

MEDIA KIT, December 2009

The BusinessCast podcast provides measurable business results for all advertisers aiming at building revenues and/or reputation with the business entrepreneur market in Canada.

To evaluate the benefits you receive by advertising in the BusinessCast podcast, we have answered **below** all of the most commonly asked questions about advertising, specifically:

- 1. What is the audience of the BusinessCast podcast?**
- 2. Is the BusinessCast recognized as credible with my targeted audience?**
- 3. In what other ways will the BusinessCast increase the profile of my products and/or services?**
- 4. How will I know that advertising in the BusinessCast has worked to promote my products/services?**
- 5. What are the advertising options in the BusinessCast?**
- 6. Will the BusinessCast generate sales and build positive brand association?**

Contact Information

To advertise in the BusinessCast podcast, contact the hosts via email:

- 📧 Robert Gold (Robert@BusinessCast.ca) or
- 📧 Andrew Brown (Andrew@BusinessCast.ca).

1. What is the audience of the BusinessCast podcast?

Size of BusinessCast Audience

Every month, the BusinessCast has tens-of-thousands (to as many as 50,000+) unique downloads across all episodes.

Growth of BusinessCast Audience

- ☞ The BusinessCast audience has grown steadily over the last 24 months.
- ☞ According to one of the Internet's most prominent independent research agencies, 10-15% of Internet users listen habitually to podcasts.
- ☞ In 2010, podcasts will be regularly listened to by 75% of those who own digital players or access music via the Internet (Source: Diffusion Group).

Profile of BusinessCast Audience and Their Businesses

Based on findings from independent research firms and surveys initiated by the BusinessCast, the following summarizes the BusinessCast's growing listeners:

BusinessCast Listeners

- ☞ Business Owners/Managers
- ☞ Decision Makers and Influencers
- ☞ Aged 35-54
- ☞ Interact with technology as "Joiners" and "Spectators" (Forrester Research)
- ☞ Listen to the BusinessCast during work commutes, business hours and recreation activities (e.g. working out)

BusinessCast Listeners' Businesses

- ☞ Size of Business: Under 200 employees
- ☞ Annual Revenue: Up to \$25 million
- ☞ Geographic Region: Canada Urban Centres (in Ontario, Quebec, Alberta, British Columbia) and U.S. Urban Centres (in the North East and West Costs)
- ☞ Cross all industries and sectors (predominantly service industries)

Bottom Line:

**The BusinessCast podcast captures the attention
of the Canadian entrepreneur community.**

2. Is the BusinessCast recognized as credible with my targeted audience?

In the span of three years, the BusinessCast has achieved some significant and measurable milestones that demonstrate it has become a trusted source of communications for practical business advice within the entrepreneur business communities across Canada. These milestones include the following:

- ⌚ Chosen by the Financial Post (with over one million visitors per month) to power their [Leader Series podcasts](#)
- ⌚ Featured regularly on [The Mark News](#)
- ⌚ Chosen by Rogers Communications as *the* podcast to connect with the entrepreneur market
- ⌚ Chosen by Samsung as *the* podcast to reach *the* entrepreneur market
- ⌚ Featured in Vue Magazine (the professional journal of the Market Research Intelligence Association)
- ⌚ Every month, the BusinessCast has tens-of-thousands of unique downloads
- ⌚ Received a Five Star rating on iTunes – based on loyal listener feedback
- ⌚ Had the hosts invited by entrepreneurs to their place of business to discuss practical issues and solutions
- ⌚ Established relationships with business associations (e.g. Canadian Federation of Independent Business, The Canadian Franchise Association, The Canadian Association of Women Executives and Entrepreneurs) for a combined exposure to over 150,000 members
- ⌚ Established relationships with other media channels (e.g. The Women's Post – over 25,000 subscribers)
- ⌚ Conducted interviews with International business owners/managers, experts, authors, senior government officials and media

Bottom Line:

You can instantly leverage credibility within the entrepreneur business community.

3. In what other ways will the BusinessCast increase the profile of my products and/or services?

The BusinessCast is supported by communication vehicles that are credible within the entrepreneur business community in Canada. Each of these vehicles provides advertisers the opportunity to reinforce their product/service stories and messages. These include:

BG Alerts

This is a weekly permission-based electronic news alert sent to a growing permission-based opt-in email list of over 4500 entrepreneurs. Over 90% of the owners/managers have been loyal subscribers to the newsletter for more than two years. Advertisers can use this forum for branding and/or distributing product/service features and news.

BusinessCast Blog

Located at www.businesscast.ca the BusinessCast blog provides an additional forum for entrepreneurs to engage in conversation with the hosts and advertisers. Advertisers can benefit from features such as: moderated comments, linking to their sites, email and RSS feed functionalities. Advertisers can use this forum for branding, distributing product/service features and news as well as research (e.g. conducting polls, seeing trends in click behaviour). Because the blog is updated regularly, advertisers can benefit from the site's search engine optimization and marketing efforts.

Wiki Page, Facebook, YouTube Channel, LinkedIn Group and Twitter (In Beta Testing):

These five social media sites provide additional forums for business owners to review and comment on the topics covered in the BusinessCast podcast. They also provide valuable feedback to advertisers.

Bottom Line:

The BusinessCast podcast is supported by several other audience-building channels which give you additional profile and credibility.

4. How will I know that advertising in the BusinessCast has worked to promote my products/services?

The BusinessCast podcast advertising program is designed to be a cost-effective and measurable tool. Specifically, advertisers can benefit from the following:

Repeated (and on-going) branding mentions

Because the BusinessCast podcast is featured on iTunes and hosted at Mevio (the Internet's two largest podcast distribution networks), advertised brands, products and services will receive the benefits of on-going and repeat exposure.

Easy On-Boarding

The development of the BusinessCast has been streamlined with advertisers in-mind. As a result, advertisers can get their brands, products or services into the podcast almost instantly – in most cases, within five business days.

Contextual Reporting

Advertisers receive contextual reporting that can be tied into advertisers' metrics so that relevant 'conversions' and cost-per conversion can be evaluated.

Bottom Line:

You can achieve and sustain measurable success easily.

5. What are the advertising options in the BusinessCast?

Advertisers can choose from a number of different ways to use the BusinessCast podcast to promote their products/services. These include, but are not limited to the following:

Within the BusinessCast Podcast

- ⌚ Front-Bumper (15 second mention within the first 60 seconds of the podcast)
- ⌚ End-Bumper (15 second mention within the last 60 seconds of the podcast)
- ⌚ Placard (30 second description of a product or service within the podcast)
- ⌚ Extended Placard (60 second description of a product or service within the podcast)
- ⌚ Review (two minute review of a product or service within the podcast)
- ⌚ Extended Review (10 minute feature-by-feature review of product or service)
- ⌚ Interview (three minute interview with a product or service representative, spokesperson or customer)
- ⌚ Steer Command (30 second direction to a product or service-specific survey or contest)

Advertising for the podcast is the first level to all campaigns and can be purchased in multiples of “20 minute” increments that span a minimum of eight shows.

Within the Related BusinessCast Podcast Properties

- ⌚ Inclusion in BG Alerts
- ⌚ A 30 to 50 word mention on BusinessCast.ca
- ⌚ A 100 word product and/or service review on BusinessCast.ca
- ⌚ A series of 50 mentions across the BusinessCast social media properties (i.e. Facebook, Twitter, YouTube, Wikia and LinkedIn)
- ⌚ Email invitation to the BusinessCast network of guests and supporters

Contact Robert (Robert@BusinessCast.ca) to receive a quote that will help you achieve your marketing goals for the entrepreneur community.

Bottom Line:

You can choose any options
that work within your advertising budget.

6. Will the BusinessCast podcast generate sales and build positive brand association?

The following addresses the power of podcasts to help you **build revenues, strengthen reputation** and **raise awareness** of your product/service within podcasts.

Target audiences are more likely to buy your products/services when they hear podcast advertising:

Recent studies (Podtrac and TNS) have shown a **73% increase in likelihood to use or buy a podcast advertised product**,” said Velvet Beard, vice president at Podtrac. At the same time, the studies show that **“69% of audience members have a more favourable view of in-show advertisers.”**

More money is being allocated to podcast advertising because of their unique ability and power to directly influence listeners:

Podcast advertising is one of the fastest growing and proven forms of advertising. eMarketer predicts that US podcast ad spending will **grow to \$435 million by 2012 from \$300 million** in 2010. “Podcasting is, by its nature, a niche medium, and this is not likely to change,” said Paul Verna, senior analyst at eMarketer. “But podcasting delivers a level of end-user engagement that is rare in today’s multi-format world.”

Podcast advertising outperforms more ‘traditional media’ for increasing knowledge (and understanding of) your products/services:

New data from research companies Podtrac and TNS revealed that podcast advertising – across multiple product categories and ad types – saw “unaided awareness for the products/services in podcast ads to be 68%”. That was over three times the awareness for streaming video and just about **seven times the awareness of ads on television**.

Podcast advertising is more effective than more traditional media in building awareness of your products/services:

A: “**Target audiences are paying close attention to show content and the embedded ads within podcasts which greatly increased ad effectiveness**” said Doug Keith, president of Future Research Consulting. He continues, “The high unaided ad recall figures are no doubt the results of a less cluttered (advertisement) environment.”

Bottom Line:

Podcasts influence audiences to think positively about your brand and purchase your products/services.