

The Marketing Book Podcast Fact Sheet



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 185 countries**.

The Marketing Book Podcast is in the **top 0.5% of over 3 million podcasts globally**, according to ListenNotes.com

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." In the US, the show has garnered **over 800 5-star reviews** on Apple Podcasts.

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

The host, Douglas Burdett is the founder of Artillery, a B2B marketing agency. After three years' 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 35 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.

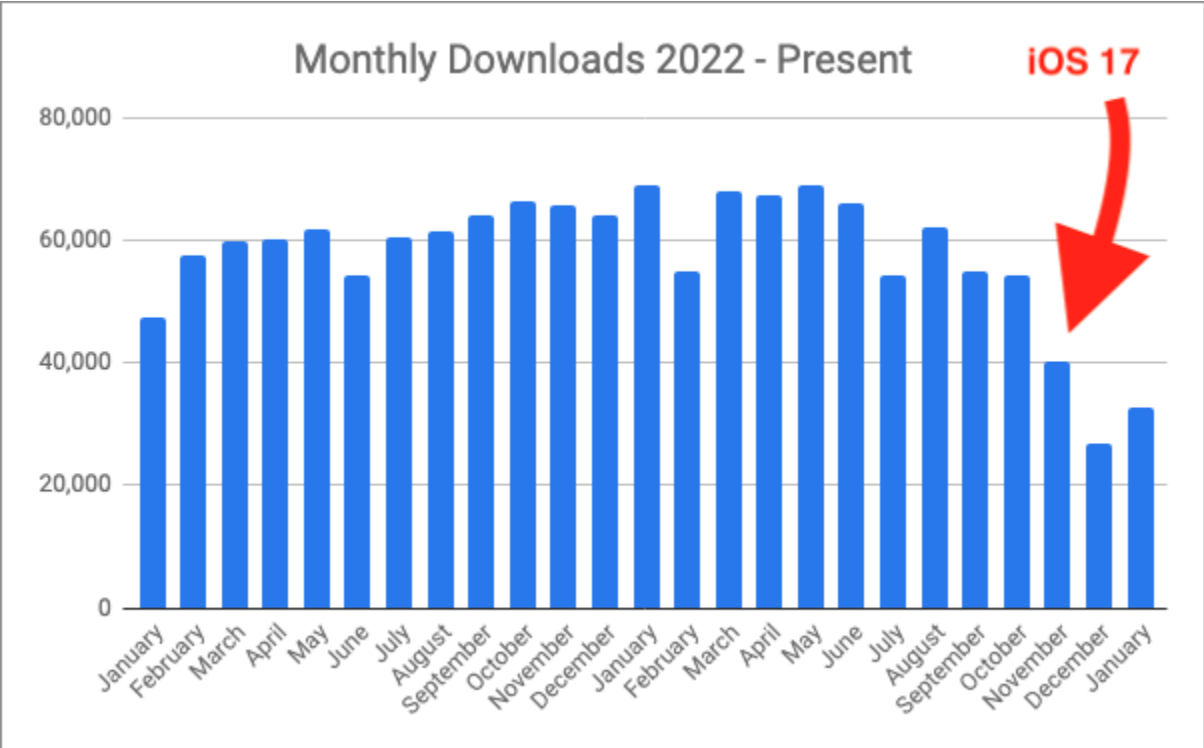
Awareness – The primary benefit of sponsorship is awareness through sponsorship of the show over an extended period. For example, sponsors have reported traffic to their trade show booths and new business connections because of awareness created by the show sponsorship.

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

Since this podcast exists on the web and in places like iTunes and Spotify, 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 over 185 countries. However, around 4Q '22 Apple tweaked automatic podcast downloads in its iOS 17 update ([“Apple’s latest iOS update could have a big impact on podcast downloads”](#) *The Verge*) which decreased all podcast download numbers.



Stats as of **Monday 2/12/24** are below. Each episode is published on Friday.

| Title | Date | First 7 | First 30 | First 90 | Total |
|--|--------------|---------|----------|----------|-------|
| 474 The AI Playbook by Eric Siegel | Feb 09, 2024 | 0 | 0 | 0 | 1,640 |
| 473 The Sale Is In The Tale by John Livesay | Feb 02, 2024 | 1,831 | 0 | 0 | 2,076 |
| 472 Marketing 6.0 by Philip Kotler | Jan 26, 2024 | 2,125 | 0 | 0 | 2,644 |
| 471 Overdeliver by Brian Kurtz | Jan 19, 2024 | 1,910 | 0 | 0 | 2,589 |
| 470 Standout Startup by Allyson Letteri | Jan 12, 2024 | 1,965 | 2,750 | 0 | 2,771 |
| 469 Any Insights Yet? by Chris Kocek | Jan 05, 2024 | 1,991 | 2,744 | 0 | 2,847 |
| 468 Scientific Advertising by Claude Hopkins (1... | Dec 29, 2023 | 1,755 | 2,499 | 0 | 2,612 |
| 467 Stop Starvation Marketing by Christine Sloc... | Dec 22, 2023 | 1,619 | 2,380 | 0 | 2,549 |
| 466 Forget The Funnel by Georgiana Laudi | Dec 15, 2023 | 1,988 | 2,886 | 0 | 3,238 |
| 465 The Growth Leader by Scott Edinger | Dec 08, 2023 | 1,900 | 2,574 | 0 | 2,932 |

For a detailed breakdown of the show's stats, please let me know if you would like to join me on a Zoom call where I can share my screen and allow you to look at any detail.

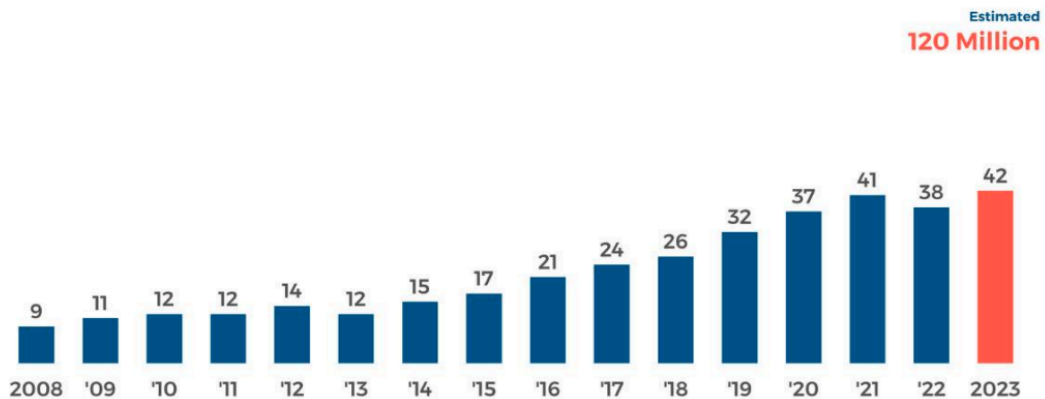
Currently, each episode receives just under 3,000 downloads in the first 30 days. However, new fans come to the show and binge-listen to older shows, so every episode has new downloads each month.

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

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

THE INFINITE DIAL 2023



amazon music

WONDERY

ART19

THE INFINITE DIAL © 2023 EDISON RESEARCH

All sponsors receive:

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

Investment Levels:

- One-time sponsorships: \$500
- Short-term sponsorships: \$300/episode (minimum six episodes)
- Annual sponsorships: \$10K (minimum of 12 months)
- All sponsorships must be paid in advance

TO GET STARTED

To get started, I will need:

- 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)
- Payment

I look forward to introducing your brand to my listeners!

Douglas Burdett

Host of The Marketing Book Podcast

