

The Niall Boylan Podcast Rate Card



Welcome to the advertising opportunities with "The Niall Boylan Podcast," where engaging content meets a rapidly growing audience. Since its launch, our podcast has not only captivated listeners with insightful discussions and compelling storytelling, but it has also demonstrated remarkable growth in downloads and listener engagement across multiple platforms.

Our podcast reaches a diverse and dedicated audience predominantly in Ireland, with a substantial presence on major platforms like Apple Podcasts and significant live viewership on social media channels such as X (formerly Twitter) and Facebook. Each week, we see over 100,000 downloads and our live broadcasts attract tens of thousands of views, presenting a unique opportunity for brands to connect with an engaged and loyal audience.

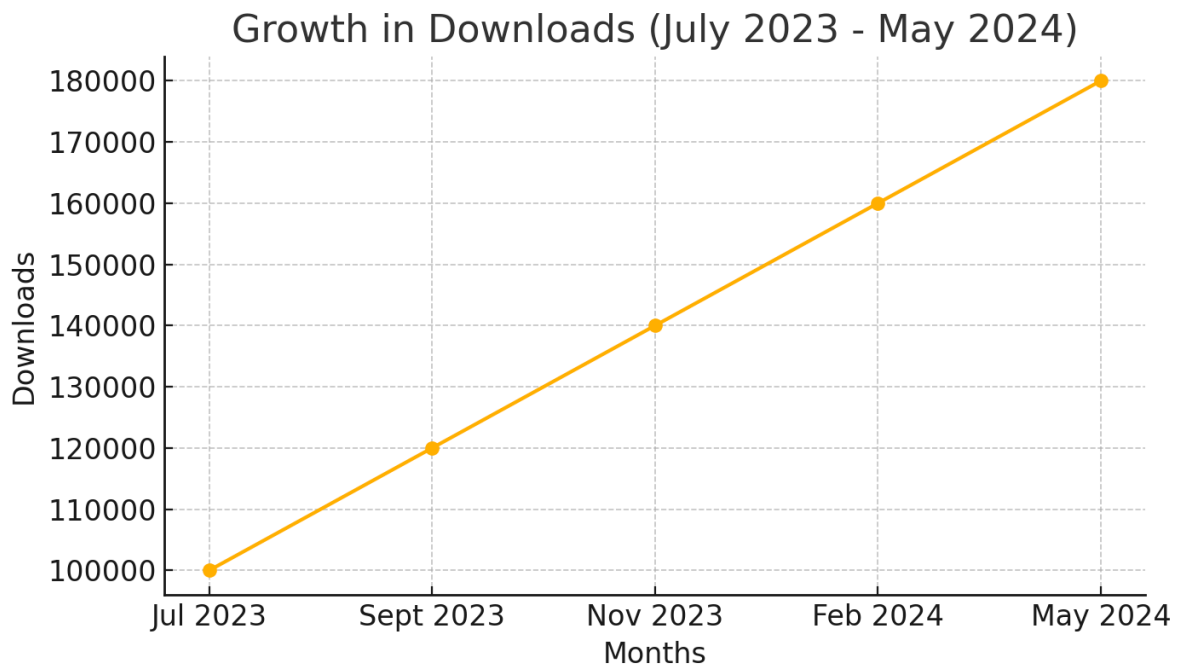
Whether you're looking to increase brand visibility, launch new products, or establish a connection with a dynamic listener base, "The Niall Boylan Podcast" offers a range of advertising packages tailored to meet your marketing needs. Join us in our journey of continuous growth and position your brand at the forefront of podcast advertising.

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Overview

Since its inception, The Niall Boylan Podcast has experienced steady growth. It now boasts over 100,000 downloads per week.

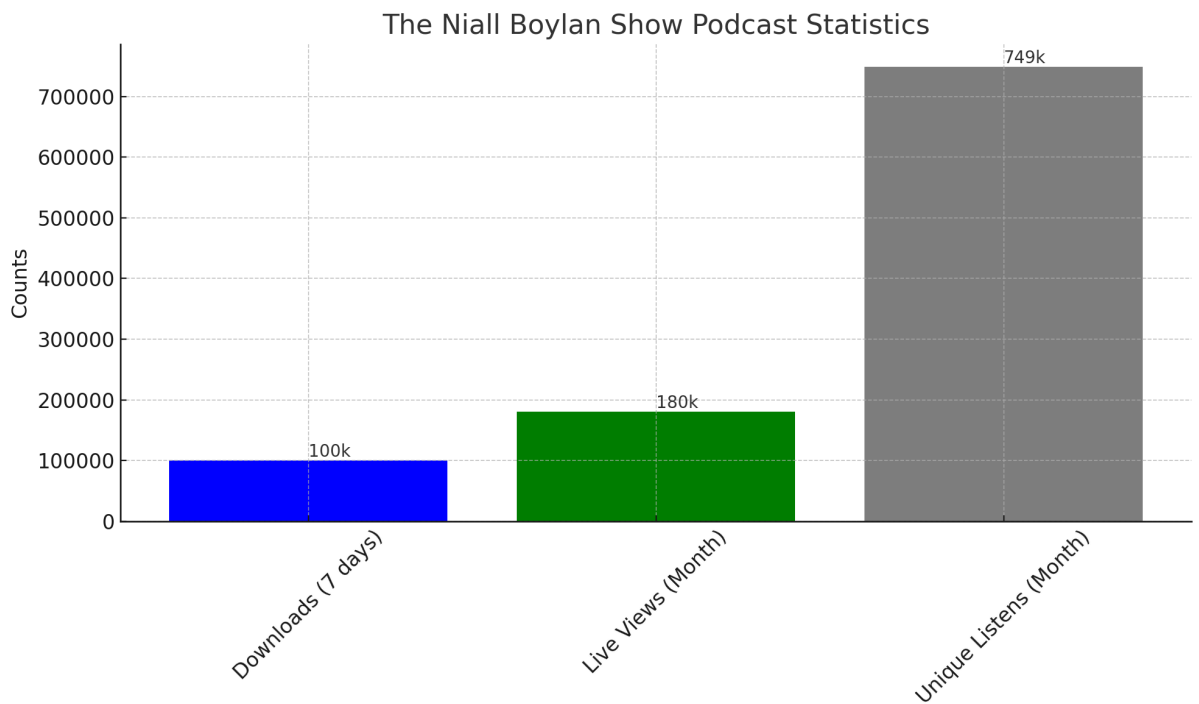
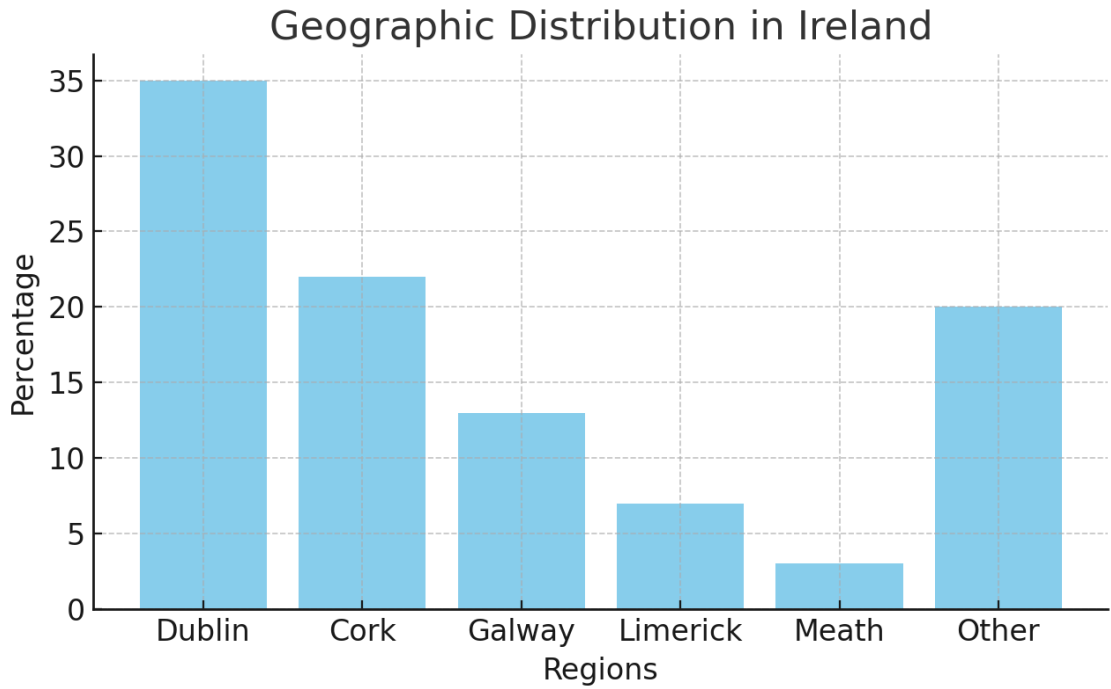
- **Primary platform:** Apple Podcasts (37.08% of daily downloads)
- **Broadcast Schedule:** LIVE Mon-Thurs, 12pm-1pm on X (formerly Twitter), Facebook, and the official website.
- **Live Viewership:** 10,000 - 25,000 daily on X/Twitter and Facebook.
- **Unique Monthly Listeners:** 749,000



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Audience Demographics

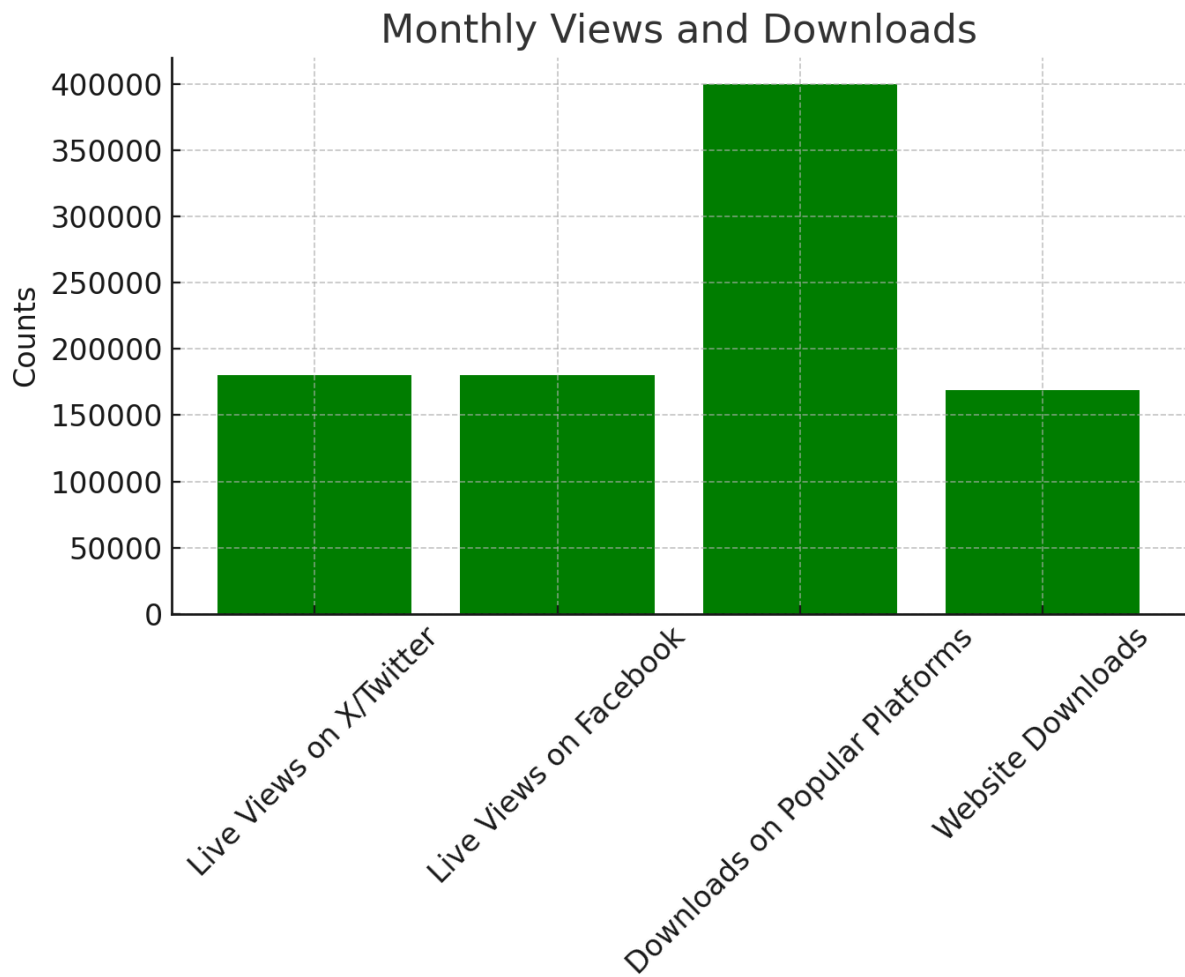
- **Gender Distribution:** 56% Male, 44% Female
- **Geolocation:** 86% from Ireland (Dublin: 35%, Cork: 22%, Galway: 13%, Limerick: 7%, Meath: 3%, Other: 20%)



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Download Statistics

- **Weekly Downloads:** Over 100,000
- **Monthly Downloads on Popular Platforms:** 400,000
- **Website Downloads:** 169,000 monthly (7,600 audio, 3,000 video per day)
- **Live Views on X/Twitter and Facebook:** 180,000 per month



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Advertising Packages

Package A: Full Exposure

- **Logo and Ad Placement:** On every page of the podcast website.
- **Audio Advertisement:** Up to 30 seconds at the beginning and end of each episode.
- **Live Reads:** By Niall at the start and end of each show.
- **Video Presence:** Logo on screenshot before each video download and live stream video or a produced video advertisement.
- **Cost:** €3,300 per month (excl. VAT @ 23%)

Package B: Half Exposure

- **Audio Advertisement:** Up to 10 seconds on all audio episodes.
- **Live Reads:** By Niall at the start and end of each show.
- **Cost:** €1,900 per month (excl. VAT @ 23%)

Limited Exposure

- **Audio Advertisement:** 10-second advertisement on every audio episode.
- **Cost:** €850 per month (excl. VAT @ 23%)

Why Advertise With Us?

Advertising with The Niall Boylan Podcast provides exposure to a broad audience at a lower cost than traditional radio or TV advertising. Our digital platform allows for precise targeting and detailed feedback on viewer and listener engagement, ensuring your advertisement reaches the right audience.

Contact Information

To learn more about these opportunities or to schedule your advertisement, please contact:

- **Email:** sales@niallboylan.com
- **Website:** www.niallboylan.com