

running with Jake

the **podcast** 



MEDIA KIT 2021



THE TEAM

HOST: Jake Lowe



Jake Lowe is a professional running coach and ex-radio personality, having worked on market leading stations in the UK.

He coaches his running clients one-to-one and started 'The PLODcast' so he'd be able to spread the positivity and well-being that running brings to listeners en-masse.

PRODUCER: Pete Allen



Pete 'the producer' is a "non-running guy", but knows how to put a quality Podcast together!

With over 25 years experience as a producer & presenter on market leading UK radio stations, Pete fell in love with podcasts as a medium which enables him to connect target audiences with brands in a creative way.





THE SHOW

"YOUR WEEKLY DOSE OF RUNNING MOTIVATION"

STYLE:

Motivational and positive
UNIQUE & FUN.

TARGET AUDIENCE:

People of ALL abilities
who run (or may
consider running)

A FOCUS ON:

Physical & mental fitness
Wellbeing & mindfulness

MULTI-PLATFORM:

An engaged & trusting audience
on Facebook, Instagram & in our
Whatsapp group

FORMAT:

Studio chat, tactics & tips
Celebrity guests
Real runners with real stories
On location recordings

LIVE EVENTS:

Running with Jake are honoured to
host regional Cancer Research UK
'Race for life' events





THE REVIEWS

"THE TOP GEAR OF THE PODCAST WORLD!"



Average 5-star rating on Apple

"This is the best place to learn about running, whilst running."

- HAIRY HELMET, Jun 10.

If you love running you'll love this podcast, if you don't love running, you'll love this podcast ...then you'll love running. Give it a try!!!" - USER557, Feb 13.

"Amazing special guests and the interaction between Jake & Pete is great - can't wait for more."

-SATHKETT, May 28.

"What a great motivational podcast to listen to on the way to work. Made me want to run there rather than drive, and I was on the M1!" - DERBY1, Feb 4.

"It's accessible and makes you feel like part of the club! Just the right balance of advice and light hearted chat"
-CATHERINE MT, Apr 11.

Jake is my go to guy for everything running related. His energy never fails to get me pumped when I'm demotivated. Great podcast"
-TIGER TIMMY, Jan 27.





UK PODCAST STATS

**PODCASTS NOW ATTRACT
OVER 10-MILLION WEEKLY
LISTENERS IN THE UK**

**76% OF PODCAST LISTENERS HAVE
TAKEN DIRECT ACTION TO A
COMMERCIAL MESSAGE, AS
INSTRUCTED BY THE HOST**

**WEEKLY LISTENERS
HAVE INCREASED OVER
18-FOLD IN THE LAST
5 YEARS**

**92% OF LISTENERS
ARE ALONE WHEN
LISTENING TO PODCASTS**

**80% OF LISTENERS
HEAR THE ENTIRE EPISODE**

**23% OF PEOPLE IN THE UK
ARE PODCAST LISTENERS**



THE ENGAGEMENT



6,000+

Average podcast downloads per month (and growing an engaged audience quickly)



103,000+

Facebook engagements a month,
15,000+ Social media followers



Audience

56% Female, 44% Male,
63% aged 23-44



Worldwide

65% UK listeners,
15% USA, 5% Australia



THE OPTIONS

	THE MARATHON PACKAGE	GOLD	SILVER	BRONZE
	£1,500	£550	£400	£200
	13 WEEKS	4 WEEKS	4 WEEKS	4 WEEKS
Podcast host: Detailed endorsement (1 min)	✓	✓	✓	
Podcast host: Quick endorsement (10 sec)				✓
Voiceover mention with tagline: Pre-roll			✓	
Voiceover mention with tagline: Mid-roll	✓	✓		
Weekly social media mentions	5 across Facebook & Instagram	5 across Facebook & Instagram	3 across Facebook & Instagram	3 across Facebook & Instagram
Show notes mention, with click through	✓	✓	✓	✓





* Hosting Cancer Research UK event, Nottingham

For more details, contact: pete.allen@carrotcruncher.com

