





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.

MULTI-PLATFORM:
An engaged & trusting audience
on Facebook, Instagram & in our
Whatsapp group

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

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

FORMAT:

A FOCUS ON: Physical & mental fitness Wellbeing & mindfulness

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

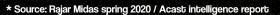
92% OF LISTENERS
ARE ALONE WHEN
LISTENING TO PODCASTS

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

> 80% OF LISTENERS HEAR THE ENTIRE EPISODE

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

23% OF PEOPLE IN THE UK ARE PODCAST LISTENERS





THE ENGAGEMENT



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



103,000+

Facebook engagments 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	E200
	13 WEEKS	4 WEEKS	4 WEEKS	4 WEEKS
Podcast host: Detailed endorsement (1 min)	✓	1	✓	
Podcast host: Quick endorsement (10 sec)				4
Voiceover mention with tagline: Pre-roll			✓	
Voiceover mention with tagline: Mid-roll	1			
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	<i>J</i>	√.	1	✓

^{*} Please contact for alternative options/campaigns including tradional radio type airtime adverts.



