

# Podcasts: Turn listeners into customers



Podcast listeners are highly engaged and loyal to their favorite podcasts. That engagement transfers to podcast ads, as well. After hearing a podcast ad, listeners take action<sup>1</sup>:

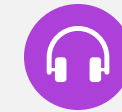


- 69%** were **happy with the purchase** they had made from podcast sponsors or ads.
- 63%** of **listeners visited** a company or product's website
- 58%** are **more likely to purchase** a product after hearing an advertisement on a podcast, compared to other places they might hear advertisements.

## Sponsor Benefit:

Spots can be dynamically inserted in pre-roll and/or mid-roll positions.

Source: <sup>1</sup>Nielsen. (2023). *Podcasting's Impact on Consumer Behavior*. | <sup>2</sup>MRI Simmons Fall 2023 Doublebase, A18+ (listened to podcast(s) in last 30 days)

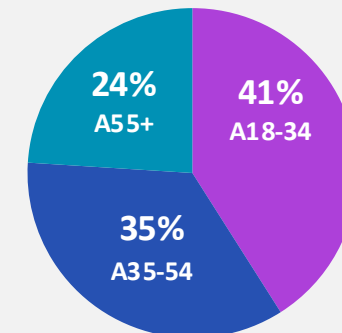


## Podcast listeners: a desirable audience.<sup>2</sup>

Compared to the average U.S. adult, they are:

- **35%** more likely to have a **household income of \$250K+**
- **34%** more likely to hold a **Doctorate degree**

## 76% of podcast listeners are under 55<sup>2</sup>



# GBH Podcasts

Based on audience favorites across GBH News, radio and TV.



**The Big Dig:** The real story behind one of the most notoriously troubled infrastructure projects in American history. Hosted by Ian Coss (Forever is a Long Time).

*Named one of The New Yorker's Top 10 podcasts of 2023*



**Scratch & Win:** a deep dive into Massachusetts' unexpected role in transforming America's gambling landscape from mob-controlled betting to a government-sanctioned lottery system. Hosted by Ian Coss.



**Boston Public Radio:** daily news call-in show with local leaders and thinkers shaping New England. Hosted by Jim Braude and Margery Egan. Full episodes of the GBH 89.7 daily broadcast or "Best Of" clips of the week available for sponsorship.



**Stories from the Stage:** the most memorable stories from the TV series. Hosted by Liz Cheng and Patricia Alvarado Núñez, executive producers and co-creators of the series.

*Silver Winner, 2022 Inaugural Signal Awards, Shows: Best Road Trip Podcast*



**Under the Radar:** The news that is often overlooked by big media outlets. Hosted by Callie Crossley, GBH News.

Local Corporate Sponsorship

## More from GBH:



★ THE AMBIES\*

\*The Podcast Academy recognizes outstanding podcasts with The Ambies Awards



## Kids podcasts:



## PRX Listeners are Unique.

Not all podcast consumers are alike and PRX listeners are among a highly sought after demographic.



### Late Millennials

Audience skews age 25-40

### Highly Educated

More likely to have a graduate degree.

### Urban Dwellers

More likely to live in urban environments.

## Sponsors Get Results

- **75%** of listeners made a purchase within a week of last hearing from the sponsor
- **74%** of listeners purchased products or service from a sponsor
- **71%** of listeners are willing to learn more about a sponsor they hear
- **58%** of listeners discovered a product/service they liked through a sponsor
- **59%** of listeners would recommend brands they hear to others

Source: The Podcast Landscape 2024

# PRX Podcasts



From award-winning podcast producer, PRX. Buys are targeted to the Boston DMA. Pre-roll available.



**Normal Gossip:** juicy, strange, funny, and utterly banal gossip about people you'll never know and never meet. New host Rachele Hampton discusses reader-submitted comedic gossip with guests, diving into the lives and decisions of complete strangers.  
*2025 iHeartPodcast Awards "2024 Podcast of the Year" Nominee*



**The Science of Happiness:** research-based tips for a meaningful life. Hosted by Dacher Keltner (founder of the Greater Good Science Center at the University of California, Berkeley)  
*2023 New York Festivals Radio Awards finalist*



**Snap Judgement:** real stories paired with killer beats produce a cinematic and dramatic listening experience that dares listeners to see the world through the eyes of another. Hosted by Glynn Washington.  
*One of Lifestacker's "12 podcasts that will make anyone fall in love with podcasts"*



**Welcome to Night Vale:** community updates from the fictitious town of Night Vale, featuring news and announcements from the Sheriff's Secret Police, dark hooded figures with unknowable powers, and cultural events.  
*Named among one of the best podcasts today by WIRED*



**The New Yorker Radio Hour:** a weekly mix of profiles, storytelling, and insightful conversations about the issues that matter — plus an occasional blast of comic genius from the magazine's legendary Shouts and Murmurs page. Hosted by David Remnick.  
*Winner of 2023 Peabody Award for "Excellence in Radio and Podcasting"*

## More from PRX:

