



CUMULUSTM

PODCAST NETWORK

WHERE THE CONVERSATION STARTS

2021 MEDIA KIT

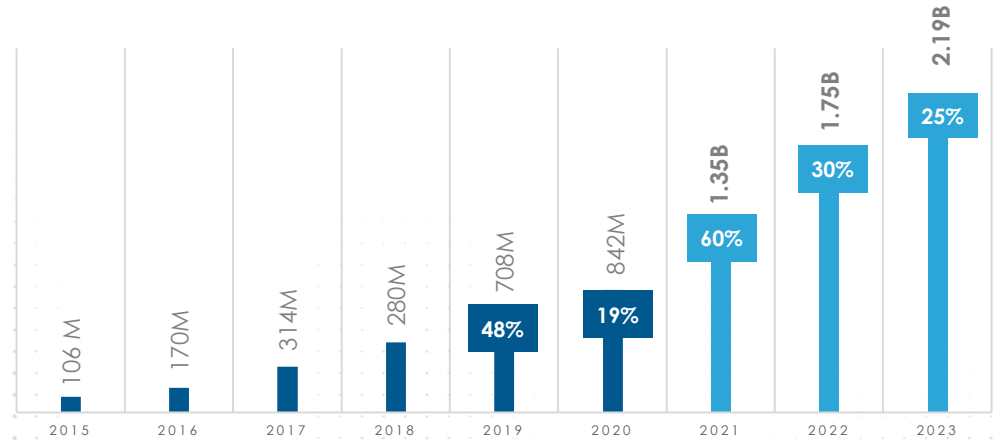


Why should your
brand advertise in
Podcasts?

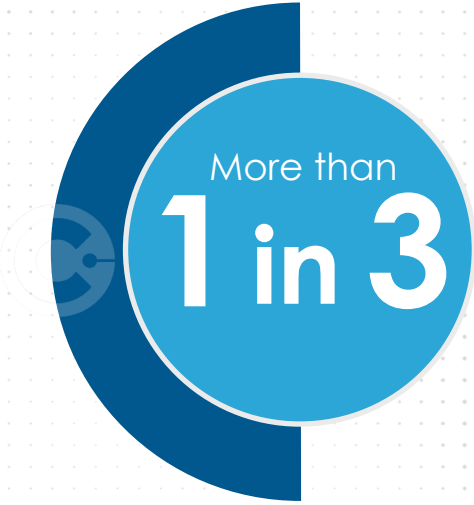
Podcast Advertising Takes Off

+100%

Advertising
revenue increase
2020 - 2023

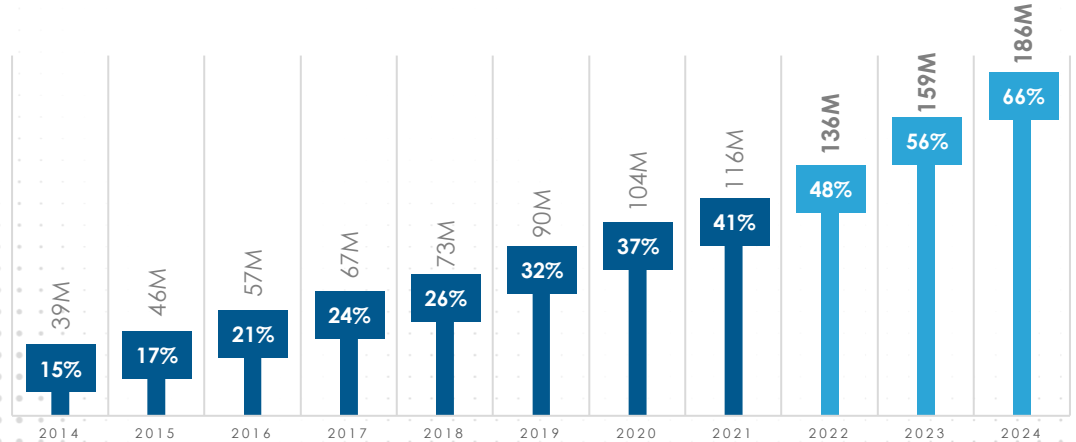


2015-2023: Podcast advertising revenue (in millions) – total market estimate



People Listen
to Podcasts
Today

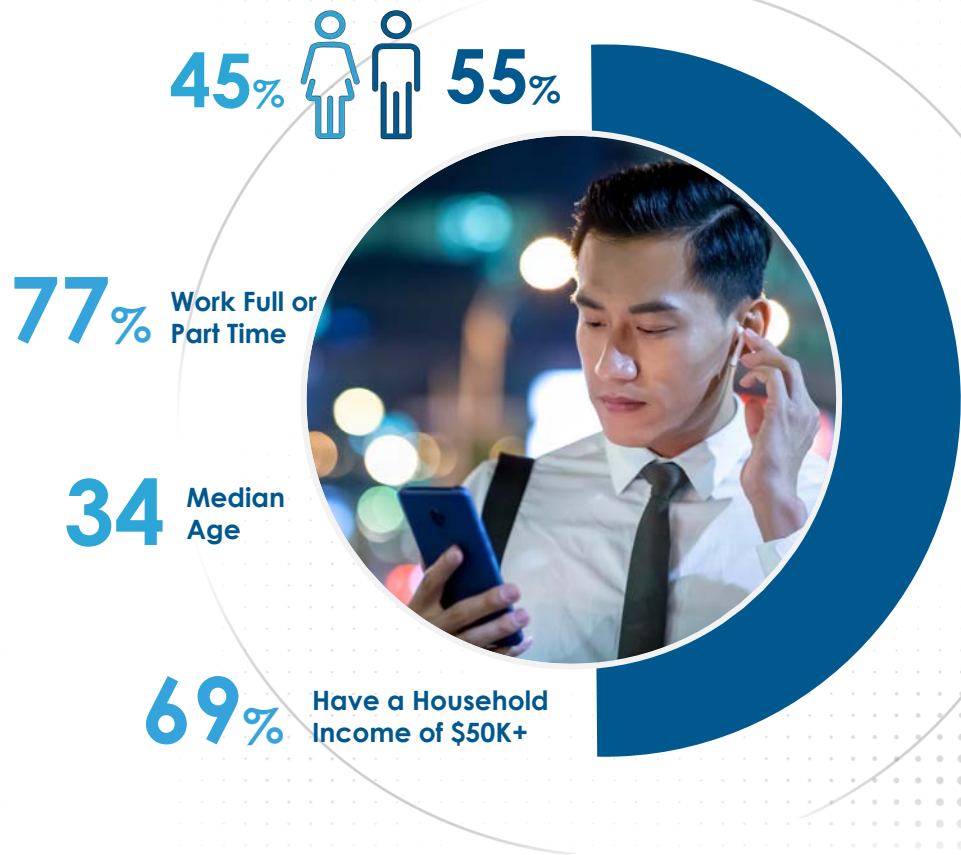
Podcast Listening Soars



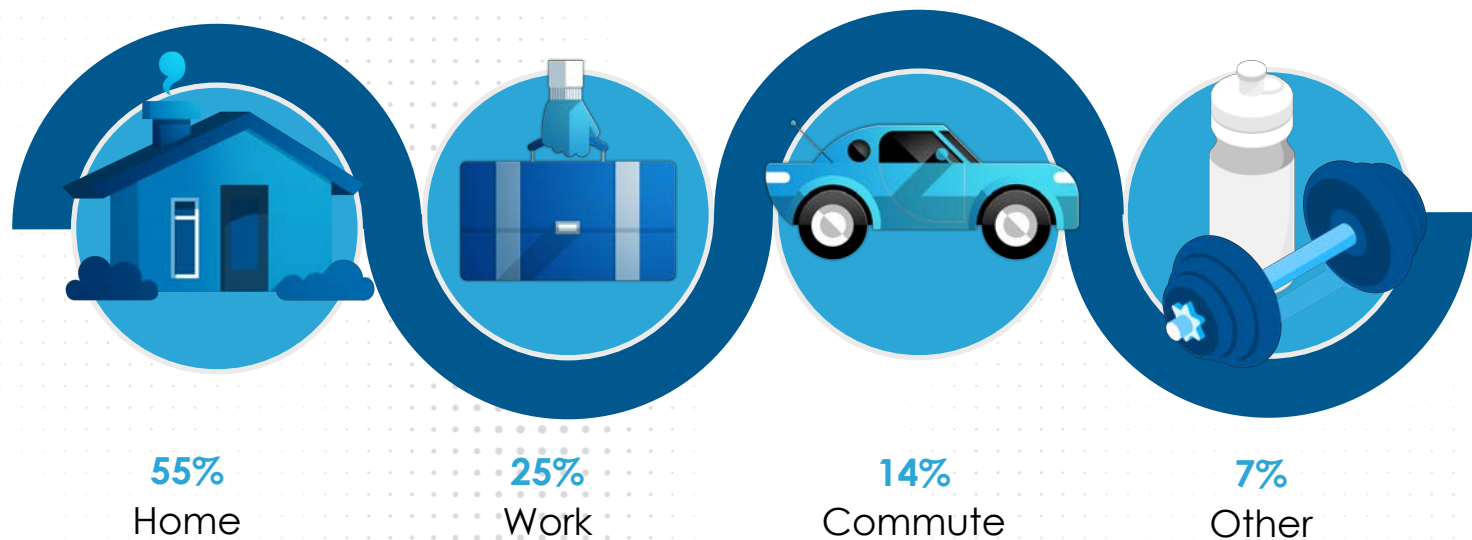
2014-2021: # of monthly podcast listeners and % of U.S. persons 12+ population

2022-2024: Projected # of monthly podcast listeners and % of U.S. persons 12+ population

Podcast Listeners Are Desirable Consumers



Who Listen Everywhere They Go





Where the Conversation Starts...

The voices of our country, across viewpoints and ideologies, shape who we are, what we stand for, and where we are headed.

We've created a unique and inclusive podcast network that starts America's conversation every day.

Cumulus Media

250+ Million

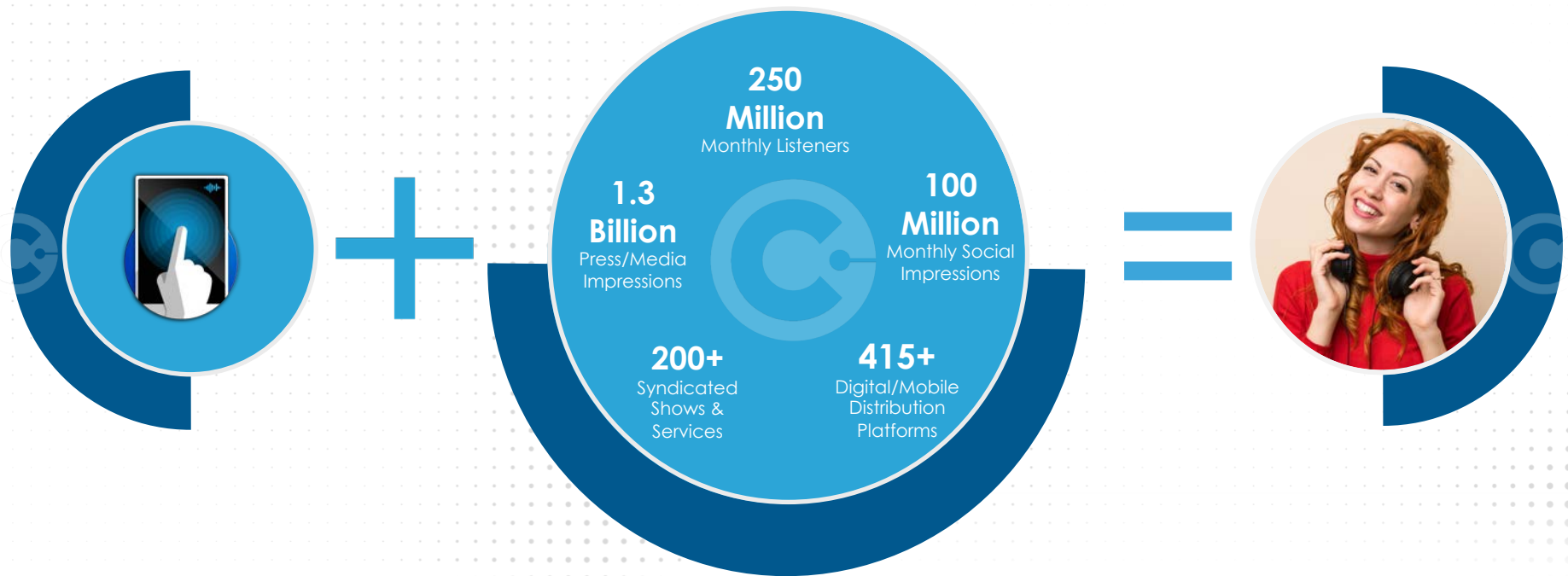
Monthly Listeners

#1 audio
network in
the U.S.

Source: Nielsen Audio Nationwide Spring 2020-Fall 2019, Total US, 4 Week Reach of all Westwood One-affiliated stations as run through ACT 1 Systems, Persons 12+, Mon-Sun Midnight-Midnight, 672 spots per week, equal to number of quarter-hours; Scarborough USA+ Podcast Recontact Study 2020 Release 1 Total (November 2020) and WWO Media Analytics estimates

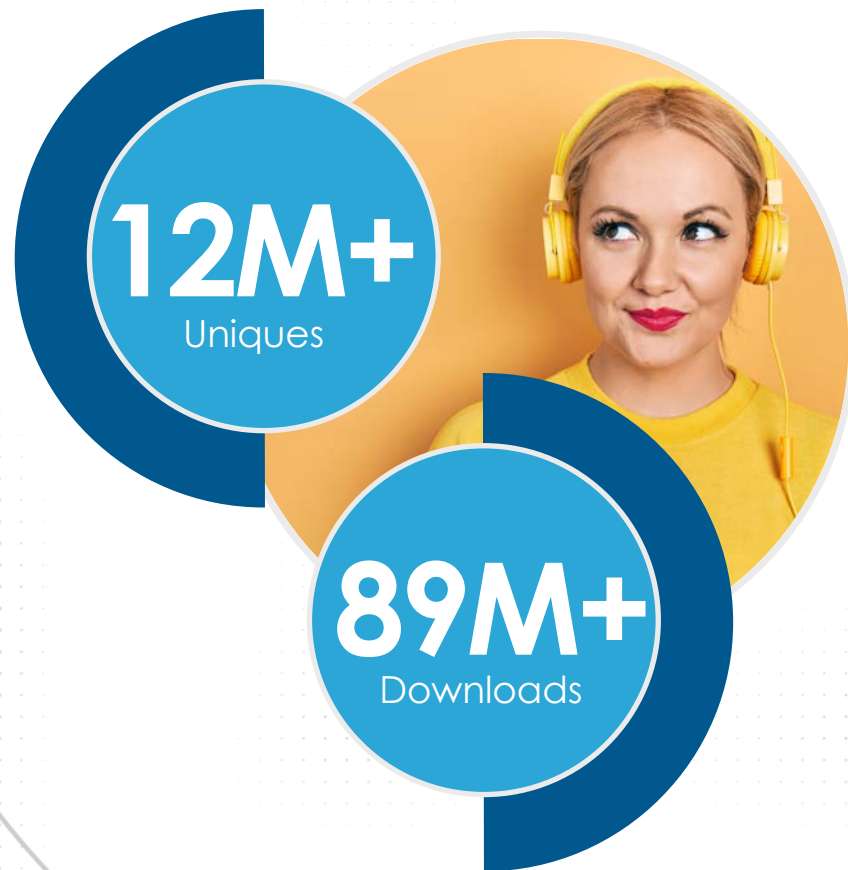
Massive Promotional Power

Driving visibility and awareness to connect with consumers



Source: Nielsen Audio Nationwide Spring 2020-Fall 2019, Total US, 4 Week Reach of all Westwood One-affiliated stations as run through ACT 1 Systems, Persons 12+, Mon-Sun Midnight-Midnight, 672 spots per week, equal to number of quarter-hours; Scarborough USA+ Podcast Recontact Study 2020 Release 1 Total (November 2020) and WWO Media Analytics estimates

4th Largest Podcast Network in America

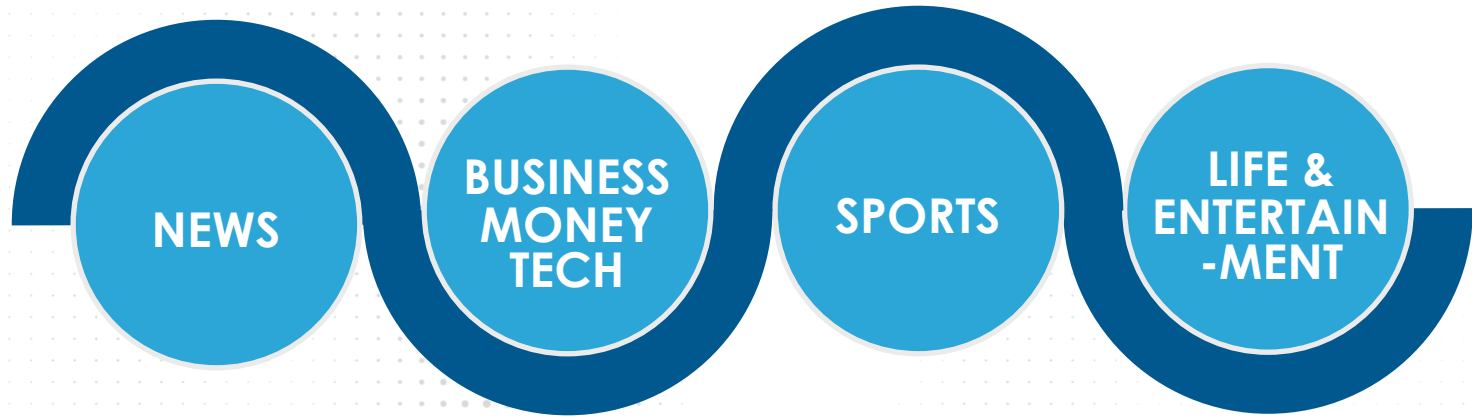




Let's connect your
brand to our
influential hosts
and compelling
content

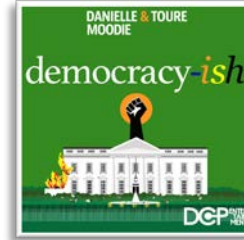
WHERE THE CONVERSATION STARTS

Podcast Content Pillars





REAL TALK





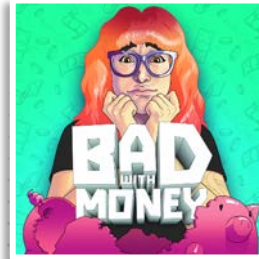
REAL TALK

Audience





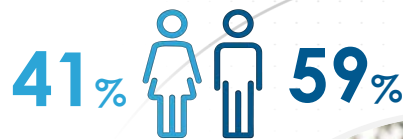
BUSINESS, MONEY & TECH





BUSINESS, MONEY & TECH

Audience





SPORTS





SPORTS Audience



77% Work Full or Part Time

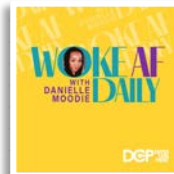
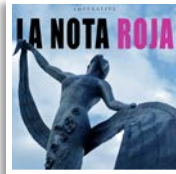
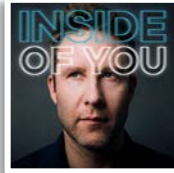
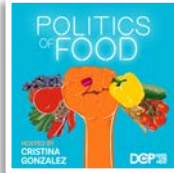
38 Median Age

68% Have a Household Income of \$50K+





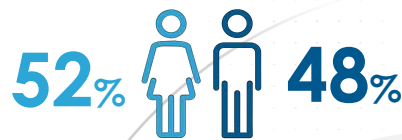
LIFE & ENTERTAINMENT





LIFE & ENTERTAINMENT

Audience



76% Work Full or Part Time

38 Median Age

66% Have a Household Income of \$50K+





Let's take a look at
how podcasting
works for brands

Podcast Lead Conversion Rate



Podcast Average
10.3%



9.2%

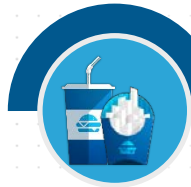


4.4%



3.5%

Industry examples



17.8%

Beverages &
Restaurants



16.6%

Telecom



14.8%

Retail DTC



14.1%

CPG



12.2%

Professional
Services



11.0%

Financial
Services



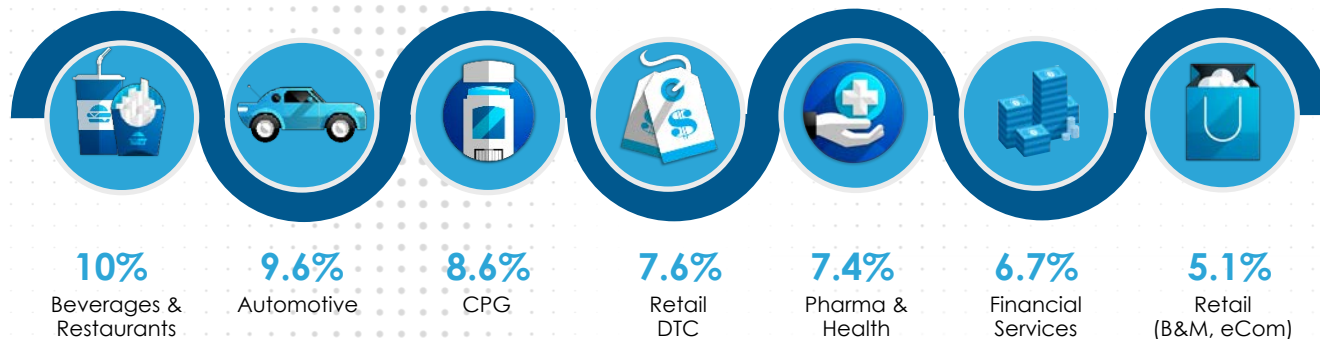
8.46%

Automotive

Podcast Purchase Conversion Rate



Industry examples





Let us create multi-
platform marketing
solutions for your Brand

Be everywhere your consumers are

Consumers Listen to Audio Throughout the Day Across Multiple Platforms



Wake Up



Eat Breakfast



Workout



Drive to Work



Work at Desk



Eat Lunch



Drive Home



Have Fun



Go to Sleep

Leverage Our Platforms for Your Brand Narrative





One-Stop Shop for Podcast Advertisers

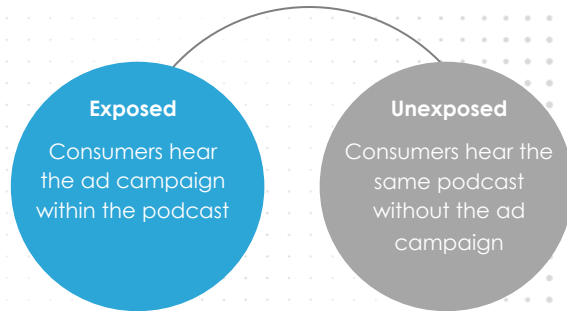
Helping your brand reach its key audience

- IAB v2 Certified Platform
- 100% Share of Voice
- Personality Voiced Reads
- Pre/Mid/Post Roll Ads
- National or Geotargeted
- Direct or Programmatic
- Baked-In or Dynamic Ad Insertion
- Custom Content
- Custom Ad Development
- Custom Sponsorships
- Multi-platform Extensions
- Research & Attribution

Data & Insights to Prove Brand Effectiveness

Methodology

Online survey of two groups



Analysis

Compares the differences between the two groups to determine podcast impact on:

- Aided awareness
- Unaided awareness
- Podcast appeal
- Brand fit
- Preference
- Brand perceptions
- Ad recall
- Purchase intent

Partners



Measurement & Attribution

Cumulus Podcast Network uses Megaphone for hosting/measurement and ad serving technology.

 **Megaphone** follows the IAB V2 certification and applies the recommended 24-hour filtering logic to remove fraudulent downloads that can be caused by bots, spiders or blacklisted IP addresses and take accurate measurement approaches to the podcasts on their platforms.

Cumulus Podcast Network uses multiple attribution partners to track consumer behavior and ROI after an ad play.

 **Chartable**

 **claritas**

 **Leads**

podights



Brands love us
and the press
does too

A few of our
Brand partners



People are
talking
about us

Brown Ambition
is #1 on Business
Insider's Best
Personal Finance
Podcasts List

BUSINESS
INSIDER

The Syndicate
Podcast About A
Colorado Pot
Smuggling Ring A
Riveting Argument
For Federal
Legalization

Forbes

McConaughey was
the first guest on
sports journalist Rich
Eisen's new
podcast, "*Just
Getting Started
With Rich Eisen.*"



Dax Shepard
opens up about
his sobriety and
why he's public
with his struggles
on *Inside of You*
podcast.





CUMULUSTM
PODCAST NETWORK

Where the
Conversation
Starts...

SALE CONTACT: MEREDITH KRANTZ | MKrantz@WestwoodOne.com