Podvertise.fm

Podcast Advertising Marketplace

Helping brands, SMBs & marketing agencies to advertise on the most relevant podcasts

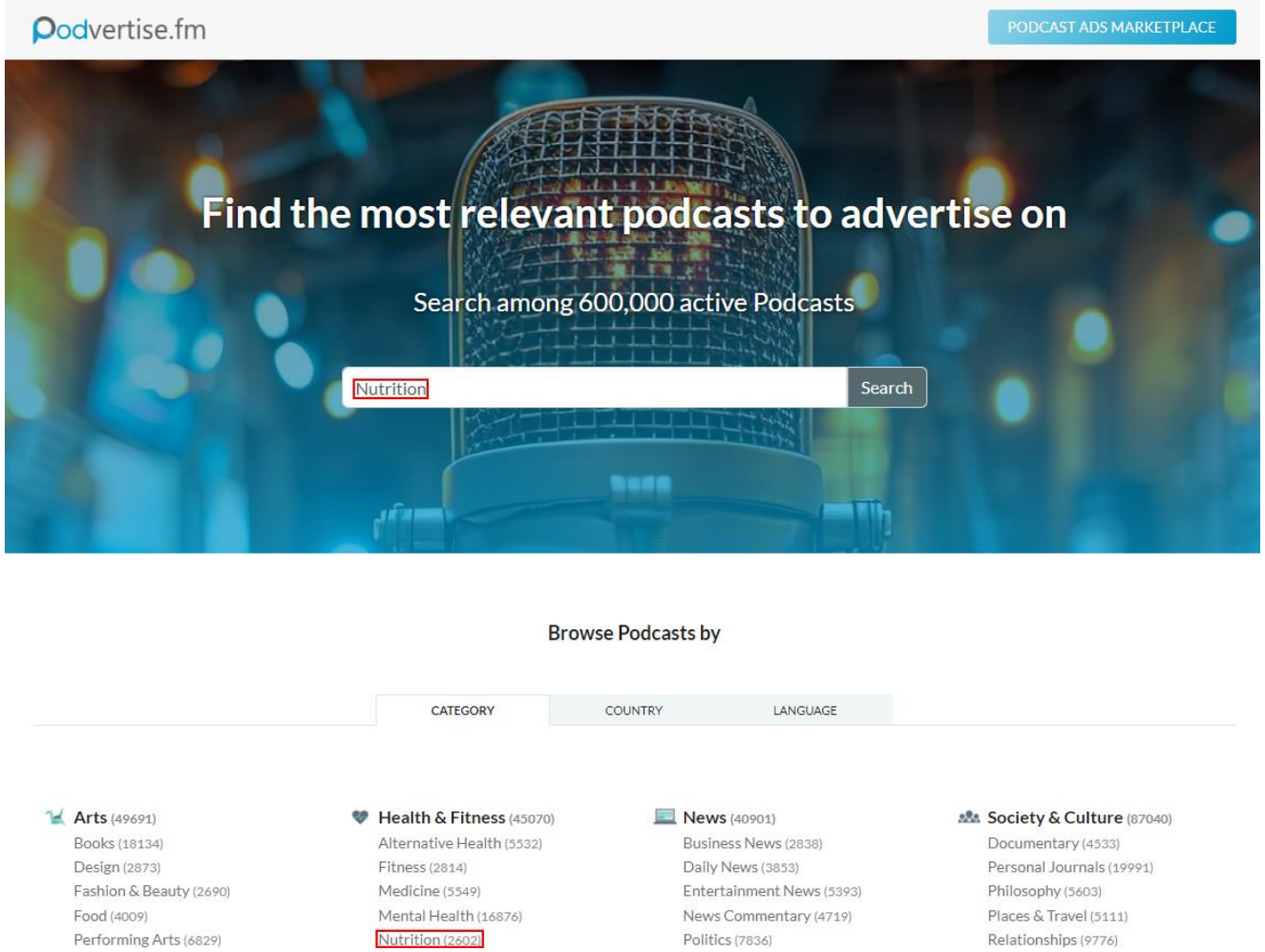
Problems

- **Fragmented market:** hosting platforms, listening apps, ad monetization networks
- **No monetization** for small & mid size podcasts

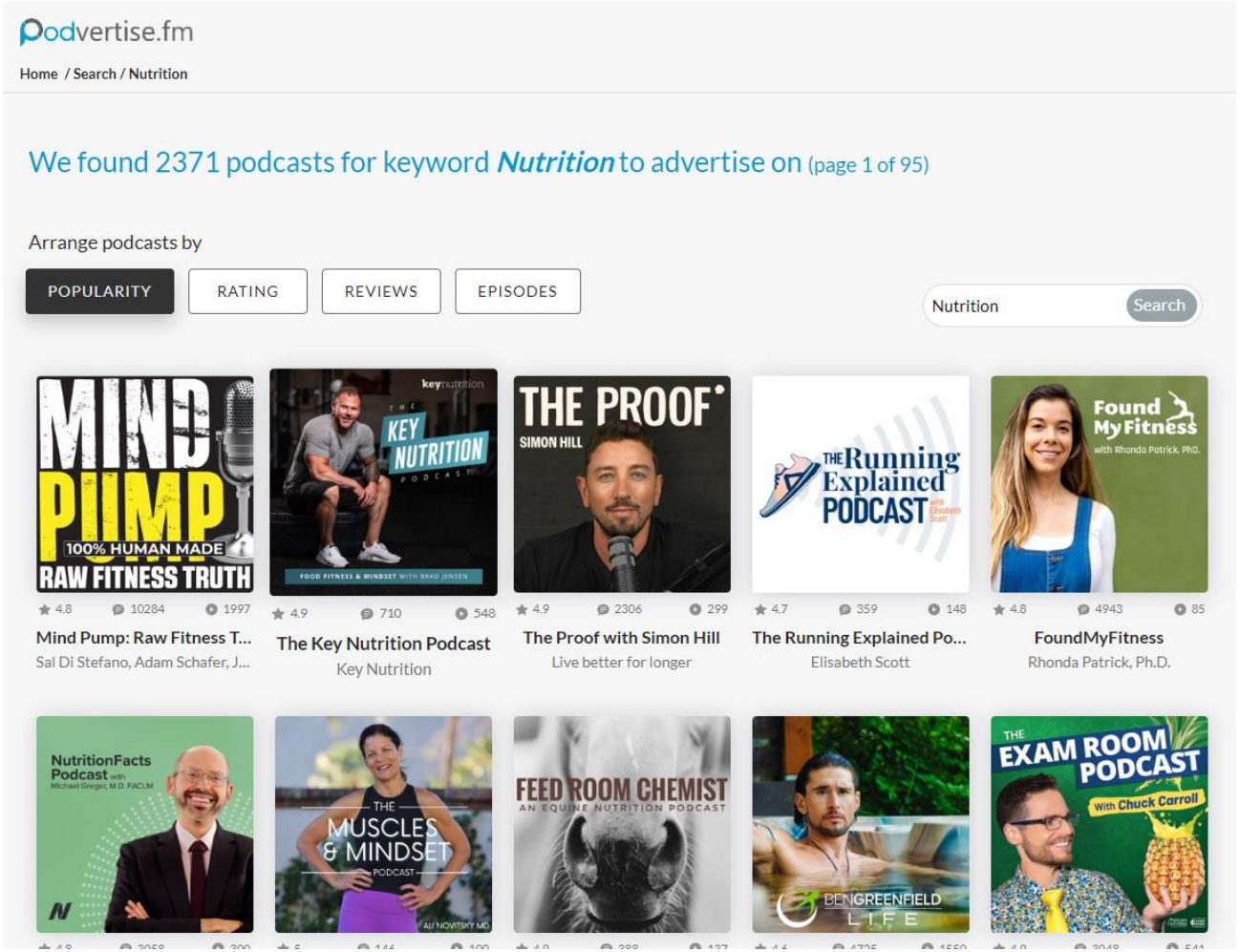
Solutions

- **Aggregator:** Search Engine & Categories
  - 600k podcasts profiles - all sizes and niches
- **Marketplace:** Ad Offers, Messages, Escrow, Reviews
  - Host-read Ads • Pre-recorded Ads • Sponsored Interviews
  - Public Pricing, Downloads, Audience details

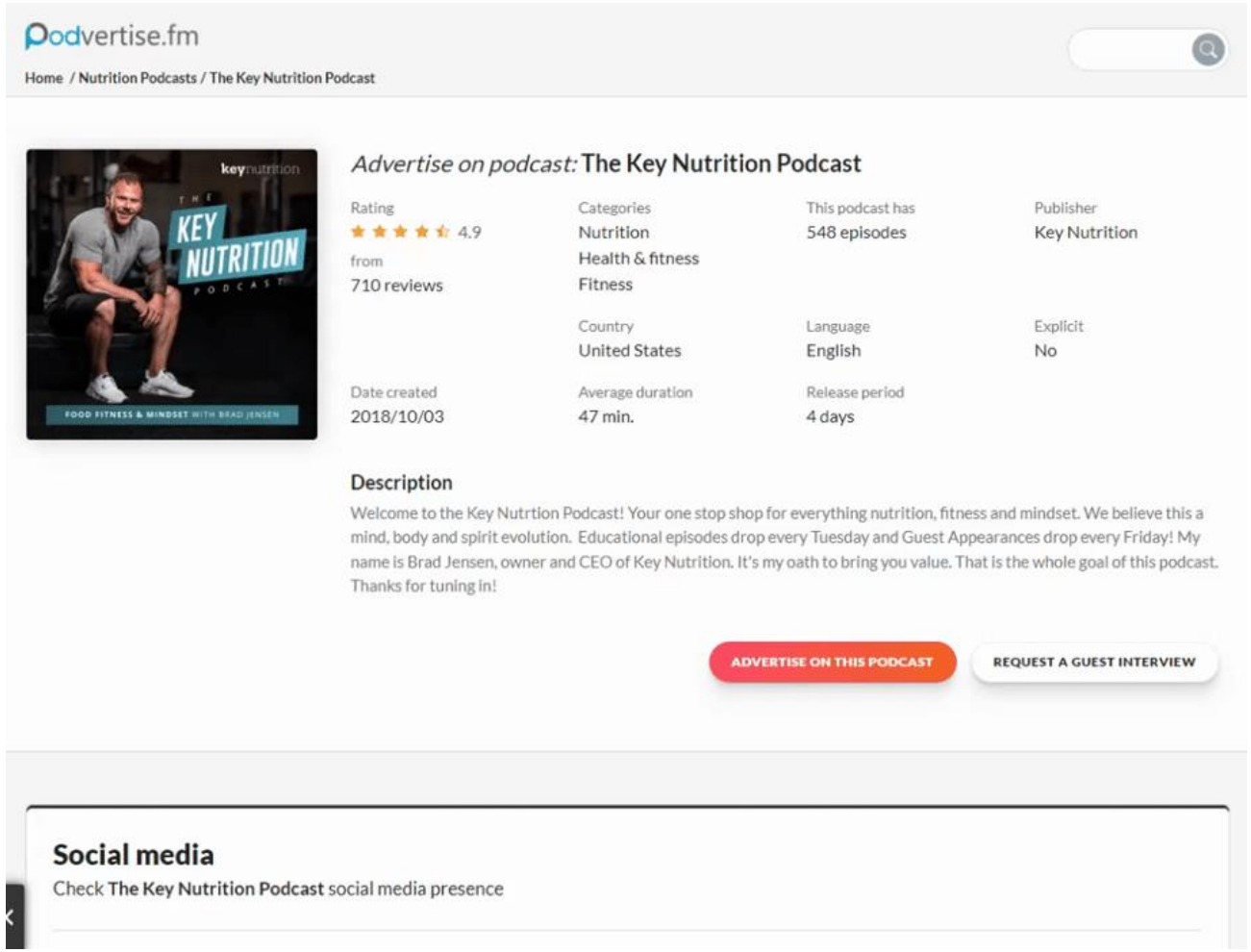
Aggregator: Search Engine & Categories



Podcasts Results



Podcast Profile



Ad Offer

Podvertise.fm | All Categories | Cart | Wishlist | Sell Now

Home / Health & Fitness / Nutrition / The Key Nutrition Podcast



The Key Nutrition Podcast - Host-read Ad - Mid-Roll - 60 Seconds

☆☆☆☆☆ (0) 40 0 0

Publisher Name	Key Nutrition
Podcast Name	The Key Nutrition Podcast
Podcast URL	https://podvertise.fm/1437983368
Status	Available

$500 Ask Question

Write your ad/sponsorship text or share the link to your ad (audio, video) file here *

Steve's Nutrition Store:
Get 30% discount with coupon "STEVE2024"
at www.Steve-Nutrition.com

- 1 + Add to Cart Add to wishlist

Share:

Description | Location | Reviews (0) | Comments (0)

The Key Nutrition Podcast - Host-read Ad - Mid-Roll - 60 Seconds

- Interviews are booked in the next available open spot, usually 1 month out
- Episodes are relased within 1-2 months of recording time

Show Stats

- Total downloads - +1.2 million, growing 10k a week
- Total Subscribers - +55,000

Business model

MARKETPLACE
Up to $10k ➔ 15% Fee $10k - $25k ➔ 10% Fee $25k - $50k ➔ 7% Fee $50k+ ➔ 5% Fee
Host-read Ads
Pre-recorded Ads
Sponsored Guest Interviews

The fee is split equally between both parties

PREMIUM MARKETING SERVICES
10% Agency Management Free + 15% Marketplace/Commission Fee
Dynamic Ads
Host-read Ads
Sponsored Guest Interviews

$500 / $2000 / $6000
(Packages Pricing)

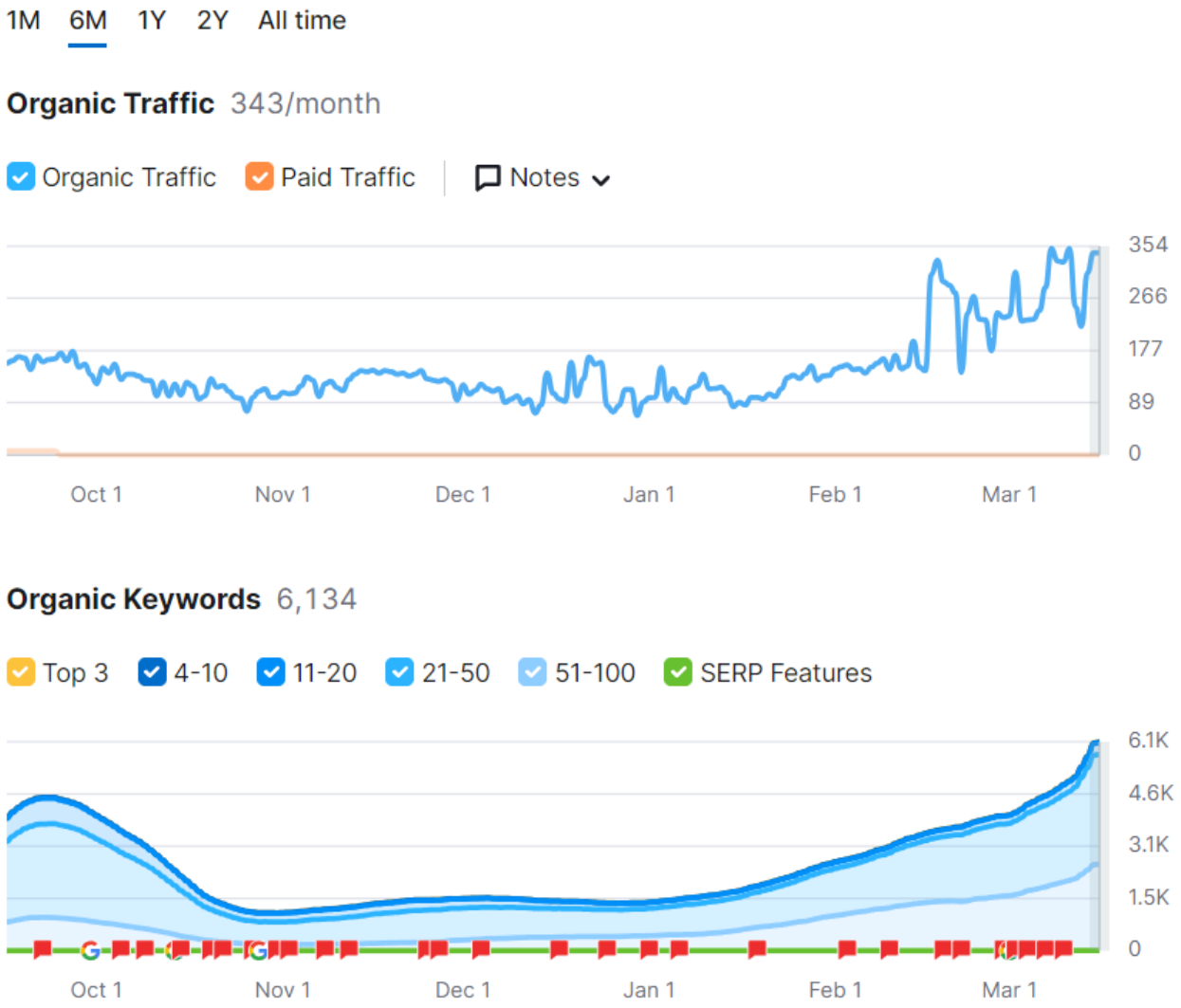
WHITE LABEL SERVICES
$300 / $900 / $2000 Fixed pricing per # of contacts
Podcast Outreach As a Service
Marketing Agency Partners Program
White Label Campaigns

$300 / $900 / $2000

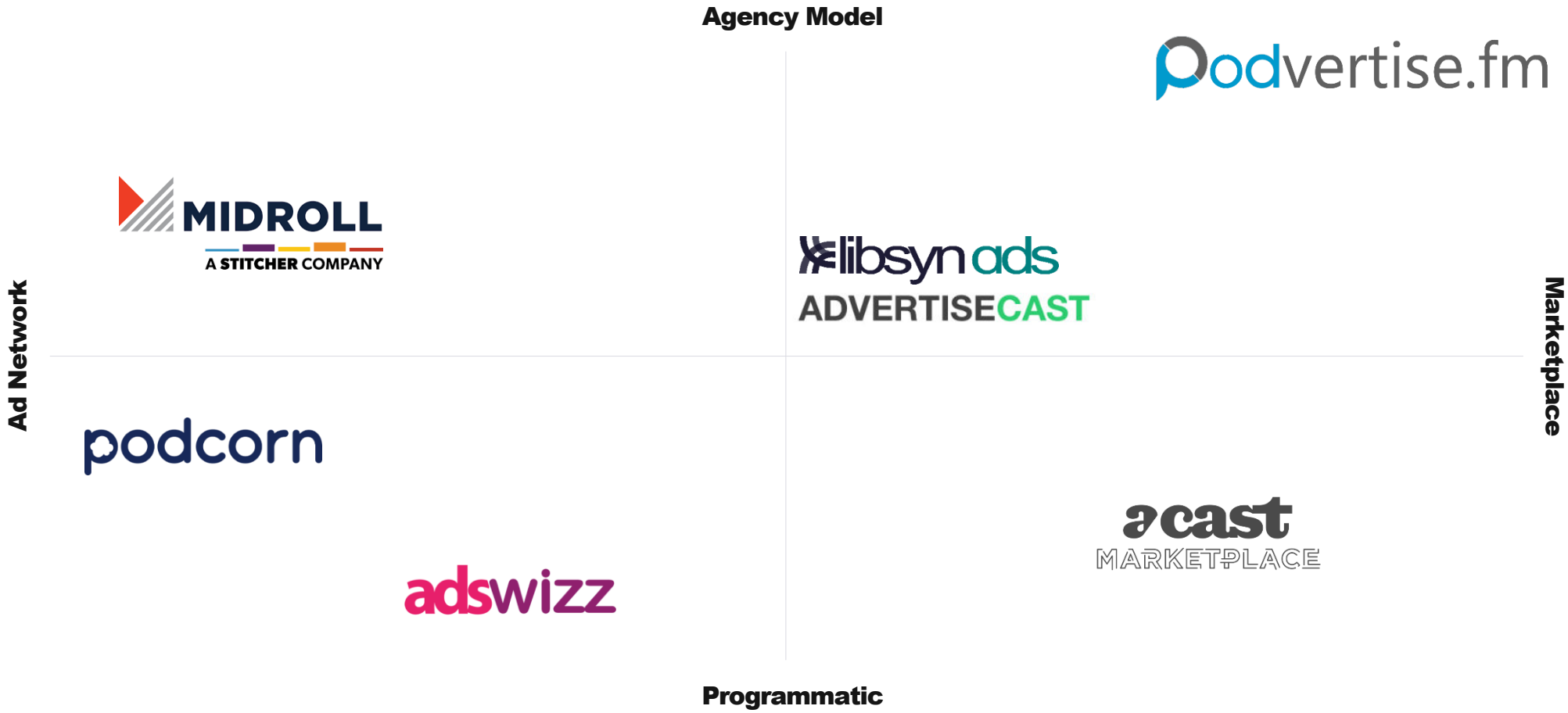
Traction

- January: 2 clients for Podcast Marketing Services = 2 x $300 = $600
- February: 1 client for Marketplace model = $150 GMV (Take: $22)
- 397 Podcasts onboarded
- 2 Podcast Networks partners
- 47 SEO leads ($1k-5k budget) in 2024
- 3 Trustpilot testimonials

SEO Traffic growth



Competition



Go-To-Market

Google

600k Podcast Profiles > SEO Leads
B2B Visitors Reveal & Retargeting Ads

Packages per Industry

AI label new advertisers daily in Transcriptions
Access to 10k+ Podcasts per Industry
Auto-generated: Podvertise.fm/business/startup

Partnerships

Podcast Monetization Program
Marketing Agency Partner Program

Market



US Podcast Ads Spending (Top-Down TAM)



US Podcast Host-Read Ads (SAM)



ARR (1%) (SOM)

TAM

ICP

SMB Owner (974k)

(10-50 employees)

ACV

$750 annual Revenue Take

(15% x $5k ACV)

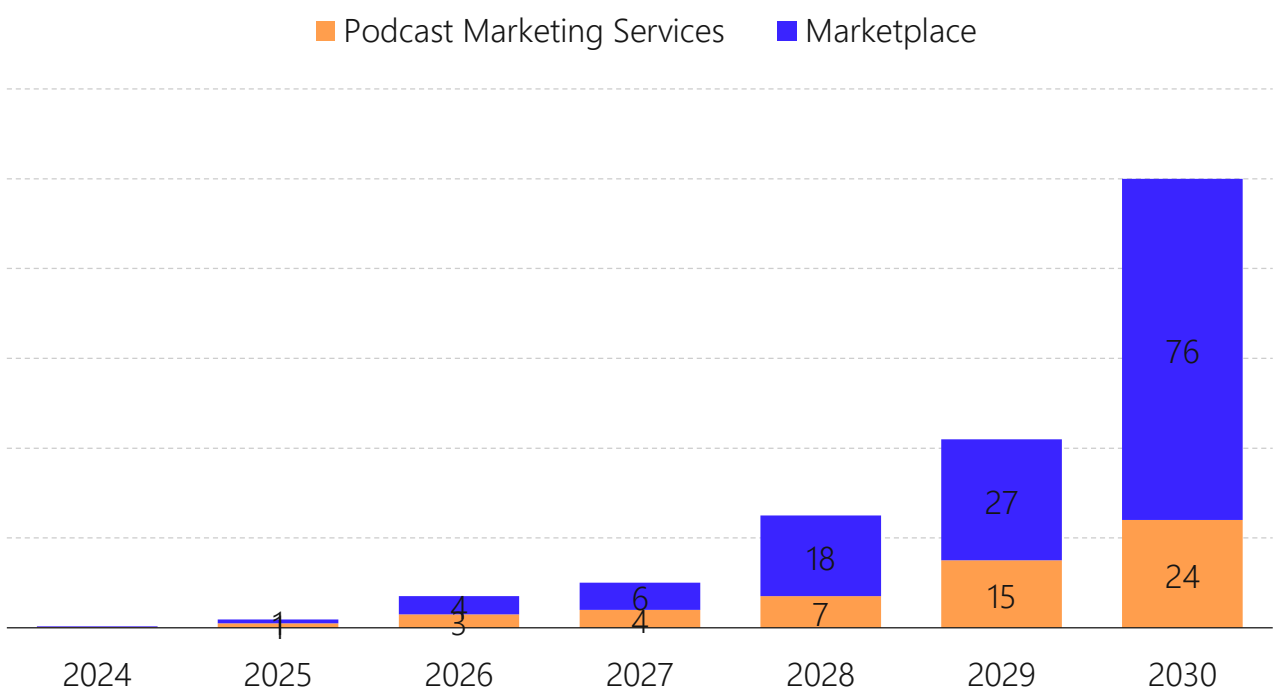
$730M

14% for $100M Revenue

Total Addressable Market

Roadmap to $100M

ICP	Roadmap	Revenue - Year
SMB Owner	Podcast Monetization Program Marketing Agency Partner Program AI Transcriptions > find new daily advertisers & guests	$0,35M - 2024
SMB Owner Marketing Agency	Marketplace with Ad Offers @ front page Self-hosted Sales Page: Ads.PodcastX.com Podcast Monetization Community	$1,8M - 2025
SMB Owner Marketing Agency Brand CMO	Brand Offers - Affiliate Network B2B Integrations: Tapfilliate..	$7M - 2026
SMB Owner Marketing Agency Brand CMO	Programmatic Ad Networks Partnership Hosting Ad & Analytics Access	**$10M - 2027**
SMB Owner Marketing Agency Brand CMO	White Label Services Marketplace PR & Industry Influencers Partnership	$25M - 2028
SMB Owner Marketing Agency Brand CMO	Associations member: iAB, AMA, ANA	$42M – 2029
SMB Owner Marketing Agency Brand CMO	B2B Integrations with platforms: Fiverr, Influencer Analytics	**$100M – 2030**



Team



Nedko M. Nedkov

CEO, Founder

- Brandvertisor – ads marketplace startup
- SEO, Paid Ads, B2B Marketing



Konstantin Peychev

CTO, Founder

- Apps Dev & Ecommerce portals
- Vue.js, Node,js, Strapi



Dragomir Tomchev

UX/UI & Marketing Strategy

- Medical & Real Estate portals
- UX / UI, HR, PR



Manol Trendafilov

Advisor, AI

- AI Automation Agency, Funded Startup
- AI, Machine Learning, Big Data

THANK YOU!

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Roadmap 2024

