Digital Life with Kevin Lockett Media Kit

Introduction

The Digital Life with Kevin Lockett podcast INSPIRES people everyday with the best in Digital Media, Technology, Pop Culture & Life Experiences

Benefits of Podcast Advertising

- *Podcasts give you access to a targeted niche audience.*
- *Listeners are highly engaged, implicitly trust the podcaster, and are very receptive to brands the hosts endorse.*
- *According to a poll, 71% of listeners visited a sponsor's website and 62% considered purchasing a product or service after listening.*
- *A Midroll survey of 300,000 listeners found that 63% of people bought something a podcast host had promoted on their show.*
- *78% of podcast listeners agree that their opinion of a company is more positive when they hear it mentioned in one of the podcasts they regularly listen to and enjoy.*

DigitalKev.com Statistics

26K

Total Unique Episode Downloads Per Month

60+

Episodes Published

Every Month

2-3 New Episodes are Published
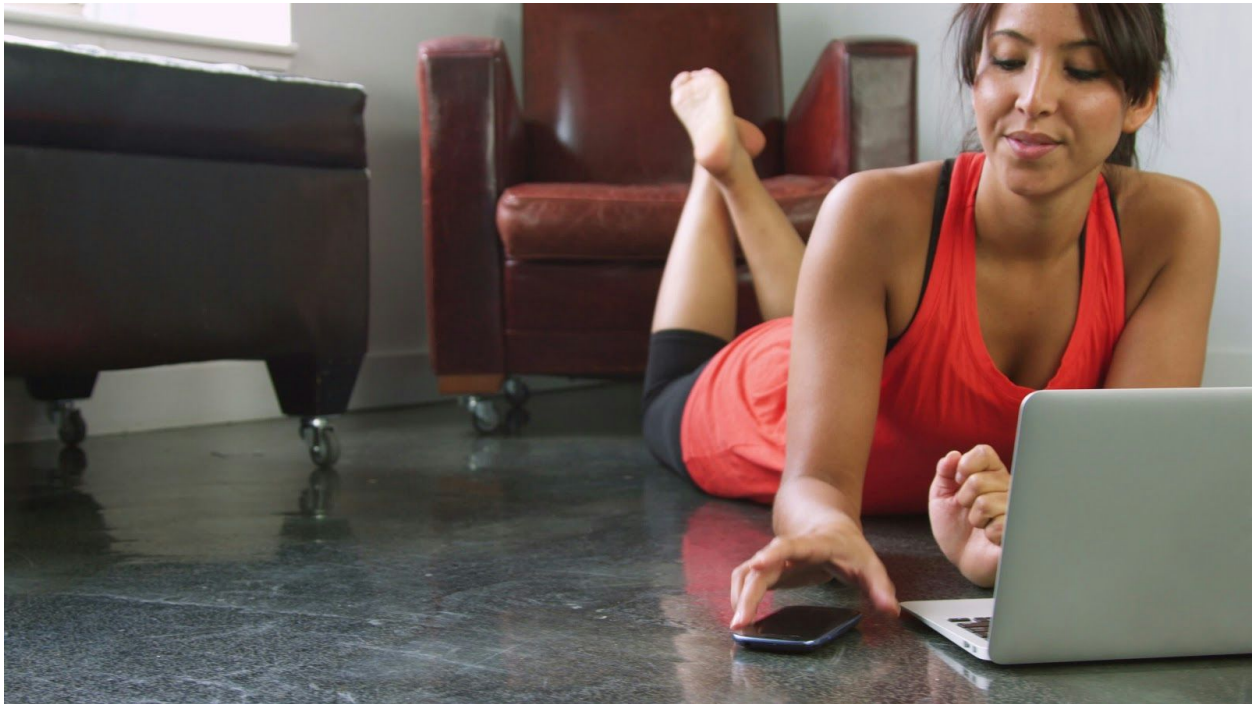
March 2013

Launched

85%

Listeners in the United States

8%

Listeners in Canada, England, and Australia

7%

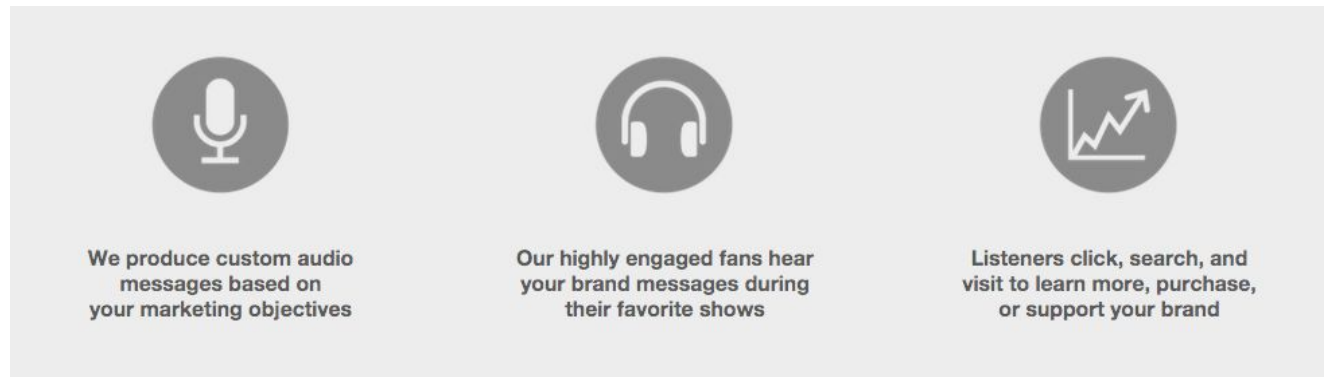Listeners in Africa, Asia and South America

70%

Desktop Users

28%

Mobile Users

2%

Tablet Users

How Sponsorship Works

We produce custom audio messages based on your marketing objectives

Our highly engaged fans hear your brand messages during their favorite shows

Listeners click, search, and visit to learn more, purchase, or support your brand

Sponsorship Terms

The sponsored episodes(s) will contain a live read (or your prepared script) by the host at the beginning the show or following the show's interview. Your company name and link will be at bottom of each episode's post and will also be tweeted.

We reach an engaged, loyal, discerning audience of social media professionals, tech geeks; mobile, web, and desktop software developers; web and app designers; pop culture enthusiasts, book lovers.

For podcast sponsorship rates for the Digital Life with Kevin Lockett, CLICK HERE or contact Kevin Locket at Lockettmedia@gmail.com or Twitter.com/Kevinlockett.

Host

The Digital Life with Kevin Lockett is Hosted/Produced by Kevin Lockett.

Learn More About Kevin

Featured

The Digital Life with Kevin Lockett podcast has been featured on the following sites:

Revision Path

Sport Techie

Akronist

Ballet in The City

We Can Code IT

LockerDome

Downloaded

Be sure to listen to the Digital Life with Kevin Lockett at Digitalkev.com or download in on iTunes, Stitcher, TuneIn, Podbean, BuzzSprout, Player.FM, Podbay.FM and Blubrry.