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Podcast
Media Kit

2023



otherppl

with brad listi

MISSION STATEMENT



The *Other ppl* podcast seeks to strengthen and perpetuate literary culture and to help create a more literate world.

Featuring in-depth conversations with today's leading writers, the show aims to celebrate books and authors, providing insight into great literature and the diverse group of people who do this vital work.

By preserving the voices and perspectives of these artists, the podcast will enable generations of listeners to deepen their appreciation and understanding of both life and literature.

BIO



Brad Listi is the host and producer of the *Otherppl* podcast, one of the most beloved literary interview shows in the world.

His novel *Be Brief and Tell Them Everything* was published in 2022 and was chosen by the *San Francisco Chronicle* as one of the best books of the year.

His other books include the novel *Attention. Deficit. Disorder.*, an *LA Times* bestseller, and *Board*, a work of nonfiction collage, co-authored with Justin Benton. He is the founding editor of *The Nervous Breakdown*, an online literary magazine that launched in 2006.

ABOUT



- since 2011
- 800+ episodes, 15m+ downloads
- in-depth interviews with today's leading writers
- past guests include:
 - George Saunders, Cheryl Strayed, Min Jin Lee, Tom Perrotta, Hanya Yanagihara, Sheila Heti, Louise Erdrich, Susan Orlean, Roxane Gay, Elizabeth Strout, Hilton Als, Dean Koontz, Eileen Myles, Jonathan Franzen, Maggie Nelson, Jesmyn Ward, Elif Batuman, Bret Easton Ellis, Viet Thanh Nguyen, Ottessa Moshfegh, Tim O'Brien, & more.

PRESS



"An excellent literary podcast."



"Fabulously smart."



"The perfect way to get the stories behind your stories."

PRESS, CONT ' D



MC SWEENEY'S
INTERNET TENDENCY

"Good from the word 'go.'...funny, pointed, thought-provoking.
If there's any justice in the world, this will become huge."

n p r

"...fun, quirky, in-depth..."

The
New York
Times

"...the preplanned responses of NPR personalities sound somewhat counterfeit when stacked against...Marc Maron's 'WTF' and Brad Listi's literary 'Otherppl' podcast."

FILMMAKER
THE MAGAZINE OF INDEPENDENT FILM A PUBLICATION OF IFF

"Always engaging and often revelatory...one more cog
in a burgeoning literary media empire."

PRESS, CONT ' D



"Listi's interviews are somehow both more relaxed and more personal than the typical author conversation."



"funny, insightful, entertaining, affirming, and, more than anything--inspiring. it's easily one of the best podcasts on the web."



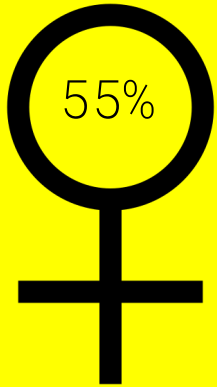
"Listi is a damn good interviewer."



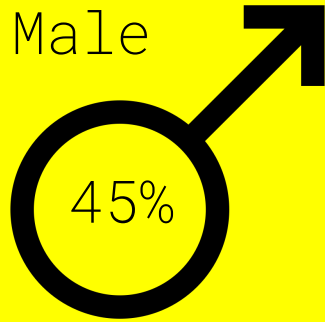
AUDIENCE

skews female & millennial

Female



Male



45% 24-36 years old

AUDIENCE



international but mainly from western countries

COUNTRY

% OF TOTAL

United States

72%

United Kingdom

7%

Canada

5%

Australia

5%

Germany

3%

India

2%

France

1%

Netherlands

1%

Ireland

1%



PRICING



1.) 60-second audio spots voiced by Brad Listi:

\$25 CPM per 30,000 downloads = \$750

Pre-roll and mid-roll.

2.) 60-second pre-recorded spots

\$20 CPM per 30,000 downloads = \$600

Pre-roll and mid-roll.

PRICING



3.) 60-second audio spots voiced by Brad Listi
+ social media & newsletter integration

\$30 CPM per 30,000 downloads = \$900

Pre-roll and mid-roll.

Twitter, Instagram, email newsletter

4.) Annual podcast sponsorship

\$25k flat fee. Includes:

- “above-the-title” mention in every episode
- twenty 60-second audio spots voiced by Brad
- social media & newsletter integration

CONTACT



otherppl

with brad listi

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Thank you.