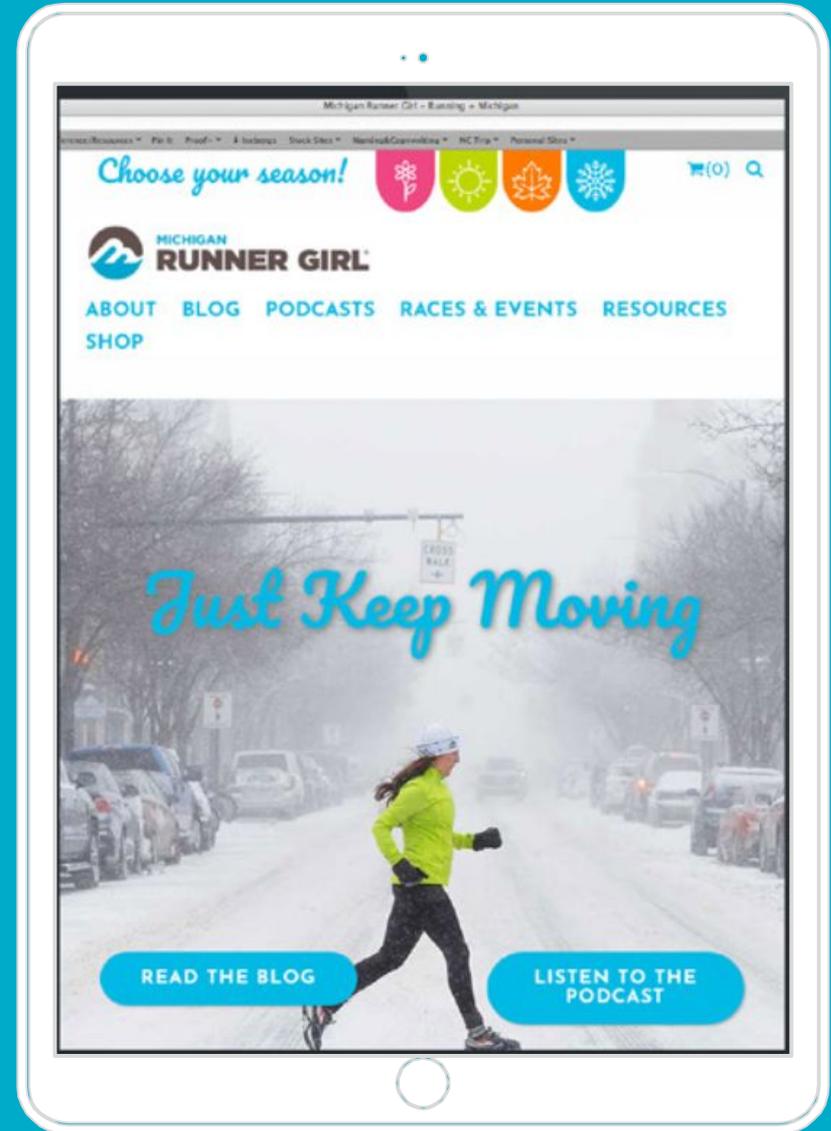


The Michigan Runner Girl Podcast Media Kit

SPONSORSHIP + PARTNERSHIP OPPORTUNITIES

MICHIGAN RUNNER GIRL

Celebrating the active,
healthy lifestyle in Michigan



Why advertise and partner with podcasts?

- 32% of Americans listen to podcasts at least once a month.
- There were 750,000 active podcasts in 2019.
- On average, 45% of podcast listeners have an annual household income of more than \$250,000.
- 54% of podcast consumers say they think about buying advertised products.
- Businesses spent \$497 million on podcast advertising in 2018.
- Brands that advertise their products and services on business podcasts enjoy an average 14% rise in purchase intent.

Why partner with the Michigan Runner Girl Podcast and brand?

Michigan Runner Girl is an established, well-known and trusted lifestyle brand based in northern Michigan. Launched in 2010, MRG began as a blog and evolved to include a robust healthy lifestyle-travel website, engaging and welcoming online community, informative and popular podcast, line of lifestyle clothing and accessories, and special events, including all-women's weekend retreats and a trail 10K & 5K in Leelanau County.

“

Thank you for a wonderful podcast. I became a runner after listening to Heather. She has such a positive attitude and it is very contagious. I love the guests that she has on her show and she always is a good interviewer, getting the most out of each guest. I look forward to her podcast every week.”

“I’ve been listening to the Michigan Runner Girl podcast for over a year and look forward to every new episode!!”

The MRG Podcast

- Launched in August 2015
- Features informative, engaging and interesting conversations with celebrity/well-known and everyday runners, outdoor enthusiasts, and race directors and event organizers. Conversations cover a wide range of topics related to the healthy and active lifestyle here in Michigan – and beyond.
- Show length 45 minutes – 1 hour.
- Nearly 200 shows produced, including several “live” recordings with audience members during special MRG events
- Total downloads: 102,000+
- Audience: Michigan primarily, as well as concentrations in the Midwest and both the East and West coasts. Listeners also are in several other countries.
- Both men and women are avid listeners of the show – the show is more about being an active and healthy person, striving to be the best version of ourselves, than it being focused on women-specific issues (though we absolutely celebrate female-focused businesses, athletes, events, etc.)

Episodes of the Michigan Runner Girl Show are downloaded at least 300 times within the first couple of weeks of being released – some episode downloads are as much as 1,200 in that timeframe, depending upon the topic and guest. This places the MRG Show in the top 50%, at times 20% **of all podcasts**.

■ Let's Join Forces!

The MRG community consists of individuals looking to live their best life through movement and adventure, and through authentic connections with others in our communities.

If your business also is committed to helping build healthy, strong and happy people and communities, let's talk!

Whether it's an upcoming event at your place of business you'd like to have featured, or you're proud to share a race, product or service you provide here in the Mitten, the Michigan Runner Girl Podcast can help spread the word, increase your customer base, and bolster your bottom line.

Opportunities

Single podcast episode sponsorship: \$500

Classic Partner Package - 5 podcast episodes: \$2,000 (price reflects one free sponsored episode!)

Premier Partner Package - 10 podcast episodes: \$4,000 (price reflects 2 free sponsored episodes!)

By sponsoring a Michigan Runner Girl podcast episode, your business receives:

- Up to 60 seconds of air time during the sponsored episode -- MRG will help create this content, or you can provide it to us
- An authentic endorsement of your product and/or service by Heather Durocher, host of the podcast and founder of MichiganRunnerGirl.com
- A targeted group of loyal listeners learning about your service and/or product and/or event

Ready to partner with MRG? Contact us today.

Please reach out to Heather Durocher, MRG founder and podcast host, at heather@michiganrunnergirl.com She'll be happy to answer any questions you may have and discuss ways MRG can help grow your business through podcast sponsorship as well as through other MRG content channels.