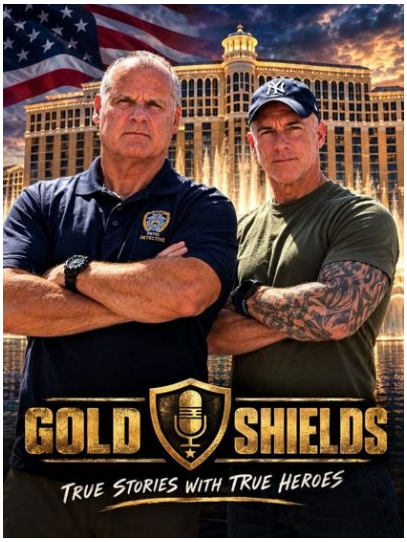
THE GOLD SHIELDS SHOW

MEDIA KIT · 2026

WHO WE ARE

True Crimes. True Stories. True Heroes.

The Gold Shields Show is a weekly true crime podcast hosted by two retired NYPD gold-shield detectives, Tom Smith and Dan Murphy. Every week they sit down with the detectives, agents, first responders, military veterans and victims who actually worked the cases, went on the missions and survived the crimes, and tell the stories the way they happened.



THE HOSTS

Dan Murphy — Detective-Sergeant, Major Case Squad and Joint Terrorism Task Force. Former Chief Security Officer, U.S. Bancorp. Author.

Tom Smith — 2nd Grade Detective. Bronx Narcotics, Bronx Gang Unit, 52 Pct Robbery, FBI/NYPD Joint Terrorism Task Force. National Law Enforcement Hall of Fame, Lifetime Achievement Award.

Together: 50+ years with the NYPD, 17 years on the Joint Terrorism Task Force, and terrorism cases worked in 18 countries.

BY THE NUMBERS

7K–10K	6.2K	44K	144
MONTHLY DOWNLOADS	YOUTUBE SUBSCRIBERS	YOUTUBE MONTHLY VIEWS	COUNTRIES

Metric	Detail
Episodes	**186+ (new episode every week)**
Apple Podcasts rating	**4.8 out of 5**
Social following	**Instagram 3.5K · LinkedIn 3.5K · Facebook 2.5K**
Audience	**63% male · 33% female · 4% not specified**
Core age group	**45–59**
Top states	**New York · Minnesota · Illinois**
Top countries	**United States · Canada · Australia (6K cities, 144 countries)**

AS FEATURED ON

Fox News · Newsmax · Law & Crime Network

LIVE APPEARANCES 2026

- CrimeCon 2026 — Las Vegas, NV, May 29–31
- National Police Week — Washington, D.C., May 13–14
- Blue Lives Matter NYC — Staten Island, NY, May 14
- National Law Enforcement Officers Hall of Fame Induction Ceremony — Fort Worth, TX, April 10

BRANDS THAT RIDE WITH US

Forensic Pathology Services · GALLS · Streamlight · TruBlu · Believe With Me · American Sniper Brand · Patriot Seltzer · Tasty Gains · Wheelchairs for Warriors · The National Law Enforcement Officers Hall of Fame · The Protector's Prayer

WAYS TO PARTNER

Option	What's included	Rate
Ad read	Tom and Dan read your ad on air, in their own words.	**$200 / month**
Sponsorship	Year-round partnership with the show.	**$12,000 / year**
Live event	Tom and Dan at your gala, panel or conference, or a live taping of the show.	**Contact us**

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