# HUMBLE & FRED PODCAST

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## Summary

- Humble & Fred is a Toronto-based Canadian podcast, featuring co-hosts
   "Humble" Howard Glassman and Fred Patterson
  - The show has aired on a variety of Greater Toronto Area radio stations since 1989 and is now run independently as a successful Canadian Podcast
    - 2021 Vs 2022: The number of show downloads increased by over 1,000,000

## Website + Socials

- Website -www.humbleandfredradio.com
- Facebook www.facebook.com/HumbleAndFredRadio
- Instagram -www.instagram.com/humbleandfredradio



## **DEMOGRAPHICS + DOWNLOADS**

- 70% of the audience is between 25-54
- 60/40 male/female
- 95% of Listeners are from Ontario with 75% from Southern Ontario (Toronto and surrounding areas)
- Listeners are most likely to be married, to have higher household incomes (\$150,000+) and have children
- Daily podcast averages approximately 15,000 downloads per day/300,000 downloads per month
- Top 10 Canadian podcast in the Comedy Category on iTunes
- Each episode is also broadcast on Facebook Live and lives on the Humble and Fred Facebook page – www.facebook.com/HumbleAndFredRadio







## Humble FIERCELY INDEPENDENT

## FIERCELY

### **RECENT GUESTS**



Dan Shulman (SportsNet, ESPN)



Michael Landsberg (Media Personality)



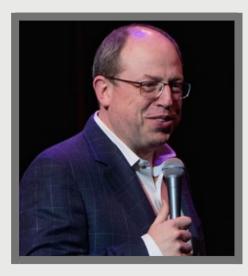
James Duthie (NHL Personality, TSN)



George Stroumboulopoulos (Media Personality)



Lisa LaFlamme (CTV)



**Brent Butt** (Corner Gas)

#### **HUMBLE & FRED PODCAST PARTNER DETAILS**

#### **PODCAST**

1A.) One (1) Opening Billboard Read per show x 4 shows per week x 12 weeks = 48 Opening Billboards

1B.) One (1) Closing Billboard Read per show x 4 shows per week x 12 weeks = 48 Closing Billboards

1C.) One (1):45 to:60 Live Ad Read / Endorsement per show x 4 shows per week x 12 weeks = 48 Live Reads

2.) Opportunity to have an approved executive or brand ambassador as a guest on show every other week during campaign

#### **SOCIALS**

3.) Two (2) Humble and Fred dedicated social media posts (i.e. Pic promoting on social pages)

- Facebook: 8.7k
- Twitter: 23.2k
- Insta: 3.6 k

#### WEBSITE

4.) Company logo and paragraph on main page of official Humble and Fred Podcast website for duration of campaign

#### **TERM + INVESTMENT**

Term: 12 weeks (48 podcasts)

Investment: \$5,000 Per Month x 3 Months = \$15,000

## **CONTACT US**

**REACH OUT FOR INQUIRIES OR COMMENTS** 

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