

2017

# MEDIA KIT

I N F O R M E D C H O I C E R A D I O



# INTRODUCTION

Informed Choice Radio is a leading personal finance podcast, featuring three new episodes each week with best selling authors, thought leaders and personal finance experts. With more than 200 episodes published and a consistently growing audience, Informed Choice Radio is an important media channel reaching engaged listeners intent on improving their financial future.



**INFORMED CHOICE RADIO**

**MAKE THE MOST OF YOUR MONEY**

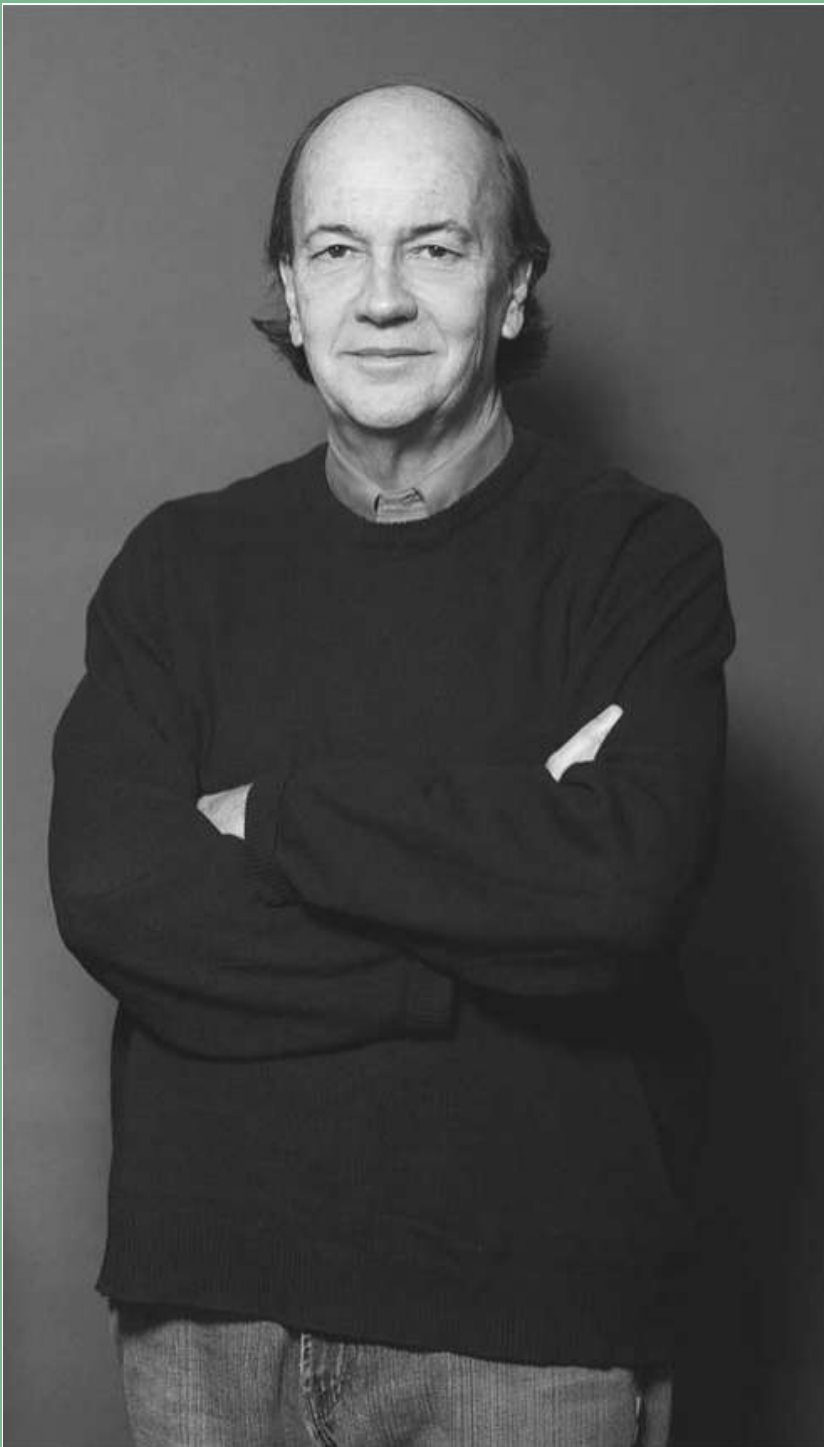




*Podcast Host*

## ABOUT MARTIN

Chartered Financial Planner, Chartered Wealth Manager, CFP professional and personal finance author. Martin has a unique insider perspective and uses his extensive global connections to interview thought leaders, experts and authors.



*Recent Guests*

## JIM RICKARDS

In his new book, *The Road to Ruin: The Global Elites' Secret Plan for the Next Financial Crisis*, Jim shares his thoughts on how investors can prepare for the next financial panic and why it's coming sooner than you think.



*Recent Guests*

## MALENE RYDAHL

Malene is author of the international bestseller, *Happy as a Dane*. She shares anecdotes and research, and explores how the values of trust, education, and a healthy work-life balance with purpose – to name just a few – contribute to a “happy” population.





*Recent Guests*

## JAMES WALLMAN

James is author of the groundbreaking book *Stuffocation: Living More With Less*. In *Stuffocation*, James shares intriguing insights on psychology, economics and culture, resulting in a vital manifesto for change.



*Recent Guests*

## GEMMA GODFREY

Gemma is a trusted business expert and FinTech influencer, as well as one of the best people in the world at clarifying complex conditions as they unfold. She's recently featured as a boardroom adviser on *The US Celebrity Apprentice*.

# POTENTIAL AUDIENCE

31% of podcast listeners earn \$100k or more, compared to 22% of non-listeners.

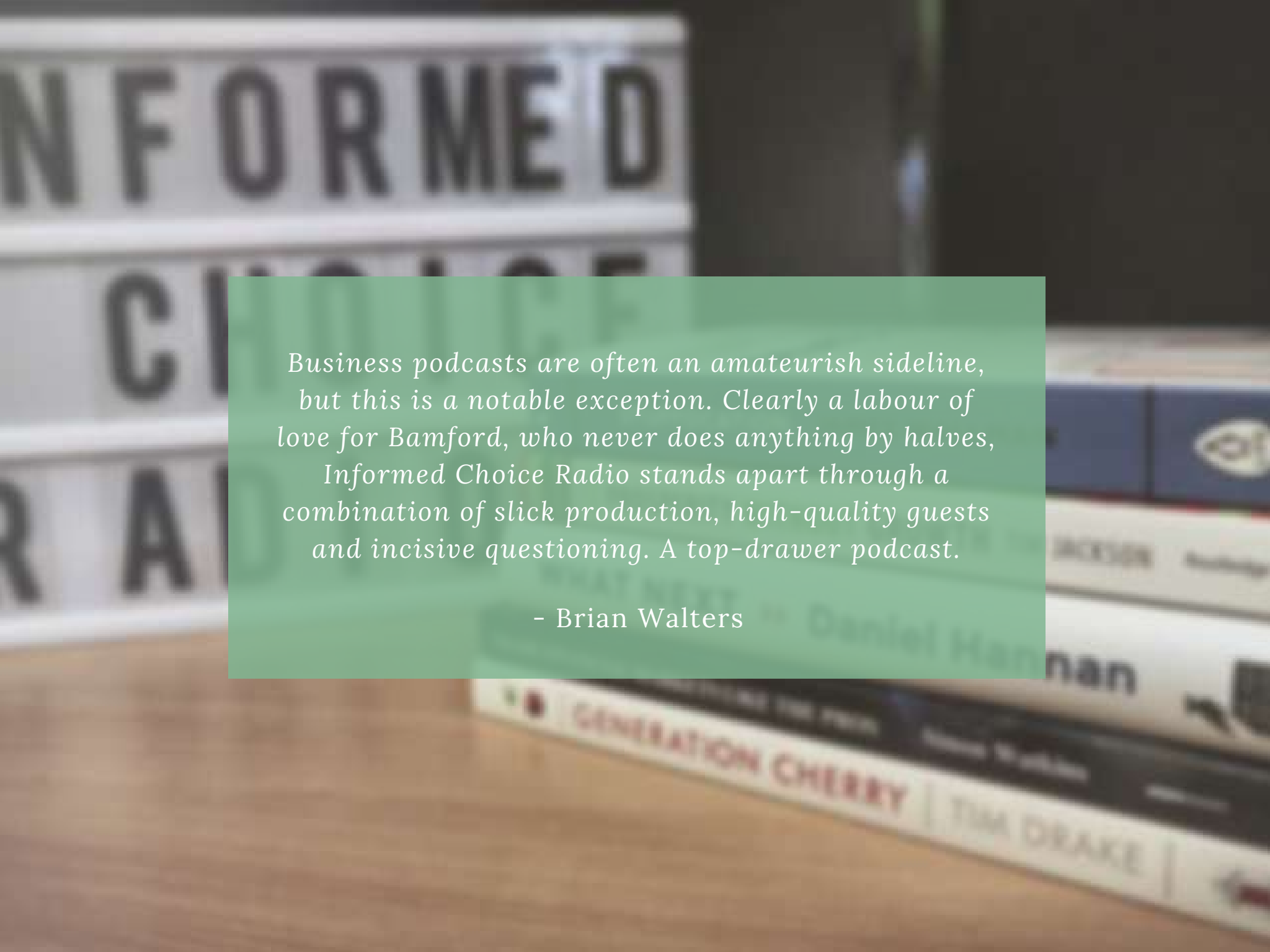
63% of podcast listeners are employed full-time, compared to 49% of the general population.

Podcast listening on a monthly basis grew in 2017 from 21% to 24% year-to-year

Source: Edison Research, 2017





A stack of vinyl records is shown in the background, slightly out of focus. The top record has a white label with the text "GENERATION CHERRY" and "TIM DEAKE" visible. Above the records, a white sign with black letters is partially visible, showing the words "INFORMED" and "CHOICE". A semi-transparent green rectangular box is overlaid on the center of the image, containing white text.

*Business podcasts are often an amateurish sideline, but this is a notable exception. Clearly a labour of love for Bamford, who never does anything by halves, Informed Choice Radio stands apart through a combination of slick production, high-quality guests and incisive questioning. A top-drawer podcast.*

- Brian Walters

# REACH



10,199 Twitter followers  
@martinbamford



67,570 total podcast  
downloads



532% monthly download  
growth in the past 8 months

All figures current 21st April 2017






## SPONSORSHIP PACKAGE 1

15 second pre-roll & 60 second mid-roll live promotion spots across 8 episodes during one month. Includes residual promotional value indefinitely from archived podcast downloads, 8 social media posts with your logo. One month sponsorship, £950.



## SPONSORSHIP PACKAGE 2


15 second pre-roll & 60 second mid-roll live promotion spots across 24 episodes during three months. Includes residual promotional value indefinitely from archived podcast downloads, 24 social media posts with your logo. Opportunity for one guest spot. Three months sponsorship, £2,250.



## SPONSORSHIP PACKAGE 3

15 second pre-roll & 60 second mid-roll live promotion spots in every episode (3 times a week) for six months. Includes residual promotional value indefinitely from archived podcast downloads, Social media posts with your logo for every episode. Opportunity for one guest spot & one additional live spot a month. Six months sponsorship, £5,000.





*"When it comes to your  
money, the more you  
know, the faster it can  
grow."*

*- Martin Bamford*

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