



aBroad Drinking Wine Podcast Sponsorship Opportunities

Affiliate! Align your brand with a Podcast that attracts high end consumers of lifestyle brands.

Grow! Acquire new customers and use the podcast as content for loyal customers.

Influence! Carefully curated content paired with engaging commercial breaks increases brand recognition.

Podcast Sponsorship Opportunities

Reach our audience of wine consumers, travelers and all around fun people. Our audience is usually women with discretionary income, over 30 years of age and enjoys drinking alcoholic beverages, great food and traveling. Our audience is generally educated with at least a high school diploma and most common an undergraduate degree. Demographic information collected from our website survey, partnering ticketing agency data and social media insight. We are offering you an opportunity to sponsor our podcast and get access to thousand of new customers. As a sponsor you become a member of our tribe and are mentioned in social media post, our newsletter and live events.

We offer per episode, per month or per year sponsorship packages. These are special pre-production deals. After the podcast is well on it was to a larger audience the prices will increase. Lock in your rates now!

Title Sponsor:

Exclusive sponsorship for the entire show. Includes custom commercial that can be edited anytime before show airing date, commercial plays four times. (Intro /Outro and two breaks.)

Each commercial is 30 seconds long.

\$350 Per Episode +\$115 one time setup fee

\$600 Per Month

\$4,200 Annual

Intro or Outro Sponsorship

\$200 15 second commercial breaks each. Non exclusive

Mid Show Break

15 second commercial break

\$150 per episode per break. Non exclusive

About our customer:

(Data collected from base website and current following of Zuriwine.com)

DEMOGRAPHICS:

Diverse

Core Age: Range: 30-59

Gender: 80% Female and 20% Male

Household Income: \$65k - \$250k

Education: 75% college educated

Location: 70% from LA County, 30% from outside LA

PSYCHOGRAPHICS:

Makes annual travel plans

Loves to shop online, dine & drink out

Entertains at home

Is socially conscious