

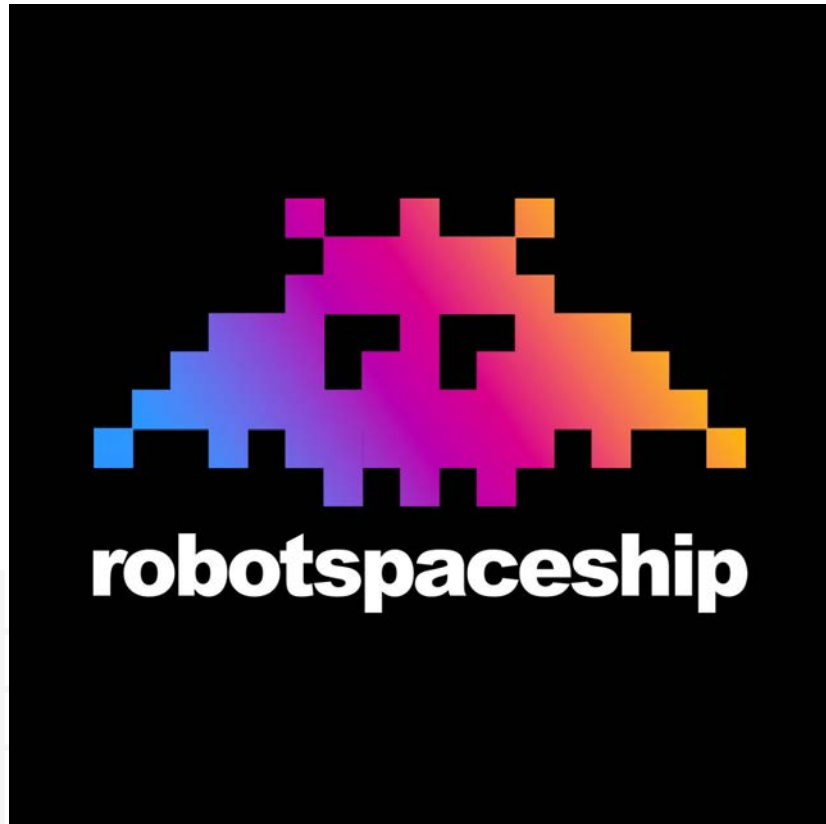
# robotspaceship

## MEDIA KIT

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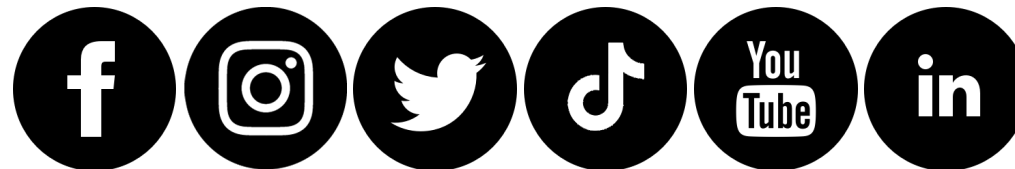
# ABOUT US



**RobotSpaceship** is an industry-leading, European podcast network with a focus on technology, culture, innovation and living the digital lifestyle. We cover topics related to digital transformation, disruption, innovation, business, marketing and social media, as it intersects across all industries and cultures.

Our audience is a highly targeted mix of passionate and curious technology enthusiasts, thought leaders, digital media professionals, and industry insiders.

[www.robotspaceship.com](http://www.robotspaceship.com)



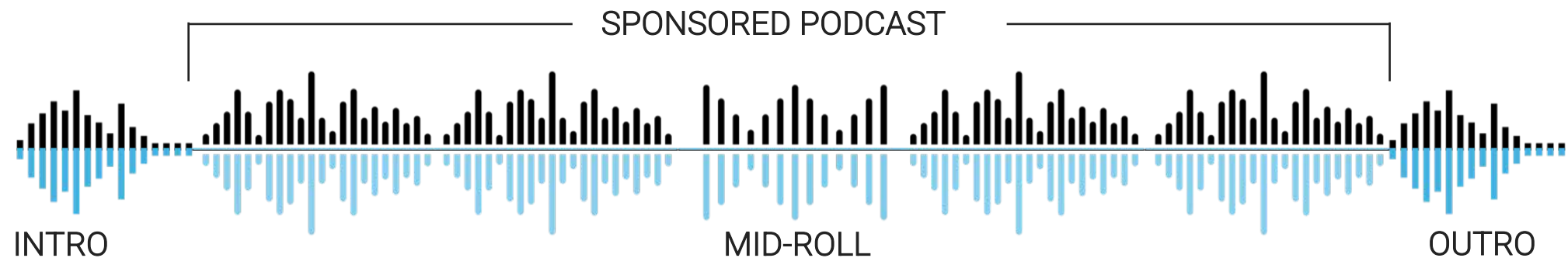
# CURRENT PODCASTS



# PODCAST ADVERTISING

We have the following highly targeted, paid advertising opportunities available. All advertising is based on space, time and availability. All sponsored content will be publicly indicated.

- **Sponsored Podcasts:** An entire podcast that specifically discusses your product or service.
- **Pre-roll:** An ad that gets mentioned at the beginning of the podcast
- **Mid-roll:** An ad that plays in the middle of the podcast.
- **Outro:** The last few words of a podcast where the advertiser can slip in a final call to action.



# PODCAST ADVERTISING

**Podcast Ads** – This ad is an audio ad that appears in our podcast (Pre-roll, Mid-roll or Outro) – You supply the text and call to action and we will record it with our voice over and mix it into a podcast episode. Your business, product or service will also be mentioned in the liner notes of the podcast.

**Sponsored Podcasts** – Sponsored podcasts are unique podcasts episodes where we interview you about your product or service, or we specifically discuss your business product or service. Includes one podcast ad (pre-roll) and your business, product or service will also be mentioned in the liner notes of the podcast.

**Social Media Blast (Instagram, Facebook, Twitter)** – We will share an image, text and link about your product or service on our social media channels. You can either submit the image, text, link & profile callout and we will share it, or if it requires product placement, then you must send us the product to include in our own photo. (Shipping and return shipping must be paid by you)

# PODCAST ADVERTISING: EXAMPLES



## Podcast Episode #4

<https://arvrmagazine.com/ar-vr-magazine-podcast-episode-4-tim-akgul-from-deutsche-telekoms-hubraum/>



## Podcast Episode #12

<https://arvrmagazine.com/episode-12-dark-matter-with-dan-magnus-jonathon-corbiere/>



# SOCIAL MEDIA & INFLUENCER ADVERTISING

## INFLUENCERS, SOCIAL MEDIA BLASTS, PRODUCT PLACEMENT, CONTENT CREATION & CONSULTING

We offer a number of social media marketing solutions and consulting services via our niche targeted podcasts and owned media channels.

We provide niche-based influencer marketing for the Music, Gaming, Immersive Tech, Automotive, Leadership, Petcare, Lifestyle, & Innovation Industries.



# WORKSHOPS & EVENTS



robotspaceship

26-28.AUG.20

# PODCAST BOOTCAMP

STARTE IN 3 TAGEN DEINE ERSTE PODCAST-FOLGE!



<https://www.robotspaceship.com/bootcamp/>



# ENDORSEMENTS & SPONSORSHIPS

We are always open to endorsements and sponsorships. If you have a product, business or service that you think would be a good fit for us to promote or partner up on, feel free to contact us.

Some topics of interest:

- Audio / Video Equipment
- Recording Equipment
- Podcasting Equipment
- Computer Equipment
- Mobile devices
- Cameras and Photography
- Merchandising
- Printing
- Distribution
- Events and Conferences
- Speaking Engagements
- Education
- Social Causes

**DID YOU KNOW...?**

# PODCASTING IS THE NEW RADIO

## PODCASTING TO BECOME A \$2 BILLION DOLLAR INDUSTRY BY 2023

Although Podcasting is not a new topic, some recent statistics about it's growing popularity have been surprising.

Since 2015, Podcast user adoption rate has been growing almost exponentially with revenue projections reaching \$2 Billion in the USA by 2023.

Germany, which has trailed behind in podcast adoption rate has grown from 14% in 2016 to 25% in 2022. By 2023 we could reach 30%.

Major media corporations are placing considerable interest in podcasts and producers as attractive acquisition targets as a strategic replacement for traditional radio broadcasting. This is primarily due to the continued rise in popularity and dominance of the streaming networks such as Spotify and Apple.

Podcasting will continue to gain traction in 2022 and beyond with many more corporations launching Podcasts as well as continued consolidation by big media.



A photo of the hosts of "[ClassicPodCars](#)" podcast

# PODCASTING IS THE NEW RADIO

## PODCAST AD REVENUE ON TRACK TO REACH \$2B IN 2023

In the USA, there is a 78% level of podcast awareness, with 57% of all Americans stating that they listened to a podcast at least once a month in 2021. These numbers continue to increase, year over year

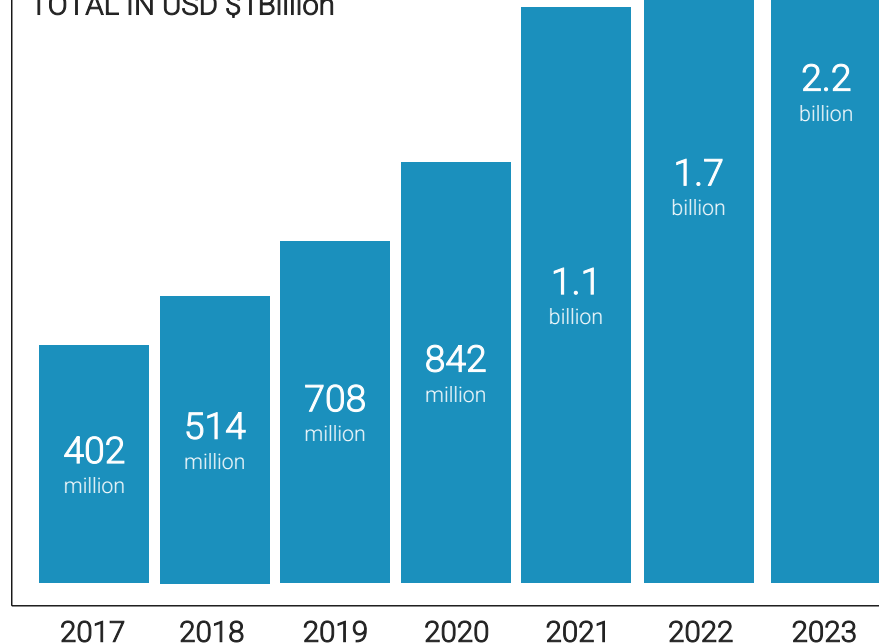
<https://www.statista.com/statistics/188955/percentage-of-us-adults-who-listen-to-audio-podcasts-since-2006/>

As a result, Ad revenue has reached \$1.1 Billion in 2021 and is projected to reach \$2.2 Billion by 2023.

[https://www.iab.com/wp-content/uploads/2021/05/IAB\\_2020\\_Podcast\\_Advertising\\_Revenue\\_Report\\_2021-05.pptx.pdf](https://www.iab.com/wp-content/uploads/2021/05/IAB_2020_Podcast_Advertising_Revenue_Report_2021-05.pptx.pdf)

### GROWTH OF PODCAST AD REVENUE IN THE USA

TOTAL IN USD \$1Billion



# PODCASTING IS THE NEW RADIO

## AVERAGE PODCAST LISTENER DEMOGRAPHICS

Advertisers are claiming that podcasts are one of the number one mediums for generating product awareness, with an average of 70% awareness factor for new products and services.

<https://www.ubermetrics-technologies.com/blog/audio-is-the-new-video-will-podcasts-finally-take-off-in-europe/>

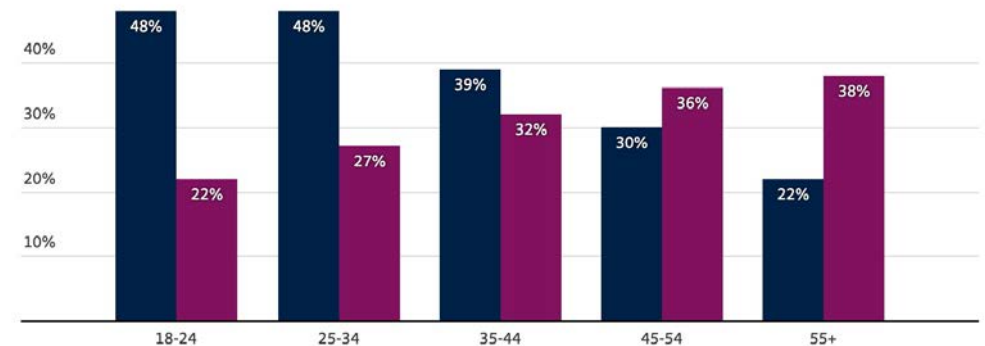
The average podcast listener is an affluent, younger demographic between the ages of 18 and 34, with an average household income of 41% starting at \$75k and up.

<https://improvepodcast.com/top-podcasting-trends-market-ads-consumers-revenue/>

## PROPORTION THAT LISTEN TO PODCASTS AND RADIO NEWS BY AGE

*Selected markets*

■ Podcasts (monthly) ■ Radio News (weekly)



Q3. Which, if any, of the following have you used in the last week as a source of news?

Q11F\_2018. A podcast is an episodic series of digital audio files, which you can download, subscribe, or listen to. Which of the following types of podcast have you listened to in the last month?

Base: 18-24/25-34/35-44/45-54/55+: Selected markets = 4787/7575/8084/8566/16998.



# THE ROBOTSPACESHIP TREND REPORT

Stay up on all the latest tech trends! Download our FREE bi-annual trend report from our team of expert analysts, consultants and strategists as they define an actionable set of 7 key, transformational industry trends that we feel are critical to helping our readers to understand and navigate the new, confusing and ever-changing technology landscape.

Our information is based on not just research, but real-world agency-level engagement, insights and feedback with clients across many industries via our work through our parent company KEMWEB GmbH & Co. KG.

[CLICK HERE TO DOWNLOAD](#)



# STRATEGIC PARTNERSHIPS



Robotspaceship Magazine is a subsidiary of KEMWEB GMBH & CO. KG, a full-service digital agency in Mainz, Germany that offers design, development, strategic consulting, PR, marketing, video production, podcasting, broadcasting and publishing services

[www.kemweb.de](http://www.kemweb.de)

# CONTACT US!

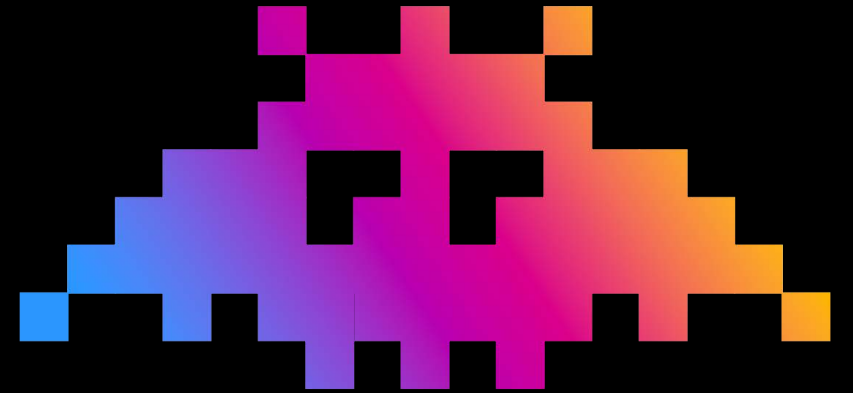


**OLIVER KEMMANN**

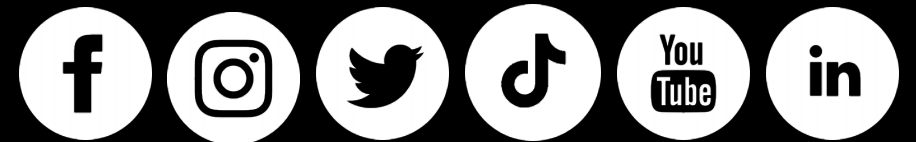
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