

# TALKING POOLS PODCAST

## Media Kit



### THE SKINNY

The Talking Pools Podcast was born to fill a demand made by pool professionals who had begun to shy away from the typical interview show, likening the format to that of an infomercial. With a zest for the ‘How to’ and real-world scenarios pool people could easily relate to, Talking Pools reinvented the space by giving the pros exactly what they were asking for - Real pool talk with real pool professionals. It's hosted by Rudy Stankowitz (31-years of pool industry experience) and an all-star cohost team. Andrea Nannini (20 years exp), Tim Graham (40 years exp), Heather Linton (15 years exp), and Kelli Clancy (5 years exp). Our hosts are from every region of the country, and we offer three different shows in what has quickly grown from a podcast to a network with this family of voices behind the microphone.

This Media Kit provides an overview for the podcast. The episodes themselves cover a variety of topics such as the Business of Pool Service (Tuesdays with Tim & Kelli), the Business of Pool Builds & Remodels (Hump days with Heather), and the edgy morning radio talk show style format of the Talking Pools Podcast with Rudy & Andrea that focusses on the down & dirty of pool pros poolside. Each show allowing the listener to connect on a more personal level their favorite hosts. Talking Pools is available not only on iTunes, Apple Podcasts, Spotify, Stitcher and iHeartRadio, but also on dozens of additional podcast directories.



Picture Caption: To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other.

### THE STATS



The Talking Pools Podcast offers a revolutionary way of communicating with customers. 67% of podcast listeners enjoy ads and perceive them as word-of-mouth advertising. The best part is your message will remain in the episodes for the life of the podcast. Ad period is a full twelve months. WAV file is to be supplied by advertiser. Host read ads are also available at the same price point. All payments will be made to Aquatic Facility Training & Consultants.

	PRE-ROLL	MID-ROLL
<input type="checkbox"/> 1 SHOW (1 episode per week)	<input type="checkbox"/> \$9,000 per year	<input type="checkbox"/> \$14,000 per year
<input type="checkbox"/> Any 2 Shows (2 episodes per week)	<input type="checkbox"/> \$16,000 per year	<input type="checkbox"/> \$24,000 per year
<input type="checkbox"/> All 3 Shows (3 episodes per week)	<input type="checkbox"/> \$22,000 per year	<input type="checkbox"/> \$32,000 per year
<input type="checkbox"/> WAV File	<input type="checkbox"/> 15 second WAV in first 5 minutes	<input type="checkbox"/> 25 second WAV at +/- 5 min of Mid-Point
<input type="checkbox"/> Includes	<input type="checkbox"/> -----	<input type="checkbox"/> 1 Advertorial
<input type="checkbox"/> Includes	<input type="checkbox"/> -----	<input type="checkbox"/> Logo on Podcast Art
<input type="checkbox"/> Includes	<input type="checkbox"/> -----	<input type="checkbox"/> Sponsor listing on Website Sponsor listing on
<input type="checkbox"/> Includes	<input type="checkbox"/> -----	<input type="checkbox"/> eNewsletter • Mailing list of 5,400



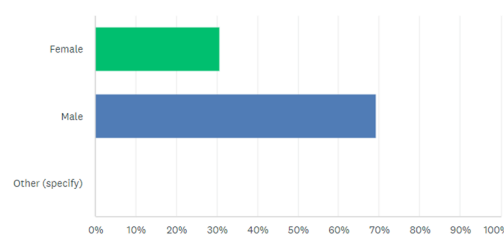
# TALKING POOLS PODCAST DEMOGRAPHICS



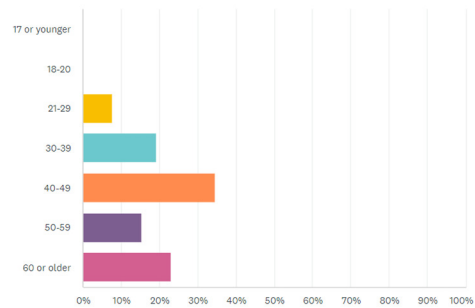
## See Who's Listening

Updated Quarterly

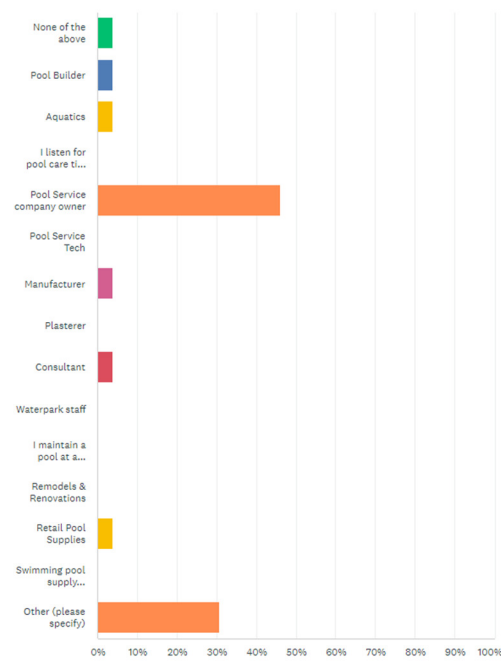
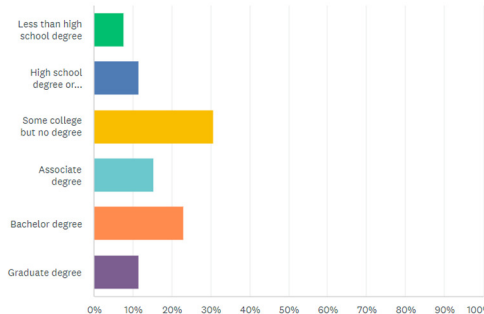
- 69.23% of our listening audience is male
- 30.77% of our listening audience is female



- 23.08% are 60 yrs.+
- 15.28% are age 50 to 59
- 34.62% are age 40 to 49
- 19.23% are age 30 to 39
- 7.69% are age 21 to 29

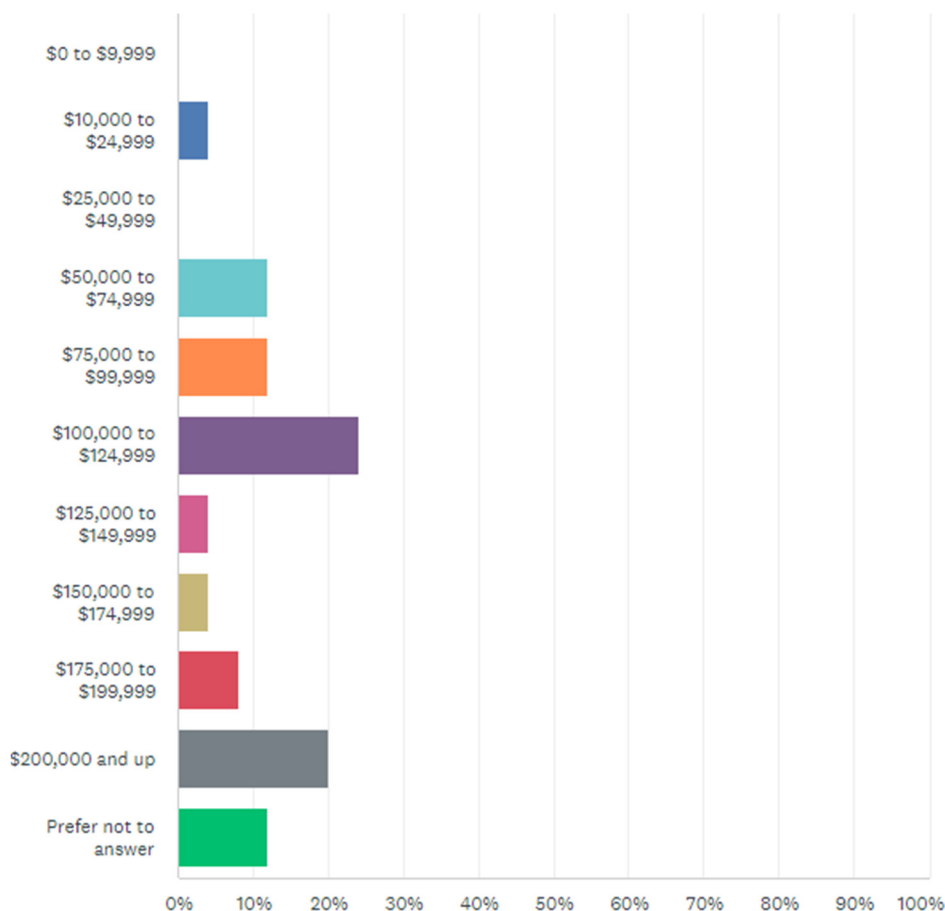


- 11.54% have a graduate degree
- 23.08% have a bachelor's degree
- 15.38% have an associate degree
- 30.77% have some college, but no degree
- 11.54% have an HS diploma or equivalent
- 7.69% have less than HS degree

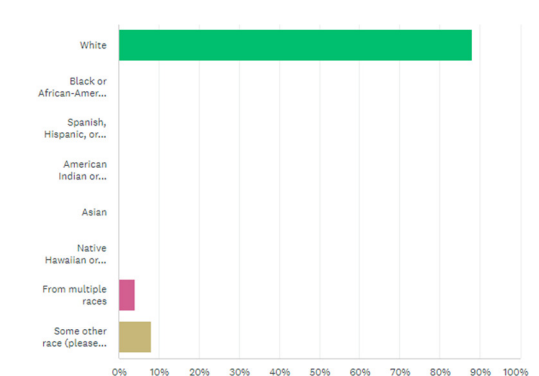


- 88.47% of our listening audience are Pool Professionals
- 11.53% of our audience is in an aquatics related field

✓ 0.00% of our listening audience are end-users (Pool/Homeowners)

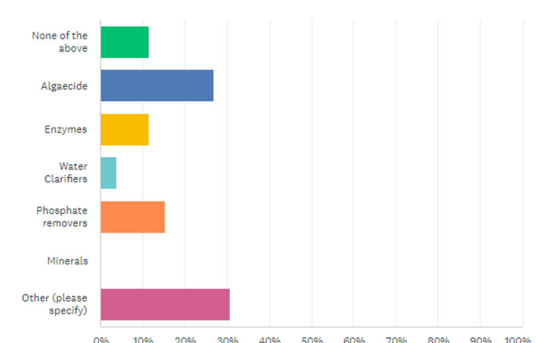


Household Income



Race/Ethnicity

### Use of Specialty Chemicals in Pool Care

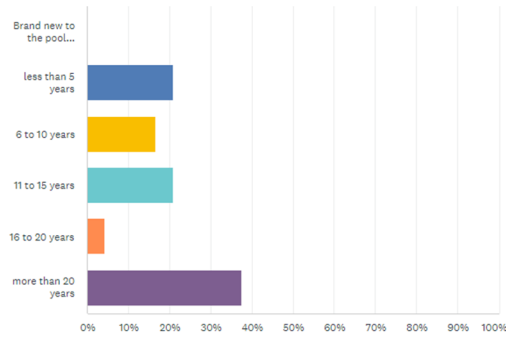


- 30.77% report using all or more than one of specialty the above

# TALKING POOLS PODCAST DEMOGRAPHICS

## See Who's Listening

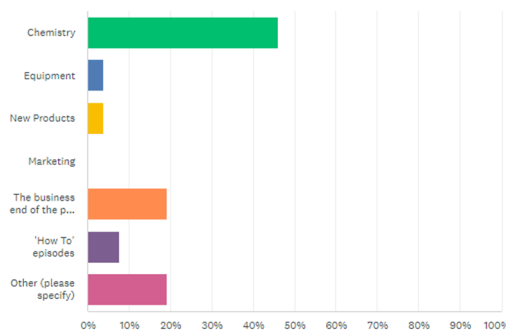
The latest updates



### Listener Level of Pool Experience

- 37.5% have 20 years+ under their belts
- 4.17% have 16 to 20 years
- 20.83% have 11 to 15 years
- 16.67% have 6 to 10 years
- 20.83% have 5 years or less

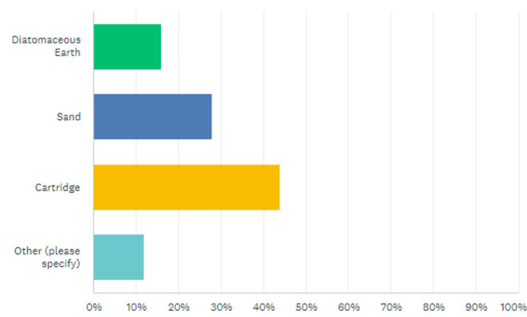
## FAVORITE EPISODES



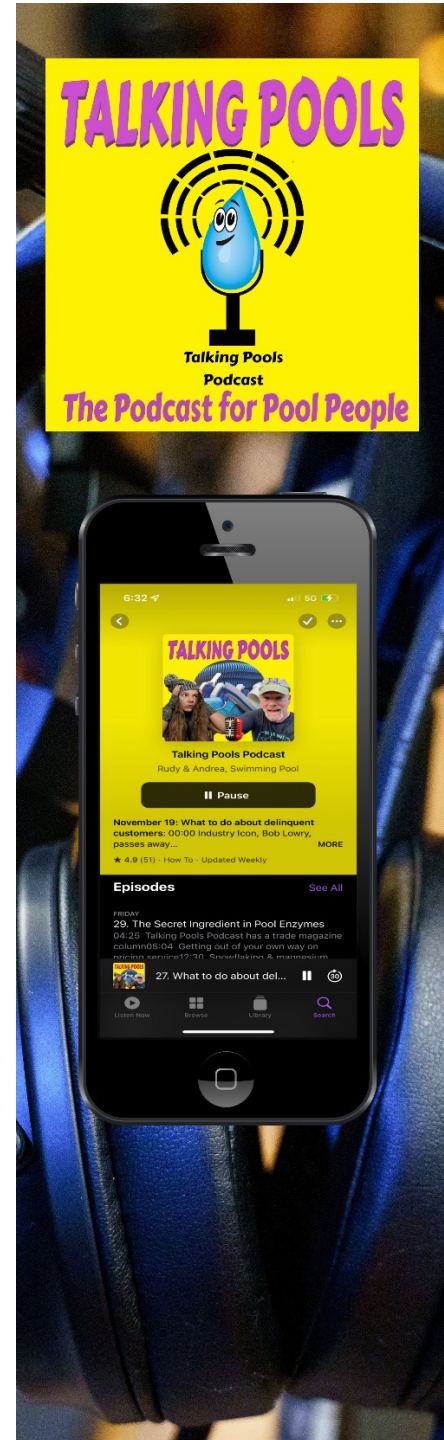
### What our listeners like to hear about

- 7.69% like the 'How to' stuff
- 19.23% want to hear about the business end of things
- 46.15% are in it for the chemistry
- 3.85% like new Products
- 3.85% like to hear about equipment

The filter type our listeners install/recommend



- 44% are selling/installing Cartridge
- 28% are Sand Filters
- 16% are Diatomaceous Earth
- 12% are Service Only



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Advertise with the Talking Pools Podcast Network

# Get your message to the right people!

## Cost Per Show

Deviating from the traditional interview-style broadcast, the Talking Pools Podcast's unorthodox approach to pool industry internet radio is making a splash. Described as a 'morning radio show that uses humor and real-world scenarios in a rich new format that engages listeners and makes learning about pools FUN!', the Talking Pools Podcast has become the fastest growing industry internet-generation radio show.



With over thirty-years of swimming pool industry experience under his belt, Rudy Stankowitz is known to be the most knowledgeable pool industry podcast host, influencer, and pool water chemistry expert.

long term marketing exposure

lasting the life of the podcast



### Available options:

#### Pre-roll

15-second WAV file provided by the advertiser to be inserted prior to the show's intro.

\$9,000 per year (52 weekly episodes)

#### Mid-roll

30-second spot at middle of episode when audience is most engaged. Scripted by advertiser and read by Rudy Stankowitz for a more intimate referral.

\$14,000 per year (52 weekly episodes)

One year midroll get your logo on the show art, listed as a sponsor in the newsletter, logo on the website sidebar, and one episode advertorial.

## Double or triple your exposure

Mid-roll on any two shows at \$24K per year (104 weekly episodes)

Mid-roll on all three shows at 32K per year (156 weekly episodes)

The Talking Pools Podcast is owned by Aquatic Facility Training & Consultants. All communication regarding advertising, guest spots, and media should be directed to Rudy Stankowitz at [rudy@cpoclass.com](mailto:rudy@cpoclass.com)

## The benefits of social media marketing



Source: Social Media Marketing Industry Report © 2009 Michael A. Stelzner