



The Wedding Biz Network™

Media Kit for Potential Sponsors



THE WEDDING BIZ NETWORK™

PODCAST CHANNELS FEATURING THE BEST IN THE WEDDING & EVENTS INDUSTRY

The Voice of The Wedding Biz!

The Wedding Biz Network's ambition is to grow the wedding and events industry through the power of podcasting.

Advertising with us is the opportunity your brand is looking for. Team up with us and showcase your brand through the "Voice of The Wedding Biz"!!

TheWeddingBizNetwork.com

Contact: Media@TheWeddingBiz.com

Updated as of February 27, 2021

Fresh Opportunity Awaits...

YOU have the content.
WE have the craftsmanship.

Who We Are:



9

years experience



20 +

shows launched



1000 +

episodes produced

With a combined experience of **over 9 years in the podcast industry** and more than 1,000 episodes produced, the **Wedding Biz Network™** team is poised to build a successful Network all about the wedding industry operated **by industry leaders**. This is YOUR opportunity to work with some of the strongest talent in the business and have your brand in front of their thousands of **niche listeners!**

Our Network's focus on wedding- and event-centric content will get your brand in front of the right niche audiences!

Over 104 million people download podcasts on a regular basis.*

* The 2020 Edison Research Podcast Consumer Study

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Podcasting by the Numbers

More and more people are becoming aware of the medium and becoming new podcast consumers.

AVID FANS OF THE
BUSINESS
GENRE ARE IN
13 MILLION
HOUSEHOLDS

AVID FANS OF THE
ARTS
GENRE ARE IN
16 MILLION
HOUSEHOLDS

Credit: Nielsen Q3 2018 Podcast Insights

Podcast consumers listen to a ton of content--an average of **7 podcasts** listened to per week!



And, all of that listening translates into spending!
29% of monthly podcast consumers 18+ have an annual household income of 100K or more (according to the 2019 Edison Research Podcast Consumer Study), versus just 19% in the general US population.

PODCAST ADVERTISING WORKS.

81 PERCENT
OF LISTENERS SAY THEY SOMETIMES OR ALWAYS
PAY ATTENTION TO PODCAST ADS

60% of podcast listeners
have bought something
from a podcast ad.

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Advertisers / Sponsors

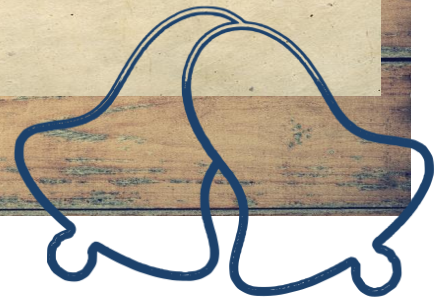
Reach our Widest Audiences

Send your brand straight to our targeted listeners' ears through ads and host-read commercial spots on our shows. With this option, you can **be strategic** while still reaching the **largest share of our audiences!**

In addition to being heard about on a particular show, ...

... our sponsors have each received a custom sponsorship package that included some (or all!) of the following:

- ❖ Joining the hosts on an episode
 - ❖ A host-read ad
- ❖ A link and/or image in our show notes
- ❖ Their logo in the episode thumbnails
- ❖ Their logo thumbnail on a website main page



Our Vision

Our team of podcasting professionals projects The Wedding Biz Network™ to:

- Grow to 20+ wedding and event industry-centric shows with millions of downloads
- Feature hosts and guests from various event industry sectors
- Review hundreds of products and services from wedding and event brands

Our Flagship Show:

THE
WEDDING
PODCAST^{BIZ}
with andy kushner



"Within each story [in the Wedding & Events Industry], there is much to learn and be inspired by. Helping to elevate the industry with these powerfully authentic stories has become so much more than a passion. It's become my mission." -Andy

The Wedding Industry's Premier Podcast

THE WEDDING PODCAST^{BIZ} *with andy kushner*

The Wedding Biz™ features business-transforming conversations with industry icons. The only global platform of its kind to serve the business development needs of wedding and events' professionals, Andy Kushner offers an inside look into the wedding world for industry experts and bridal couples.

Celebrated as a Top 25 Trendsetter by Modern Bride, Andy Kushner has shaken up the event music industry through his passion-come-to-life, Kushner Entertainment. He has now taken his talent as a gifted storyteller to his podcast, The Wedding Biz™.



Advantages for you:

- ❖ A podcast lives forever, and your commercial does too!
- ❖ Industry B:B podcasts reach a very dedicated, motivated niche audience.
- ❖ Podcast advertising generates up to 4.4x better brand recall than other digital ads, according to a 2018 study by Midroll.
- ❖ With THOUSANDS of targeted downloads every month, we will help you reach your ideal customers!

Your ad package can include:

- ❖ Custom designed ad campaign, including a host-read audio spot in each episode.
- ❖ Multiple banner ads on The Wedding Biz™ and The Wedding Biz Network™'s websites.
- ❖ One social media promotion per episode on The Wedding Biz™'s Facebook and Instagram accounts.
- ❖ "No Conflict Policy": No competitor in your direct vertical will be placed on the same episode.

For more about the show, head to: TheWeddingBiz.com



Please email Media@TheWeddingBiz.com
for details and our Title and Premier Sponsor ad rates.



The Wedding Biz Network™

Advertising Guidelines

Network Sponsorship and Advertising showcases your brand through the
"Voice of The Wedding Biz™"!!

Title sponsorship on all shows includes:

- ❖ Your name is repeated during the show: "The _____ Podcast brought to you by [Your Name]."
- ❖ The first audio ad placement in each episode. TWBN works with you to design the type of ad spot (host-read vs. pre-produced, for example) that will best promote your product or service.
- ❖ Your name will be included in all press releases about the respective show.
- ❖ Up to four banner ads:
 - One on The Wedding Biz Network's website homepage
 - One on The Wedding Biz Network's landing page for the Show
 - One on the individual show's website (if applicable)
 - One on the specific episode's show notes
- ❖ One social media promotion per episode on Facebook and Instagram.
- ❖ "No Conflict Policy": No competitor in your direct vertical will be placed on the same episode.

Premier sponsorship on all shows includes:

- ❖ One audio spot per episode. TWBN works with you to design the type of ad spot (host-read vs. pre-produced, for example) that will best promote your product or service.
- ❖ One banner ad on the specific episode's show notes
- ❖ One social media promotion per episode on Facebook and Instagram.
- ❖ "No Conflict Policy": No competitor in your direct vertical will be placed on the same episode.

More information: TheWeddingBizNetwork.com

Become Part of

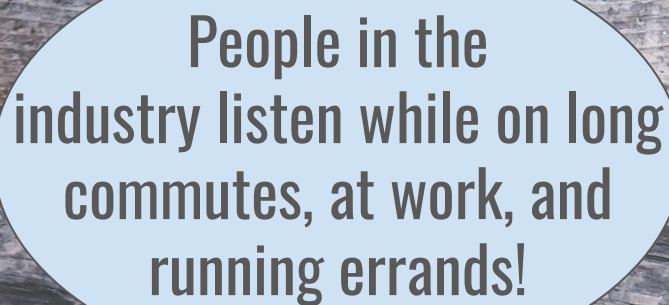
The Voice of The Wedding Biz™!

Podcasting by the Numbers ...a Deeper Walk



Over 104 million people download podcasts on a regular basis.*

29% of monthly podcast consumers 18+ have an annual household income of at least **\$100,000**.**



People in the industry listen while on long commutes, at work, and running errands!



* The 2020 Edison Research Podcast Consumer Study

** The 2019 Edison Research Podcast Consumer Study

Advertising / Sponsorship Roadmap:

Become a **Network Sponsor** and showcase your brand through the “Voice of The Wedding Biz™”!!



1: We discuss your goals and together create a custom sponsorship package.

- ✓ Sponsor an episode segment
- ✓ Be a title sponsor for a full episode
- ✓ Target your ads across multiple shows
- ✓ More options available!



2: Our hosts share your ads on our show(s).



3: Our listeners hear your ads and contact you!

Head to:

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for more information!

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