



the content **byte**

The podcast for people who use their words to make money. Meet a few of our fab guests!



PODCAST MEDIA KIT 2024

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More guests!

A BIT ABOUT US

Lynne Testoni is a senior journalist and content producer who specialises in warm and witty copy, with a focus on design, homes and food. Rachel Smith is a senior journalist and copywriter who specialises in fresh, clever SEO copy + content for lifestyle, business and finance clients. She also runs Rachel's List, a popular jobs board and community for freelancers.

Lynne and Rachel have known each other for many years. When they couldn't find a podcast that covered all facets of writing, content, and freelancing they joined forces and created their own, along with a conference that's going great guns, too.

FACTS 'N' FIGURES

600 AVERAGE WEEKLY DOWNLOADS

90,000 TOTAL DOWNLOADS

210 TOTAL EPISODES RECORDED

5 YEARS HOW LONG WE'VE BEEN AT IT

TOP 2.5% GLOBAL PODCAST RANKING

According to ListenNotes.com

KIND WORDS

"GREAT PODCAST ON ALL THINGS FREELANCE, AND HAS INTERESTING AND RELEVANT SUBJECTS AND GUESTS"

"AS A WRITER AND EDITOR, I TUNE IN EVERY WEEK TO THIS SHOW - IT ALWAYS LEAVES ME FEELING INSPIRED"

"GENUINELY LOVELY HOSTS WITH JUICY CONTENT AND ACTIONABLE TIPS FOR GROWING YOUR BUSINESS"



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THE CONTENT BYTE PODCAST FEES

Sponsorship (1 ep)	\$250 (per ep)
Sponsorship (12 eps)	\$150 (per ep)
Category exclusivity	Contact us for pricing

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You may also like to consider the Rachel's List Friday email, [The Wrap-Up](#), which has 4000+ subscribers and decent crossover with the podcast audience. Here's [how to advertise](#) on The Wrap-Up.

THE WRAP-UP ADVERTISING FEES

The Sponsor Box ad	\$220 (1 x eDM)
The Shorty classifieds ad	\$55 (1 x eDM)

All prices include GST



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