

**Humble
& Fred**

**SUMMMER
SPECIAL**

bodog

DU/ER

Continental 

 **GoDaddy**

noom®

Ontario 


RAYMOND JAMES


**BIG ASS
FANS**



KELSEYS
original
ROADHOUSE


Chambers of Commerce
Group Insurance Plan®



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



Humble & Fred



HUMBLE & FRED PODCAST PARTNER DETAILS

PODCAST

- 1A.) One (1) Opening Billboard Read per Show x 4 shows per week
- 1B.) One (1) Closing Billboard Read per Show x 4 shows per week
- 1C.) One (1) :45 to :60 Live Ad Read / Endorsement per show x 4 shows per week
- 2.) One (1) Episode Description Tag per show x 4 shows per week (All Podcast download platforms)
- 3.) Approved Company Executive or Brand Ambassador as a guest on show

SOCIALS

- 4.) One (1) Humble and Fred dedicated social media post (i.e. Pic promoting on social pages)
 - Facebook: 9.3k
 - Twitter: 21.4k
 - Insta: 3.6k

WEBSITE

- 5.) One (1) Company Logo and Paragraph on main page of official Humble and Fred Podcast website

TERM + INVESTMENT

Standard: 1 Month (16 Podcasts) = \$5,000 CAD

Summer Special: 3 Months (48 Podcasts) = \$12,000 CAD (\$3,000 Discount)

* Offer available until July 31, 2024

FEATURED GUESTS



Dan Shulman
(SportsNet, ESPN)



Michael Landsberg
(Media Personality)



James Duthie
(NHL Personality, TSN)



George Stroumboulopoulos
(Media Personality)

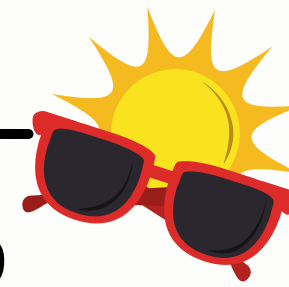


Lisa LaFlamme
(CTV)



Brent Butt
(Corner Gas)

ADDITIONAL ADVERTISING BENEFITS



- Product Placement During Live Broadcast (Facebook Live):
 - Place live wager bet (Gambling Sponsor)
 - Sample food/drink (Food/Beverage Sponsor)
 - Wear article of clothing (Clothing Sponsor)
 - *Activation of product/service can be customized based on your brand*
- Brand featured on select podcast titles
- Weekly logo placement next to Humble & Fred logo on Zoom backgrounds (via Facebook live)
- Title Sponsor of the Humble & Fred Zoom Theatre reference at the beginning of each episode
- Ad reads on Humble & Fred's secondary podcast "Aging with Energy: The Old Guys Travel Show"
 - 1 Episode Per Week
- Social Media: Humble & Fred Site Visits
 - Recent Example: Humble & Fred visit a Kelsey's location and document their experience on social media + Kelsey's social media. Humble & Fred also promote their experience on the Podcast.



Zoom Background Example



Humble & Fred visit a Kelseys

CONTACT US

REACH OUT FOR INQUIRIES OR COMMENTS


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