

TARGETING

THE SKILL SEEKER

The Skill Seeker listens to educational podcasts for self-improvement, to gain skills, or to learn more about a subject that matters.

PROFILE OVERVIEW

- The education category ranks high in host trust and loyalty.
- Active listening makes this an extremely lean-in environment.
- Ideal for brands to engage with messages of improvement and optimisation.



A GOOD MATCH FOR

- Finance
- Insurance
- Telecommunications
- E-commerce
- Tech
- B2B

Example Shows in Our Network



- 💡 Avg monthly listens 11m -16m
- 👤 Avg listener is 31 years old and male
- 🏢 Recent sponsors - Finance, Education, Employment, Telecommunications



- 💡 Avg monthly listens 20m -30m
- 👤 Avg listener is 36 years old and a parent
- 🏢 Recent sponsors - Banking, Finance, Corporate Tech, Teleco, Insurance



- 💡 Avg monthly listens 230k-341k
- 👤 Avg listener is 42 years old and an above average income
- 🏢 Recent sponsors - Education, B2B, Teleco, SaaS, Tech

Next Audio Network Has Over 55,000 Podcasts...and counting!

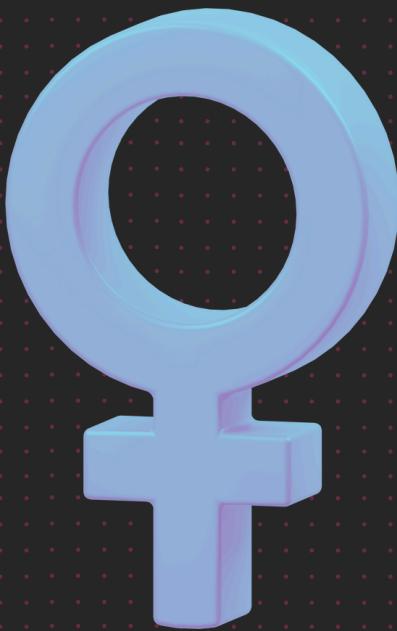
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THE FEMALE FREQUENCY

Women are go-getters - running everything from households and offices to errands and bedtime routines — and through it all, they are plugged into podcasts to keep them entertained.

PROFILE OVERVIEW

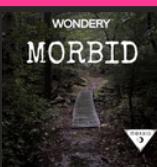
- Women are tuning into an average of 9.5 podcast episodes a week.
- Women listen to 5.7 different genres, running ads across a network is effective.
- Three in four women stated podcasts keep them entertained while they're doing mundane tasks.



TOP GENRES

- True Crime
- Comedy
- Relationships
- Wellness
- Entertainment
- Pop Culture

Example Shows in Our Network



- 💡 True Crime genre, Avg monthly listens 12m - 18m
- 👤 Avg listener is 24 years old, and mixed parental status
- 💳 Recent sponsors - Wellness, Music, Education, Consumer Electronics



- 💡 Self-Improvement genre, Avg monthly listens 423k - 625k
- 👤 Avg listener is 47 years old with a high average income
- 💳 Recent sponsors - Beauty, Grocery, Telecommunications, Insurance



- 💡 Comedy genre, Avg monthly listens 7.7m - 11 m
- 👤 Avg listener has an average income and not parents
- 💳 Recent sponsors - Recruitment, Mental Health, Finance, Grocery

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TARGETING THE MALE MIND

Making up the largest portion of podcast listeners, podcasts offer a huge opportunity for brands to connect with males. With a preference for content that aligns with their interests and speaks from their perspective, targeting the right shows is key.

PROFILE OVERVIEW

- Men show a strong preference for male hosts.
- Males aged 25-34 make up the core audience of podcast media, dedicating 16% of their total audio time to podcasts.
- On average, men listen to 7.2 podcast episodes per week.



TOP GENRES

- News
- Politics
- Technology
- Sports
- Comedy
- Business

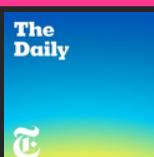
Example Shows in Our Network



💡 Sports & Health genre, Avg monthly listens 691k-1m

👤 Avg listener is 30 years, and not a parent

🏢 Recent sponsors - SaaS, Insurance, Telecommunications, Luxury Retail



💡 News genre, Avg monthly listens 32m - 47m

👤 Avg listener has an above average income and 36 years old

🏢 Recent sponsors - Health, Entertainment, Finance, Investment, Automotive



💡 Business genre - Avg monthly listens 1.9m - 2.8m

👤 Avg listener has a high income and 37 years old

🏢 Recent sponsors - Insurance, Finance, Real Estate, Investment, SaaS

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TARGETING THE MINDFUL EAR

The public's increasing interest in fitness, nutrition, mental health, and holistic well-being has fueled the growth of the health podcast category. Advertisers can leverage the strong connections listeners have with hosts to deliver authentic and impactful messages.

PROFILE OVERVIEW

- The health and wellness podcast genre is booming, with a 95% increase in downloads last year.
- Advertisers in the sector have seen a 15% boost in loyalty and a 10% rise in sales tied to podcast content.
- With 67% of listeners feeling a personal connection to hosts, podcasts provide a powerful platform for delivering authentic, relatable messages.



A GOOD MATCH FOR

- Insurance / Finance
- Tech
- Life-style
- Entertainment/Events
- CPG
- Education
- Telecommunication

Example Shows in Our Network

10% HAPPIER
with
Dan Harris

💡 Avg monthly listens 691k-1m

👤 Avg listener is 30 years old, not a parent, and no gender skew

🏢 Recent sponsors - SaaS, Insurance, Telecommunications, Luxury Retail



💡 Avg monthly listens 156k - 231k

👤 Avg listener is female, has an above-average income and mixed parental status

🏢 Recent sponsors - Insurance, Finance, Mobile Gaming, Beverages



💡 Avg monthly listens 1.9m - 2.8m

👤 Avg listener has an above average income, 39 years old, no gender skew

🏢 Recent sponsors - Education, Insurance, CPG, Mental Health, Teleco

Sponsorship
only

Next Audio

TARGETING THE CRIME SOLVER

Predominantly female-skewed, true crime listeners are fanatics, loyally tuning into their favourite shows. Brands can leverage this deep allegiance with ads that tap into intrigue and curiosity, creating a powerful connection.

PROFILE OVERVIEW

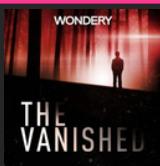
- There are 23k + true crime podcasts
- 61% of the Top 25 True Crime podcast listeners are women.
- True Crime podcasts are popular worldwide, but especially in the US, UK, Canada, Australia, Brazil, the Philippines, and India.
- Occupation of top listeners include managers, journalists/reporters, directors, marketers, editors, and software engineers.



A GOOD MATCH FOR

- B2B
- Health & Wellness
- CPG
- Education
- Tech
- Insurance
- Finance

Example Shows in Our Network



- 💡 Avg monthly listens 1.2m - 1.8m
- 👤 Avg listener is female, 36 years old, and mixed parental status
- 🏢 Recent sponsors - Home Security, Medical, Finance, Music, Health



- 💡 Avg monthly listens 379k - 564k
- 👤 Avg listener is male, 41 years old, and not a parent
- 🏢 Recent sponsors - Telecommunications, CPG, Homeware, SaaS



- 💡 Avg monthly listens 5m - 7.4m
- 👤 Avg listener is not a parent, no gender-skew, and 27 years old
- 🏢 Recent sponsors - Entertainment, Music, Mental Health, SaaS, Tech

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9 Podcast Advertising Rules

that will drive your Q4 programmatic campaign ROI

PROFILE TARGETING

Target Smartly, Not Narrowly.

Focus on **genre, location, age, and gender** to reach your valuable audiences.

When it comes to genre - go some-what broad to capture diverse interests. If you unnecessarily go too narrow, you'll limit reach & ROI



CONTEXT ALIGNMENT

Avoid limiting to obvious genres.

For most campaigns **3-5 genres** related to your product and interests is suggested.

Always apply **contextual targeting** for both reaching your **core audience** and guide the ad creative.

4+ WEEK SCHEDULE

Allow for the listening lag

Allow **at least 4 weeks** for your campaign to be live.



This will account for any podcast download-to-listen lag, ensuring your ad reaches its full potential over time.

SCRIPT STRUCTURE

Keep the message focused and impactful with this formula

- 1 Grab Attention (10%)
- 2 Establish the Problem (20%)
- 3 Offer a Solution (50%)
- 4 Call to Action (20%)

WORD COUNT

For clear and effective messaging, use the following word counts

- 15-second ad: 26-36 words
- 30-second ad: 62-72 words

Longer doesn't mean better! Studies show 15-sec ads generate brand recall and awareness on-par with 30 sec ads.

If you can say it in 15 seconds, do it.

TONE ALIGNMENT

Align the ad tone with targeting

Use both demographic and context targeting to guide the creative tone.

Avoid disrupting the listening experience, as 72% of listeners prefer ads relevant to the content they are listening to.



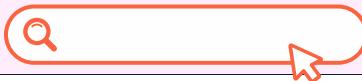
SOLID CTA PATH

Craft a Clear, Actionable CTA

Direct listeners to a specific action (promo code, website, search term) to ensure clarity and improve tracking.

MEASUREMENT TIP!

Use a unique search term or promo code for your podcast ads to help with tracking.



SEASONAL RELEVANCE

Address all the Q4 milestones

Create alternate ad versions to release as the Q4 season progresses—from Black Friday to holiday prep and end-of-year reflections.



This will keep your messaging fresh and aligned with key moments.

UNIFIED MESSAGING

Ensure Cross-Platform Consistency

Take an omni-channel approach. Connect with your key audience during all moments in their day.

Align your podcast ads with other marketing efforts—social media, video, email—for a unified message across all channels.