

HUMBLE & FRED

PODCAST



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 & Fred

FIERCELY INDEPENDENT

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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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