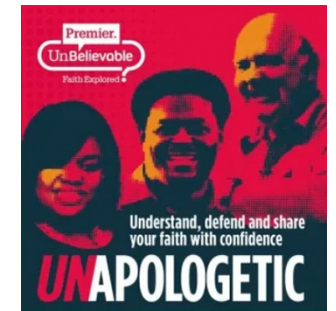
As podcasts continue to gain popularity and captivate audiences worldwide, they represent a powerful avenue for advertisers to reach targeted, highly engaged listeners.

Companies are increasingly investing in podcast advertising due to the platform's ability to reach highly engaged, loyal audiences who are more likely to respond positively to targeted marketing messages, thereby enhancing brand visibility and driving growth.

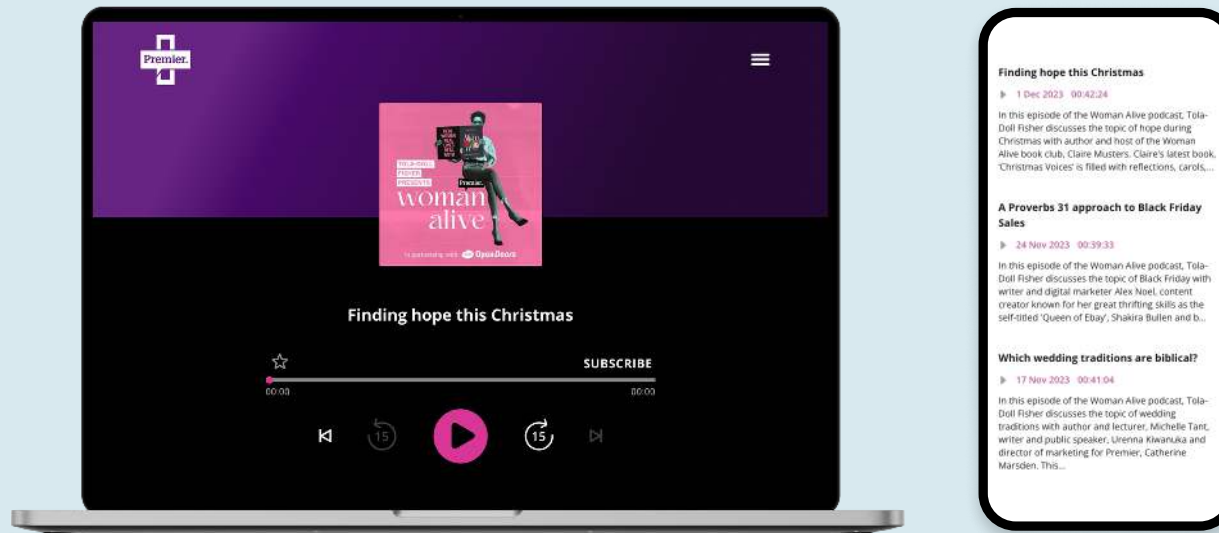
We ask you to consider the Premier podcasts on offer as a platform. Your brand will not only benefit from increased visibility within a thriving community but also gain credibility by aligning with a Christian audience. Today, we invite you to explore the numerous advantages of incorporating Premier Christian podcasts into your advertising strategy and discover how this dynamic platform can drive growth and create lasting connections with our devoted audience.

Premier Podcasts

- 16 podcasts and counting
- 900K listeners per month
- Audience 45% US, 35% UK, 20% ROW
- 35.6 million total downloads
- Over 1.5 Million Hours of downloads per month
- ABC1 male/female and 35+



***Sponsorships Sold**



Advertising Opportunities Available

The Premier Christian Podcast audience presents a valuable opportunity for advertisers, as it comprises a dedicated, engaged community that shares common values and interests, making it an ideal target for fostering meaningful connections and achieving lasting impact with marketing efforts.

We can strategically play your adverts to effectively target specific audiences or times to maximise impact:

- Target by location
- Target specific Podcasts
- Times of the day your ad is played
- Determine the desired frequency of ad exposure per Listener

Sponsorship Opportunities Available

Be a Podcast Partner


By being a Podcast Partner you effectively connect with a highly engaged and dedicated audience within the Christian community, benefit from positive brand association with thought-provoking and faith-based content, and enhance brand visibility, ultimately driving growth and fostering long-term customer loyalty.

As a Podcast Partner you will receive:





- Logo placement on all Podcast material for the duration of the Podcast
- Presenter read introducing "XX" as a partner or tag
- 20/30 second ad embedded at the front of each podcast (or is it easier to sell as Pre-roll, Mid roll, or post roll)
- Bio on Premier+ with links through to website
- Placement of name on Premier+ as "XX podcast in partnership with XX"


Podcasts from Premier.




THE UK'S LARGEST CHRISTIAN PODCAST NETWORK



Includes *Unbelievable?* and *Ask NT Wright Anything*.
Find them all at premier.plus/podcasts

 15 UNIQUE PODCASTS	 900K LISTENERS PER MONTH	 35.6M TOTAL DOWNLOADS	 OVER 1.5 MILLION HOURS DOWNLOADED PER MONTH
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 **ABC1 MALE/FEMALE AND 35+**

AUDIENCE SPLIT (APPROX)	 US 45%	 UK 35%	 ROW 20%
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1 IN 8 PEOPLE IN THE UK LISTEN TO PODCASTS*
Engage your audience via: **Highly targeted spot adverts | Sponsorship re-targeting | Presenter reads & endorsement**

*source ofcom

CONTACT: 0207 316 1340 | SALES@PREMIER.ORG.UK

