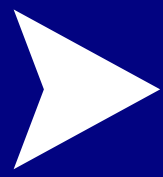


WHAT MAKES A PODCAST SPONSORABLE?

BUYERS TAKE



SHANE ESTRADA

THE HOST CAN'T STOP TALKING ABOUT THE PRODUCT

When a host genuinely loves a product, the read runs long because they're riffing from real experience.

Spot it: A 60-second read that stretches past 90 is the host going off-script in the best way.



BRIDGET ISACS

THE SAME SPONSORS KEEP COMING BACK

Renewal history is borrowed confidence. When indicator brands keep coming back month after month, the show is working.

Spot it: Tools like Podscribe make sponsor patterns visible. Watch who renews and who quietly disappears.



ELSIE KAPLAN

WHEN THE HOST IS SELECTIVE

A short, curated sponsor list is a credibility signal. Every yes a host hands out makes the next one worth a little less.

Spot it: Pull up the last few episodes and count the distinct brands. If you can't keep track on one hand, the endorsement won't carry weight.



MICHAEL KOBES

THE HOST ACTUALLY SOUNDS LIKE THEMSELVES

The best host reads don't sound like ad breaks. They sound like the host being the host, talking about something they happen to love.

Spot it: If you can't tell the read from the rest of the show, the host is doing it right.



ADAM MCNEIL

A GREAT SHOW ISN'T THE RIGHT SHOW

A show that's a slam dunk for one brand can be totally wrong for the next. Sponsorability lives in the match, not in the show itself.

Spot it: Pull the show's last six months of sponsors. If your customer would buy from any of them, you're probably in the right room.