



Pickup Truck + SUV Talk

Host: Tim Esterdahl

Show Background

Started on September 15, 2016, Pickup Truck + SUV Talk is a weekly podcast featuring the latest news, reviews and interesting topics on the U.S. truck and SUV market. It aims to fulfill a niche market among podcasts with discussion focused solely on trucks and SUVs.

Demographics/Audience

Tracking podcast statistics is notoriously difficult since downloads can be listened to by multiple people and subscriber information from major podcast suppliers isn't always available.

Currently, the latest numbers show podcast downloads average 150+ per episode from Blurbry.com and total downloads are 4,000.

It has gotten a great review on iTunes and many industry professionals listen to the show thanks to Tim Esterdahl's automotive connections.

Advertising

There are several advertising spots currently:

- Pre-roll with 15-second spot: \$5/CPM
- Mid-roll with 60-second spot: \$15/CPM
- Offer code: \$10/CPM
- Outro with 15-second spot: \$5/CPM

Rates are calculated and collected on 6-week periods.

Note: I reserve the right to refund and/or deny any advertisements or products which don't fit with my podcast or devalue the product.