

# Next Audio

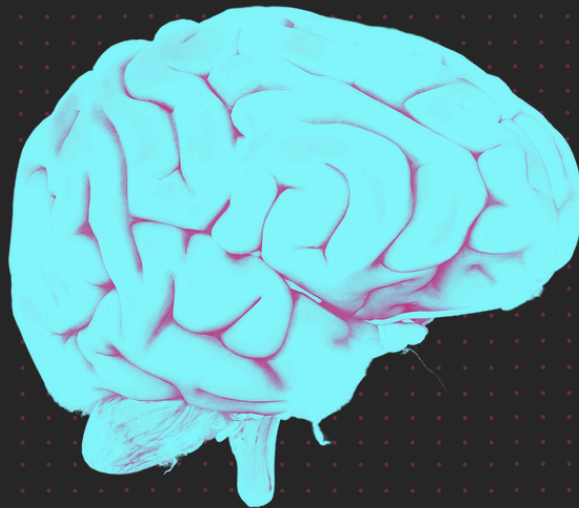
TARGETING

# THE SKILL SEEKER

The Skill Seeker listens to educational podcasts for self-improvement, to gain skills, or to learn more about a subject that matters.

## PROFILE OVERVIEW

- The education category ranks high in host trust and loyalty.
- Active listening makes this an extremely lean-in environment.
- Ideal for brands to engage with messages of improvement and optimisation.



## A GOOD MATCH FOR

- Finance
- Insurance
- Telecommunications
- E-commerce
- Tech
- B2B

## Example Shows in Our Network



- 💡 Avg monthly listens 11m -16m
- 👤 Avg listener is 31 years old and male
- 🏢 Recent sponsors - Finance, Education, Employment, Telecommunications



- 💡 Avg monthly listens 20m -30m
- 👤 Avg listener is 36 years old and a parent
- 🏢 Recent sponsors - Banking, Finance, Corporate Tech, Teleco, Insurance



- 💡 Avg monthly listens 230k-341k
- 👤 Avg listener is 42 years old and an above average income
- 🏢 Recent sponsors - Education, B2B, Teleco, SaaS, Tech

Next Audio Network Has Over 55,000 Podcasts...and counting!  
email me to learn more at [nextaud.io](https://nextaud.io)

TARGETING

# THE FEMALE FREQUENCY

Women are go-getters - running everything from households and offices to errands and bedtime routines — and through it all, they are plugged into podcasts to keep them entertained.

## PROFILE OVERVIEW

- Women are tuning into an average of 9.5 podcast episodes a week.
- Women listen to 5.7 different genres, running ads across a network is effective.
- Three in four women stated podcasts keep them entertained while they're doing mundane tasks.



## TOP GENRES

- True Crime
- Comedy
- Relationships
- Wellness
- Entertainment
- Pop Culture

## Example Shows in Our Network



- 💡 True Crime genre, Avg monthly listens 12m - 18m
- 👤 Avg listener is 24 years old, and mixed parental status
- 🏪 Recent sponsors - Wellness, Music, Education, Consumer Electronics



- 💡 Self-Improvement genre, Avg monthly listens 423k - 625k
- 👤 Avg listener is 47 years old with a high average income
- 🏪 Recent sponsors - Beauty, Grocery, Telecommunications, Insurance



- 💡 Comedy genre, Avg monthly listens 7.7m - 11 m
- 👤 Avg listener has an average income and not parents
- 🏪 Recent sponsors - Recruitment, Mental Health, Finance, Grocery

Next Audio Network Has Over 55,000 Podcasts...and counting!  
email me to learn more at [nextaud.io](https://nextaud.io)

# Next Audio

## TARGETING THE MALE MIND

Making up the largest portion of podcast listeners, podcasts offer a huge opportunity for brands to connect with males. With a preference for content that aligns with their interests and speaks from their perspective, targeting the right shows is key.

### PROFILE OVERVIEW

- Men show a strong preference for male hosts.
- Males aged 25-34 make up the core audience of podcast media, dedicating 16% of their total audio time to podcasts.
- On average, men listen to 7.2 podcast episodes per week.



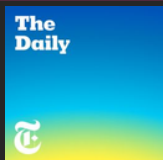
### TOP GENRES

- News
- Politics
- Technology
- Sports
- Comedy
- Business

### Example Shows in Our Network



- 💡 Sports & Health genre, Avg monthly listens 691k-1m
- 👤 Avg listener is 30 years, and not a parent
- 🏢 Recent sponsors - SaaS, Insurance, Telecommunications, Luxury Retail



- 💡 News genre, Avg monthly listens 32m - 47m
- 👤 Avg listener has an above average income and 36 years old
- 🏢 Recent sponsors - Health, Entertainment, Finance, Investment, Automotive



- 💡 Business genre - Avg monthly listens 1.9m - 2.8m
- 👤 Avg listener has a high income and 37 years old
- 🏢 Recent sponsors - Insurance, Finance, Real Estate, Investment, SaaS

Next Audio Network Has Over 55,000 Podcasts...and counting!  
email me to learn more at [nextaud.io](https://nextaud.io)

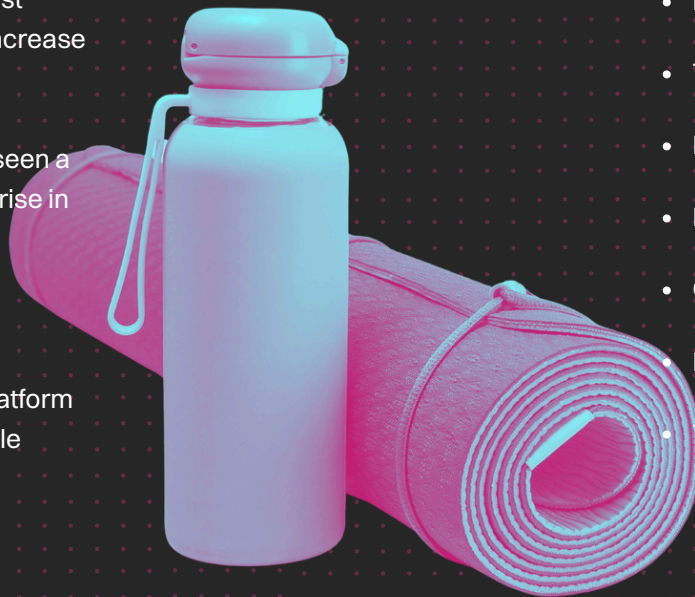
# Next Audio

## TARGETING THE MINDFUL EAR

The public's increasing interest in fitness, nutrition, mental health, and holistic well-being has fueled the growth of the health podcast category. Advertisers can leverage the strong connections listeners have with hosts to deliver authentic and impactful messages.

### PROFILE OVERVIEW

- The health and wellness podcast genre is booming, with a 95% increase in downloads last year.
- Advertisers in the sector have seen a 15% boost in loyalty and a 10% rise in sales tied to podcast content.
- With 67% of listeners feeling a personal connection to hosts, podcasts provide a powerful platform for delivering authentic, relatable messages.



### A GOOD MATCH FOR

- Insurance / Finance
- Tech
- Life-style
- Entertainment/Events
- CPG
- Education
- Telecommunication

### Example Shows in Our Network

10% HAPPIER  
↳ with  
Dan Harris

💡 Avg monthly listens 691k-1m

👤 Avg listener is 30 years old, not a parent, and no gender skew

🏢 Recent sponsors - SaaS, Insurance, Telecommunications, Luxury Retail



💡 Avg monthly listens 156k - 231k

👤 Avg listener is female, has an above-average income and mixed parental status

🏢 Recent sponsors - Insurance, Finance, Mobile Gaming, Beverages



💡 Avg monthly listens 1.9m - 2.8m

👤 Avg listener has an above average income, 39 years old, no gender skew

🏢 Recent sponsors - Education, Insurance, CPG, Mental Health, Teleco

Sponsorship  
only

Next Audio Network Has Over 55,000 Podcasts...and counting!  
email me to learn more at [nextaud.io](https://nextaud.io)

# Next Audio

## TARGETING THE CRIME SOLVER

Predominantly female-skewed, true crime listeners are fanatics, loyally tuning into their favourite shows. Brands can leverage this deep allegiance with ads that tap into intrigue and curiosity, creating a powerful connection.

### PROFILE OVERVIEW

- There are 23k + true crime podcasts
- 61% of the Top 25 True Crime podcast listeners are women.
- True Crime podcasts are popular worldwide, but especially in the US, UK, Canada, Australia, Brazil, the Philippines, and India.
- Occupation of top listeners include managers, journalists/reporters, directors, marketers, editors, and software engineers.



### A GOOD MATCH FOR

- B2B
- Health & Wellness
- CPG
- Education
- Tech
- Insurance
- Finance

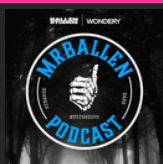
### Example Shows in Our Network



- 💡 Avg monthly listens 1.2m - 1.8m
- 👤 Avg listener is female, 36 years old, and mixed parental status
- 🏢 Recent sponsors - Home Security, Medical, Finance, Music, Health



- 💡 Avg monthly listens 379k - 564k
- 👤 Avg listener is male, 41 years old, and not a parent
- 🏢 Recent sponsors - Telecommunications, CPG, Homeware, SaaS



- 💡 Avg monthly listens 5m - 7.4m
- 👤 Avg listener is not a parent, no gender-skew, and 27 years old
- 🏢 Recent sponsors - Entertainment, Music, Mental Health, SaaS, Tech

Next Audio Network Has Over 55,000 Podcasts...and counting!  
email me to learn more at [nextaud.io](https://nextaud.io)

# Next Audio

## 9 Podcast Advertising Rules

that will drive your Q4 programmatics campaign ROI

### PROFILE TARGETING

#### Target Smartly, Not Narrowly

Focus on **genre, location, age, and gender** to reach your valuable audiences.

When it comes to genre - go some-what broad to capture diverse interests. If you unnecessarily go too narrow, you'll limit reach & ROI



### CONTEXT ALIGNMENT

#### Avoid limiting to obvious genres.

For most campaigns **3-5 genres** related to your product and interests is suggested.

Always apply **contextual targeting** for both reaching your **core audience** and guide the ad creative.

### 4+ WEEK SCHEDULE

#### Allow for the listening lag

Allow **at least 4 weeks** for your campaign to be live.



This will account for any podcast download-to-listen lag, ensuring your ad reaches its full potential over time.

### SCRIPT STRUCTURE

#### Keep the message focused and impactful with this formula

- 1 Grab Attention (10%)
- 2 Establish the Problem (20%)
- 3 Offer a Solution (50%)
- 4 Call to Action (20%)



Longer doesn't mean better! Studies show 15-sec ads generate brand recall and awareness on-par with 30 sec ads.

**If you can say it in 15 seconds, do it.**

### WORD COUNT

#### For clear and effective messaging, use the following word counts

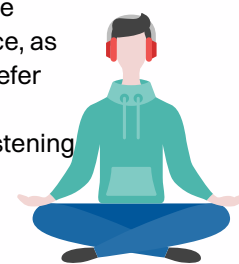
- 15-second ad: 26-36 words
- 30-second ad: 62-72 words

### tone Alignment

#### Align the ad tone with targeting

Use both demographic and context targeting to guide the creative tone.

Avoid disrupting the listening experience, as 72% of listeners prefer ads relevant to the content they are listening to.



### SOLID CTA PATH

#### Craft a Clear, Actionable CTA

Direct listeners to a specific action (promo code, website, search term) to ensure clarity and improve tracking.

#### **MEASUREMENT TIP!**

Use a unique search term or promo code for your podcast ads to help with tracking



### SEASONAL RELEVANCE

#### Address all the Q4 milestones

**Create alternate ad versions** to release as the Q4 season progresses—from Black Friday to holiday prep and end-of-year reflections.

This will keep your messaging fresh and aligned with key moments.



### UNIFIED MESSAGING

#### Ensure Cross-Platform Consistency

Take an omni-channel approach. Connect with your key audience during all moments in their day.

Align your podcast ads with other marketing efforts—social media, video, email—for a unified message across all channels.