



iHeartPodcasts Most Downloaded

Network Opportunity

INTRODUCING: iHeartPodcasts Most Downloaded Network

- **A NETWORK OF THE BIGGEST SHOWS REPRESENTING THE MOST INFLUENTIAL VOICES ACROSS IHEARTPODCASTS** featuring hits like Stuff You Should Know, Revisionist History, Red Table Talk, Pod Meets World, and more
- **25+ PREMIUM AUDIENCE NETWORKS FROM IHEARTPODCASTS MOST PROMINENT SHOWS:** A collection of high-value audiences who are tapped into the cultural zeitgeist and have a strong affinity for select shows within the most downloaded network



The Trailblazers of Podcasting

A network of iHeartPodcasts top-rated shows delivering the most creators and the most-engaged superfans.

- Stuff You Should Know
- The Daily Show: Ears Edition
- Stuff You Missed In History Class
- The Dan Patrick Show
- Stuff They Don't Want You To Know
- Behind The Bastards
- Stuff To Blow Your Mind
- Armstrong & Getty On Demand
- The Breakfast Club

- Revisionist History
- The MeatEater Podcast
- The Steve Harvey Morning Show
- It Could Happen Here
- Stuff Mom Never Told You
- Drama Queens
- Dear Chelsea
- The Daily Zeitgeist
- Pod Meets World
- Noble Blood
- Ridiculous History

- Red Table Talk
- BrainStuff
- TechStuff
- Fake Doctors, Real Friends with Zach and Donald
- Cautionary Tales with Tim Hartford
- Paper Ghosts
- This Is Important
- Before Breakfast
- The Ben and Ashley I Almost Famous



The Most Downloaded Network: Audience Profile Overview



Partner with iHeartPodcasts' network of top-rated shows, targeting premium audience segments of young, high-net-worth individuals, affluent online investors, job seekers, outdoor explorers, fitness enthusiasts, luxury auto buyers, and more

200M+ Total Monthly Downloads



DEMO

Age & Income

- A25+ Millennial & Gen X skewing
- 49% Men, 51% Female
- HHI \$100K-\$250K

Business Oriented/Decision Makers/ Fitness Enthusiasts/Upscale

Consumers

- Management/Business /Financial
- Small Business Owners
- Fitness & Travel Enthusiast

TYPES/BEHAVIOR

- Looking to invest online
- An interest in luxury cars
- Hunger for the outdoors, travel, and adventure
- Physically Active and Fitness Driven
- Interested in buying a pick-up truck
- Music and concert goer
- Movie Buff/Cinephile
- Luxury Skincare User
- Online/Food Service Delivery User

FITNESS & LUXURY

Fitness Fan

- Jogging/Running
- Belongs to a health club or gym
- Active in Yoga/Pilates

Luxury Buyer

- Plan to buy luxury vehicle

HIGH NET WORTH

Financially Active

- Has stock/online investments
- Opened investment account recently

TRAVEL & ADVENTURE

Hunger for Travel

- Recently booked an overseas vacation

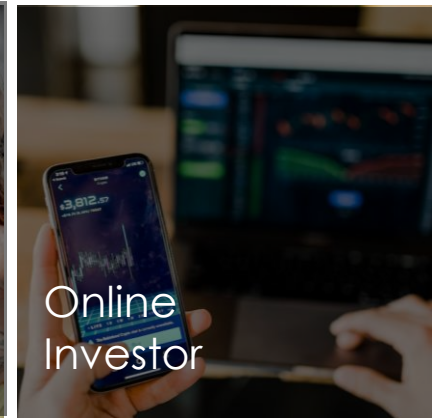
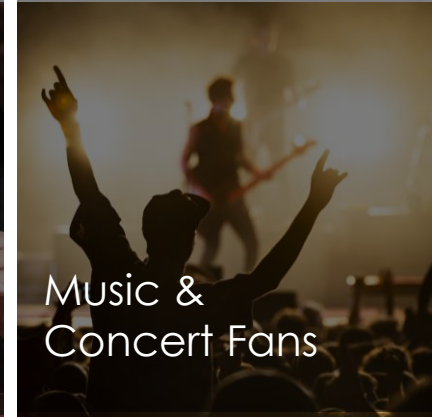
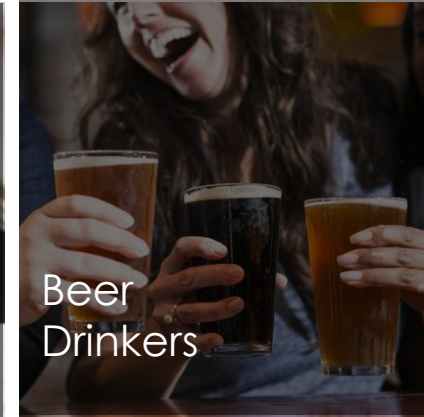
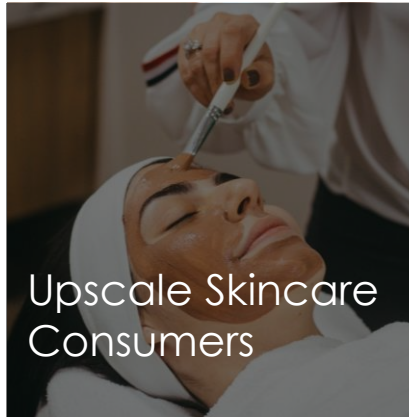
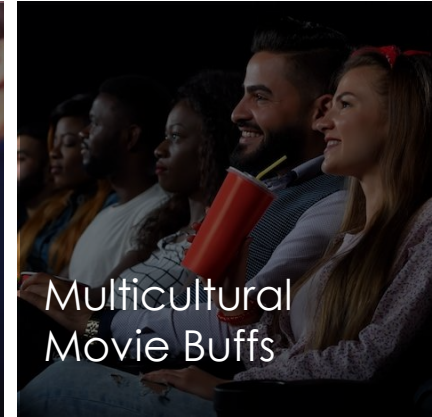
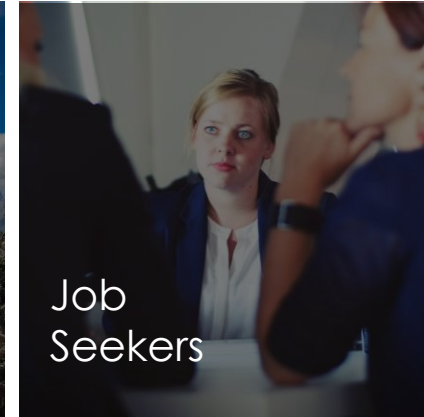
A Need for Outdoor Adventure

- Active lifestyle
- Pick-Up Truck Buyer

A Collection of iHeartPodcasts Exclusive Audience Networks

Brands will have the opportunity to go a layer deeper, reaching highly coveted audience segments aligned with campaign KPIs and engagement goals.

By analyzing our most downloaded shows with first and third party data, we've identified premium audience segments and created 25+ exclusive networks.



The Most Downloaded Network

How to Buy

OPTION 1: Align With Powerhouse Hits

Drive maximum impact. Access unparalleled scale.

Distribute your brand message across iHeartPodcasts network of most downloaded shows.

OPTION 2: Connect with The Most Desirable Audiences

Unlock deeper reach and target key audiences.

Choose from our collection of 25+ most downloaded audience networks. Connect with loyal listeners who reach your brand's specific target.



Let's talk.

iHeart Podcast Mini Networks

1. Job Seekers
2. W35-64
3. Online Investors
4. Bettors
5. Luxury Auto Buyers
6. Globetrotters (Foreign travelers)
7. Outdoor Adventurers
8. Beach Travelers
9. Online Dating Svs. Users
10. Active in Yoga/Pilates
11. Food delivery Svs. Users
12. Beer Drinkers
13. Volunteers
14. Adult Continuing Education
15. Pickup Truck Intender
16. Gym Goers
17. Body Transformation/Weight Loss Consumer
18. Theme Park Goers
19. Sports Drink Consumers
20. Young LGBTQ+
21. Mgmt, Business, Math Occupations
22. Millennial Concert Goers
23. Game Console Owners
24. Joggers / Runners
25. Upscale/Luxury Skincare Consumers
26. Bookworms/Visit Bookstores
27. Multicultural Movie Buffs
28. Young High Net Worth