



PODCASTS

"I was listening to this podcast..."

How many times do you hear that over the course of the week?

So, it's likely you know podcasts are one of the fastest-growing content formats today.

With busy schedules, work travel, commutes, etc., podcasts get directly in front of people where they are today. Why not get involved on the other side of things? Let i+s do the work for you with our podcast series.

In addition to reaching the i+s audience directly through placement on our website and within our weekly e-newsletter, design aficionados can listen to our podcast episodes on Anchor, Apple, Spotify, PocketCasts, Breaker, TuneIn, Stitcher, and Castbox.

There are two ways to reach listeners through interiors+sources podcasts:

Option 1

Rate: \$3,500 Net

In-depth podcast of 20-30 minutes in which an i+s editor interviews one or more of your company representatives and helps position your brand as a thought leader with a lively discussion. You have 100% share of the advertising voice. Together with the i+s team, a content strategy for the podcast will be developed.

Deliverables

- 20-30 minute podcast, content strategy meeting with in+s editor, podcast posted on our homepage for 1 week and featured in custom InFocus e-blast to 15,000 readers, and a social media post across all platforms with links to the podcast and tagging you as a sponsor. Leads will be delivered to you from anyone who clicks within the InFocus e-blast.

Option 2

Rate: \$1,700 Net

30-second voice ads placed before, during, or after our weekly editorial podcasts. Ads can be pre-recorded by you as a sponsor or read in real-time by one of our editors.

Deliverables:

- 30-second ad within podcast, podcast posted on our homepage for 1-week and featured in the weekly e-newsletter to over 14,000 readers, and a social media post across all platforms with links to the podcast and tagging you as a sponsor