

POPCORN PODCAST MEDIA KIT 2023



ABOUT

POPCORN PODCAST WITH LEIGH AND TIM

Popcorn Podcast celebrates the joys of cinema, entertaining **loyal listeners via 60,000+ downloads*** with no-spoiler reviews of the latest releases and interviews with A-list talent – including **Hugh Jackman, Jamie-Lee Curtis, Eric Bana, Sam Neill and Jake Gyllenhaal** – along with industry news and giveaways. Now in its **ninth season**, hosted by Leigh and Tim, Popcorn Podcast continues to create quality movie content by packing knowledgeable discussion into bite-sized (and sometimes salty) weekly episodes that listeners love, while also helping film fans make informed choices on what to watch next.

The industry challenges of 2020/2021 proved there's an innate need for the wonderful escapism films bring. Despite launching in simpler times (2019), the challenging years of the pandemic saw the largest exponential growth for Popcorn Podcast, with the show earning a place in the **top 1.5% of all podcasts worldwide#** and regularly becoming the **number-one new film review podcast+** on the Australian Apple Charts – and it remains the only one dedicated to covering new releases weekly.

Not your average audio brand, Popcorn Podcast fills a gap in the fast-growing Australian podcast market for locally-focused cinema content from trusted professional, diverse and experienced sources, integrated with website, YouTube and an engaging social presence.

“ I really enjoy listening to Leigh and Tim every week. Because I don't get to the movies as often as I would like, they help me make better choices. It's so much fun and I love their banter ”

— verbatim listener review

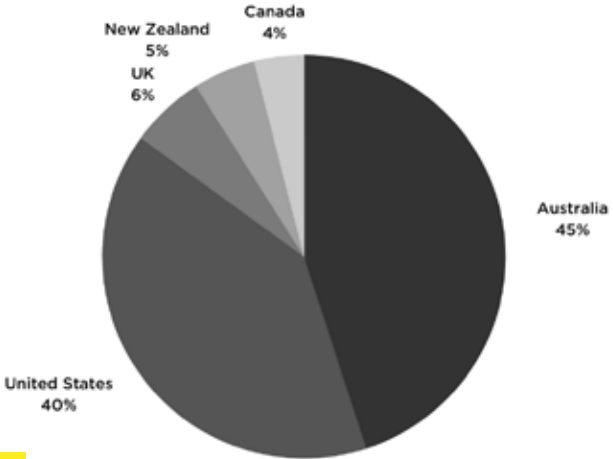


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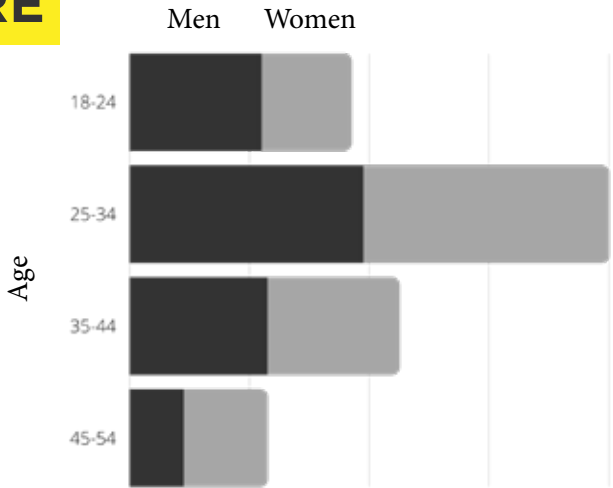


OUR LISTENERS...

...TUNE IN FROM



...ARE



MEET

THE HOSTS

Leigh Livingstone is an experienced entertainment editor and professional film critic who has spent a long career interviewing big-name stars and sharing the stories of the most talented creatives in the industry. She is also a freelance journalist covering film and entertainment for various high-profile publications.

Tim Iffland is a movie expert with an encyclopedic knowledge of all things film who isn't afraid to share his honest opinions on all genres. He is also a media industry professional, formerly working in content partnerships for Nine.

PODCAST LISTENERSHIP

60,000+ downloads worldwide

BRAND SOCIAL REACH

1.1 million+ monthly
(Combined website/Instagram/FB/YouTube)

OUR LISTENERS

- > Are aged between 18-54
- > Are 57% women and 42% men
- > Are die-hard movie fans eager to know more about the latest blockbusters
- > Are also average entertainment enthusiasts who need a little help deciding what to watch

HIGHLY RATED

- > One of the top 1.5% of podcasts worldwide
- > Consistently rated five stars on Apple Podcasts#

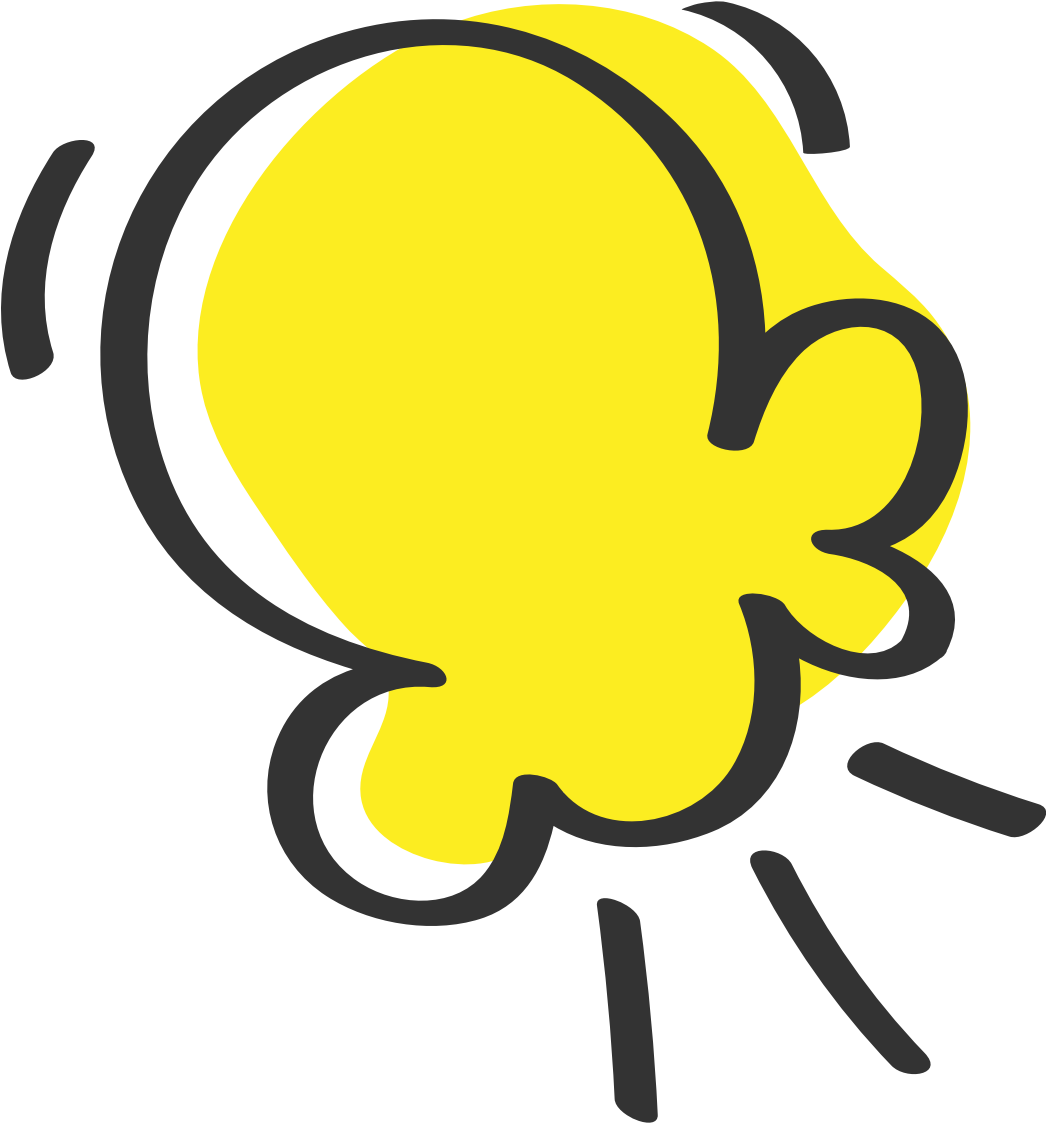
For editorial, sponsorship, advertising or presenting enquiries, please contact:

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Source: #via Apple Podcasts

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PODCAST RATE CARD

We love working with sponsors and brands that would appeal to our audience. Our starting rates are below, but please reach out if you'd like to discuss another type of collaboration.

POPCORN PODCAST AUDIO

Sponsorship (1 episode) \$110 per episode
Sponsorship (6 episodes) \$80 per episode

YOUTUBE A-LIST INTERVIEW VIDEO

Sponsorship (1 video) \$160 per video

SPONSORED SOCIAL MEDIA POST

1 Instagram post \$50 per post
4 post Instagram series \$150 total

HAVE POPCORN PODCAST MODERATE YOUR NEXT Q&A OR HOST A FILM-RELATED EVENT

Up to 1 hour event + prep \$350

All prices include GST

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