
CANADIAN PODCASTER ONLINE MAGAZINE

CANADIANPODCASTER.COM

MARCH 2025



THE NEWSLETTER FOR
CANADA'S INDIE PODCASTERS

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Welcome to the new voice of Canadian Podcasters

Canadian Podcaster aims to fill this gap by providing a dedicated space for independent podcasters to share their stories, discuss industry challenges, and celebrate successes.

We believe that by fostering a community of Canadian podcasters, we can enhance cultural awareness, promote diverse perspectives, and support the growth of this thriving medium.

Why a Canadian Perspective Matters:

- **Cultural Relevance:** Canadian podcasters bring unique perspectives that reflect the country's diverse identities and experiences.
- **Industry Support:** By focusing on Canadian challenges and opportunities, we can better address issues like funding, discoverability, and regulatory changes.
- **Community Building:** We aim to create a space where Canadian podcasters can collaborate, learn from each other, and grow together.

Join us on this journey as we explore the world of Canadian podcasting and provide a voice for the independent creators who are shaping this dynamic industry.

HI, MY NAME IS DAVE!

THANKS FOR CHECKING OUT OUR VERY FIRST CANADIAN PODCASTER ONLINE MAGAZINE.

I AM THE HOST OF MULTIPLE PODCASTS, I BELIEVE THAT WE NEED TO BUILD OUT COMMUNITY FOR OUR PODCAST LISTENERS AND WITH OUR FELLOW CANADIAN PODCASTERS. I HOST REGULAR PODCASTER MEETUPS ON MEETUP.COM FOR PODCASTERS JUST LIKE YOU, I HOST THE HOW TO PODCAST SERIES AND I CREATED CANADIAN PODCASTER TO BE A NEW VOICE IN CANADA SHINING A LIGHT ON CANADIAN VOICES.

WITH THE RENEWED FOCUS ON BOLSTERING OUR CANADIAN IDENTIFY AND PRIDE AS OF LATE, I FELT THE NEED TO CREATE A FREE PODCAST RESOURCE FOR INDEPENDENT CANADIAN PODCASTERS.

I WANT TO PLACE THE FOCUS ON YOU - ON YOUR SHOW, ON YOUR EFFORTS ON YOUR STORY.

I WOULD LOVE TO HEAR FROM YOU, AND TO FEATURE YOU IN AN UPCOMING EDITION, REACH OUT, LET'S CONNECT.

PLEASE SHARE THIS ONLINE MAGAZINE WITH A CANADIAN CONTENT CREATOR IN YOUR PROVINCE OR TERRITORY!

**CANADIAN PODCASTERS, SHARING
CANADIAN CONTENT AND HELPING
EACH OTHER - THIS IS CANADA**



CANADIAN PODCASTER

Dave



M I C D R O P M O M E N T S

**You can count
the seeds in an
apple,
but you can't
count the
apples in a
seed.**

KAREN JENSEN





Opportunities resulting from an apple podcast search

Meet Kate, a teacher at a private school in Vancouver BC - Kate has a room full of 22 grade 6 girls and they are doing a podcast project. Kate went to her Apple Podcast App and searched "How To Podcast" and found my show. Apple search does work apparently!

I had the honour to talk podcasting for an hour virtually with an amazing group of young girls eager to know more about podcasting. Their questions were fabulous! Eager to know more they asked me if I was famous, sorry to disappoint, but no, they asked if I knew Taylor Swift, again strike number two. We focused on coming up with an idea, crafting your why, a bit about tech and a bunch about the mindset that we need as creatives. I shared my favourite quote about an apple seed, and the power of connection via a podcast.

I left that interaction with my new group of future podcast friends inspired. I speak with podcasters often that get so tied up in all the stuff that seems to be associated with starting a podcast - these girls had one focus. It wasn't about all the hard things that we get fixated on, it was about when can I start!?

You don't need to solve every riddle about podcasting to start your show - you don't need 7 gurus, 35 courses, and 16 books. You do not need to be a "Certified Podcaster" - the one thing that you do need to be a podcaster is to podcast.

Start, get feedback from a trusted source and continue to improve every time you create - that's it!

Dave



PODSUMMIT 2025



“building this community, one story at a time, and invite you to be a part of it.”

Calgary

CANADA'S PODCAST EVENT

where together we are building and amplifying the Canadian podcast community by uniting creators, storytellers, and experts shaping podcasting.

This is the intersection of the art of podcasting and the spirit of innovation - where voices unite to push boundaries and ignite ideas. Step into a space built for discovery and collaboration, where each conversation and connection becomes part of the story.

**SEPTEMBER 19TH - 20TH, 2025
CALGARY, ALBERTA, CANADA**

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PODSUMMIT.COM

mowpod charts

mowPod, the largest podcast audience growth platform in the US, Canada, and UK, is excited to announce the launch of mowPod Charts, a forever-free tool that provides unparalleled insight into Apple Podcasts chart rankings.

Designed to fill the gap left by the recent sunset of Chartable, mowPod Charts offers podcasters, networks, and agencies an easy, no-strings-attached solution to track current and historic placements without any cost or sign-up requirements.



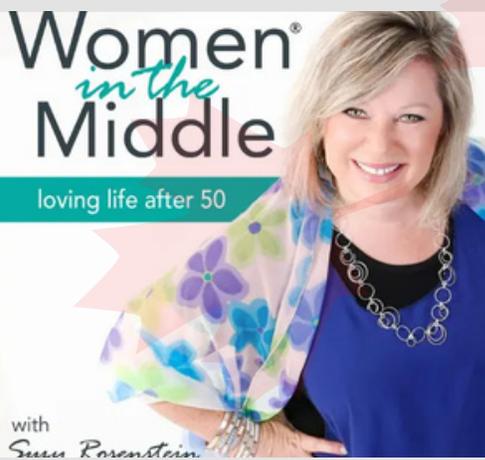
[CHARTS.MOWPOD.COM](https://charts.mowpod.com)

SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT MARCH 2025

5 RANDOM QUESTIONS

Welcome to 5 Random Questions with your host, Danny Brown! Each week, Danny sits down with his special guest and uses a random question generator to come up with five unpredictable, thought-provoking, and sometimes downright hilarious questions.



WOMEN IN THE MIDDLE

Women in the Middle® is a podcast for midlife women who are ready to hear some good news about being over 50!
Suzy Rosenstein

HOW TO PODCAST SERIES

Welcome to the “How To Podcast Series” – your guide to podcasting mastery! Discover solo, co-hosted and mini episodes packed with great tips on podcasting - Podcasting is best done in community, you don't have to podcast alone – join the conversation here!



Want your podcast featured here next month?
Let us know @



PODCASTING RESOURCES



TOOLS TO HELP YOU KEEP PODCASTING

PODMATCH

PodMatch is a software company dedicated to serving podcast guests and hosts by making the entire podcast interview booking process cost-effective, less time-consuming, and overall a more enjoyable experience.

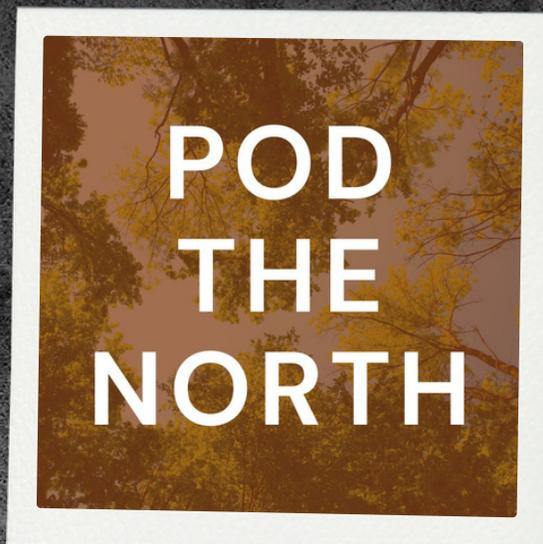
Try Podmatch today!

The advertisement is split into two horizontal sections. The top section has a purple background with the PodMatch logo in the top right corner. It features the text "PodMatch Is Your Podcast Host and Guest Matchmaker" in white. Below the text is an illustration of a man and a woman sitting at a desk with a laptop and microphone, with speech bubbles above them. The bottom section has a blue background and features two books from the "PodMatch Mastery Book Series". The first book is "PodMatch Guest Mastery" and the second is "PodMatch Host Mastery". To the right of the books, the text "PodMatch Mastery Book Series" is displayed in white.

JOIN PODMATCH TODAY

PODCAST NEWSLETTERS WE LOVE

Check out some of the amazing
podcast newsletters



**BUILD YOUR AUDIENCE,
GROW YOUR PODCAST,
FIND OUT WHAT IS
HAPPENING IN THE
PODCAST COMMUNITY**



CANADIAN PODCASTER

SUBSCRIBE



CAN YOUR LISTENERS SUPPORT YOU?

MAKE IT EASY FOR
YOUR LISTENERS TO
GIVE BACK TO YOUR
SHOW!

A BUY ME A COFFEE
ACCOUNT ALLOWS
LISTENERS TO
ENGAGE AND
SUPPORT YOUR
SHOW



Buy me a coffee



BOOKMARKED PODCASTER LIBRARY

Let's Talk Podcasting: The Essential Guide to Doing it Right

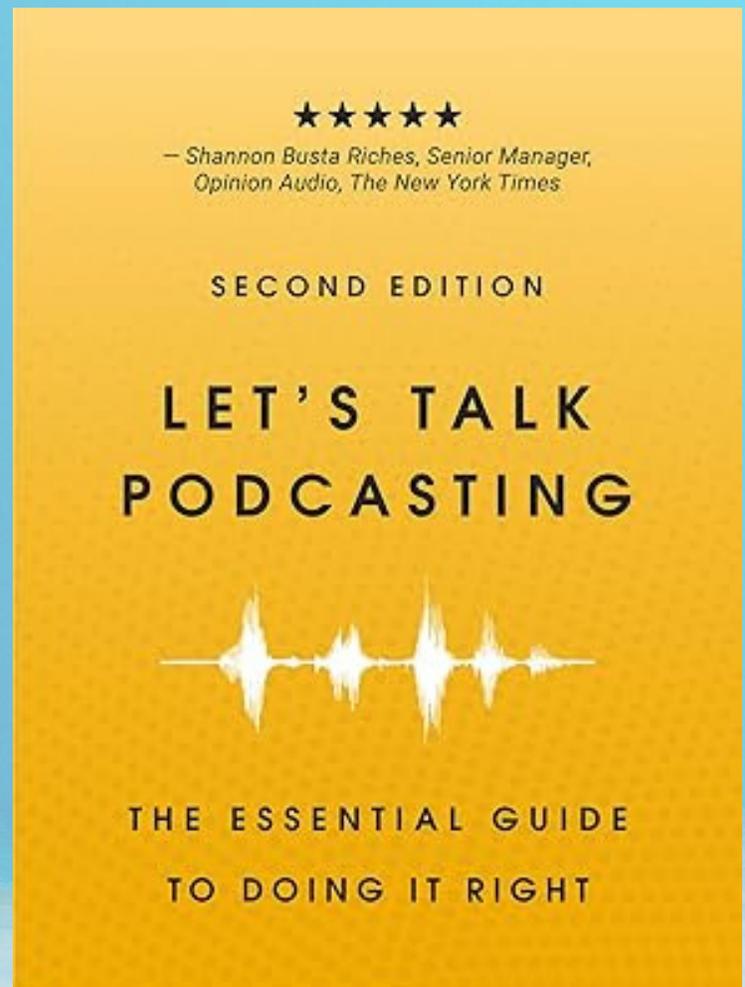
**"Amanda has been there and done that – with
a trail of #1 shows, she knows what's what."
–James Cridland, Editor, Podnews.net**



AmandaCupido.com/



CANADIAN PODCASTER



AMANDA CUPIDO



YVES DELNATTE

JÉRÉMIE MANI

Podcasthon is the world's largest podcast charity initiative, bringing together podcasters globally to raise awareness for charitable causes.

Behind this growing movement are two visionary co-founders:

Jérémie Mani and Yves Delnatte

Podcasthon is a volunteer-driven initiative aimed at uniting the power of podcasting with the needs of charities.

Our Motivation

Traditional fundraising methods like charity galas, marathons, and auctions have their limits. They often require large budgets, exclusive access, or short-lived engagement.

We believe that “podcasting for good” should be more than a buzzword. It should be a movement. By leveraging technology, storytelling, and community engagement, we hope to inspire millions of listeners to care, to act, and to make a difference—one podcast at a time.



FOR MORE INFO PLEASE VISIT

[PODCASTHON.ORG](https://podcasthon.org)

CANADIAN PODCAST STATS

71% OF CANADIANS HAVE LISTENED TO AT LEAST ONE PODCAST AT SOME POINT.



29% OF CANADA'S MONTHLY PODCAST LISTENERS SPEND AT LEAST FIVE HOURS PER WEEK LISTENING TO PODCASTS.



42% OF CANADIAN MONTHLY PODCAST LISTENERS ARE AGED 18 TO 34 YEARS OLD.



SPOTIFY AND YOUTUBE ARE THE MOST POPULAR PLATFORMS FOR LISTENING TO PODCASTS IN CANADA.



81% OF CANADIANS HAVE LISTENED TO PODCASTS AT HOME.



LISTENERS ARE MOST LIKELY TO FIND NEW CONTENT BASED ON RECOMMENDATIONS ON PODCASTS THEY ALREADY LISTEN TO.



IN 2024, TRUE CRIME PODCASTS WERE THE MOST DOWNLOADED CATEGORY IN CANADA. THIS WAS FOLLOWED CLOSELY BY COMEDY AND NEWS.



BRANDS HAVE SEEN 89% HIGHER BRAND AWARENESS AFTER ADVERTISING ON PODCASTS.



51% OF BI-WEEKLY PODCAST LISTENERS HAVE BOUGHT A PRODUCT AFTER HEARING ABOUT IT ON A PODCAST.



17% OF PODCAST LISTENERS ALWAYS TURN OFF OR SKIP ADVERTISING.



[SOURCE: MADEINCA.CA/PODCAST-STATISTICS-CANADA/](https://madeinca.ca/podcast-statistics-canada/)



CANADIAN PODCASTER CLASSIFIEDS

Coming Soon

APPLY NOW

**PODSUMMIT YYC
2025**

SEPT 19-20 2025

**CALGARY, ALBERTA,
CANADA**

**HAVE AN
OPENING?**

**TELL US ABOUT YOUR
CANADIAN JOB
OPENING**

TECHSPO

**APRIL 24 - 25, 2025
MONTREAL, QUEBEC,
CANADA**

**DELTA MONTREAL HOTEL
TECHSPOMONTREAL.CA**

APRIL 16 - 17, 2025

**TORONTO, ONTARIO, CANADA
MARRIOTT DOWNTOWN AT CF
TORONTO EATON CENTRE
TECHSPOTORONTO.CA**

APRIL 10 - 11, 2025

**VANCOUVER, BRITISH
COLUMBIA, CANADA
PARADOX HOTEL VANCOUVER
TECHSPOVANCOUVER.CA**

FOR SALE

**CLEAR OUT YOUR
CLOSET!**

**PURGE YOUR GEAR
AND HELP A FELLOW
PODCASTER**



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