

A Shopify Growth Podcast: The Ecommerce Coffee Break

PODCAST RATE CARD



The Ecommerce Coffee Break Podcast is a top-rated marketing podcast for Merchants, Founders, and Marketers looking to grow their Shopify stores.

Each week you get actionable advice, and strategies, and hear from world-class experts and special guests talking about various topics on how to run a profitable business on Shopify.

New podcast episodes are released 2-3 times a week.

The episodes are evergreen, and your interview or sponsorship content will be promoted in our weekly newsletters reaching 3,000+ subscribers, in our Shopify Merchant community, and included in multiple posts on LinkedIn, Twitter, Facebook, and Instagram.

The podcast is available on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.

The Power of Audio

The Ecommerce Coffee Break Podcast - the best way to reach your audience.

This podcast is the ideal advertising medium for businesses providing products and services for the Shopify platform, because the hard work of finding your ideal customers (ecommerce merchants) has already been done.

Audience and Reach of the Ecommerce Coffee Break Podcast

- **The Ecommerce Coffee Break podcast is one of the top 10% most popular shows out of 3,070,294 podcasts globally, ranked by Listen Score (the estimated popularity score).**
- **Ranks 197 out of 5000 in the "Global - Technology - Reach" category (IAB V2-certified measurement on chartable.com)**
- **Voted As Top 20 Shopify Podcast On Feedspot**
- **160+ episodes, with 8- 10 new episodes per month**
- **85,000+ listens and downloads on all channels combined in the last 12 months (growing month/month)**
- **Our audience is made up of Shopify Merchants, Founders, and Marketers looking to grow their Shopify stores.**
- **78% of subscribers listen to most or all episodes**
- **The podcast has been heard in over 80 countries, with 54% in the USA and Canada, 19% in Europe, 12% in Asia, and 9% in Australia**
- **54% of listeners access the podcast on a mobile device**
- **87% of listeners are male**
- **36% of listeners have an income of \$75K+**
- **61% act on podcast advertising**
- **100% of listeners are ecommerce/Shopify savvy**
- **Available on 30+ podcast listening platforms and apps**
- **Top Ranked Google keywords "Best Shopify Podcast" and "ecommerce podcast"**

Being a guest on a podcast has many benefits.

- **Communicate your unique message to your target market**
- **Reach out to a broader audience and gain more followers on social media**
- **Connect with ideal clients and make your brand more visible**
- **Position yourself as an industry expert**
- **Build a human connection with your audience**
- **Create shareable content for all your channels**
- **Generate backlinks to your website to boost your SEO ranking**
- **Create evergreen content that will bring traffic months after your interview**
- **Increase your website's traffic**
- **Make a pitch for your product or service**
- **Increase your client and customer base**
- **Use a very affordable marketing channel**
- **As your podcast grows, so will your reach**
- **Generate sales!**

A few of the awesome companies that were guests on the show.

 ReferralCandy TRESL  Prisync

 Cartloop®  OMNICONVERT

 LimeSpot
by pantastic®  bonjoro  Design
Packs

 Email Outreach Company  Shopala  Nibble

 Plerdy  cloudsponge *handwrytten*

LTVplus⁺ **DOOFINDER®**

 gorgias  UNSTACK  sparq

 pinew  AdRoll Littledata 

 Blyp  VL OMNI jebbit

 OptiMonk  LOYALTYLION Flippa

 LimeChat  ReConvert BUNDLE BUILDER
ReConvert - Thank you pages that convert

Featured Podcast Interview

Your company will have a featured podcast episode created, highlighting your offerings in an advertorial format. The episode will include an interview with you, featuring customized questions to discuss the topic you want to convey to the audience.

Option 1: Featured Podcast Guest Interview

Included in the Guest Appearance Fee:

- One (1) Featured Guest Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released within 45 days. The episode will be evergreen content and will bring traffic months after your interview.
- Your interview will be available with permanent backlink and description paragraph on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.
- Links to business social channels and service/product websites will be mentioned in the show's intro, in the interview, included in show notes and in podcast players description.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- Your interview will be promoted in the podcast's weekly newsletter reaching 3,000+ Shopify merchants and business owners and in our Shopify Merchant community with a link directly to your show notes page.
- Multiple social media posts on our LinkedIn, Twitter, Facebook and Instagram channels.
- You get free access to our new Ecom Merchant Pro community.

To support the production (interview preparation, recording, post-production, editing), hosting, and marketing of your evergreen episode to our global audience, we have introduced a Guest Appearance Fee for qualifying suitable B2B/B2C/DTC guests who want to mention their company, app, product, or service on the podcast.

Featured Guest Appearance Fee: \$189 per podcast interview / episode.

Please note: Each week we receive substantially more applications than we have slots available. Interview topics must be relevant to our audience. [Apply here to become a guest.](#)

Option 2: Featured Guest - Front-of-the-line Podcast Interview

- Includes everything of the featured guest interview (see above).
- The podcast episode is recorded and released within seven (7) days.
- Featured Guest Appearance Fee: \$397 per podcast interview/episode.

Podcast Sponsorship / Audio Advertising

Expand the reach and awareness of your company's outreach through audio advertising.

Podcast sponsorship is a long term play with success for the advertiser happening over an extended period of time. It takes more than an episode or two to get results, and those results don't happen instantly. We charge a flat rate for sponsoring and do long-term commitments.

Option 1: Ecommerce Coffee Break Sponsorship for 2 months, (min. 16 episodes)

Included in the 2-months sponsorship package:

- One (1) Featured Guest Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released when the next sponsor slot opens. The episodes will be evergreen content and will bring traffic months after your interview.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- 2 months of your Audio Ads in upcoming published episodes, incl.:
 - 20-second Host-read Audio Pre-Roll and Post-Roll (CTA reminder) message played at the beginning and the end of show
 - 35-second Host-read Mid-Roll message (middle of show)
 - Host-read ads are twice as effective as pre-recorded ads, according to data from the Uplift study.
- All ads are “baked in” meaning they are edited into the episodes and will be a part of the episodes forever.
- You will be featured on the show notes pages of the latest episodes for 2 months. Placement in the “Episode Sponsors” section of the episode details page, maximum of 2 sponsors per episode.
 - Permanent Leaderboard Banner (728×90px) on your sponsored episode pages with Do-Follow Backlink to your website (SEO)
 - Permanent show note page with your sponsor message with details on your product or service offering, max 600 characters

- **Sidebar banner placement with link to your site on ALL 160+ episode pages, right side bar, 250x250px**
- **Mention in our Email and LinkedIn newsletters (3,000+ subscribers, every Thursday) with a link directly to your show notes page**
- **Permanent backlink and description paragraph on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.**
- **Evergreen social media reposting of your sponsored episodes through Semrush's Social Media Poster**
- **All of our podcast episodes are shared socially:**
 - **1 Tweet with mention per episode**
 - **1 Facebook post with mention per episode on 1 Facebook page and 3 groups**
 - **1 Mention/Post in our ECOM MERCHANT PRO Community**
 - **1 LinkedIn post and LinkedIn group posts with mention per episode**
 - **1 Instagram post with mention per episode**

Your investment for the 2-months sponsoring package: \$1,920

Only 2 slots available. The minimum sponsorship investment is 2 months. More than 2 months ask for a quote. Inventory usually sells out 2-3 months in advance.

The episodes have no expiration date. One-time payment. Only 2 sponsorship slots available per episode. [Apply here to become a sponsor.](#)

Option 2: Awareness Boost Sponsorship for 2 months

Your audio ad on the entire back catalog (all 160+ episodes)

Including:

- One (1) Featured Guest Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released when the next sponsor slot opens. The episode will be evergreen content and will bring traffic months after your interview.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- Permanent backlink and description paragraph for your episode on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.
- 20-second pre- and post-roll Host-read audio message, played at the beginning and the end of show on the entire back catalog (all 160+ episodes).
- All ads are dynamically inserted meaning they will be a part of the episodes only for the time of the sponsoring.
- Co-branding on 160+ pages: Sidebar banner placement with link to your site on ALL podcast episodes for 1 month, right side bar, 250x250px
- Placement for your Brand Logo for 6 months on our home page
- Mention in our Email and LinkedIn newsletters (3,000+ subscribers, every Thursday)

Your Investment for your Host-read audio ad on the entire back catalog (all 160+ episodes) for 2 months: \$4,000

(Host-read ads are twice as effective as pre-recorded ads, according to data from the Uplift study.).

The sponsoring will run for 2 month. More than 2 month ask for a quote. One-time payment. Only 1 "Entire Podcast Sponsorship" slot available. [Apply here to become a sponsor.](#)

Sponsorship Retargeting Add-On

Increase the impact of your podcast sponsorship by utilizing our audience retargeting strategies and drive traffic to your marketing funnel.

- Reach listeners who have engaged with our podcast episode pages and your audio ads through targeted PPC ads on Facebook/Instagram, Google, and LinkedIn.
- Distribute your content to multiple outlets to increase visibility and build brand awareness.
- Drive traffic to your marketing funnel and build a retargetable data set.

Your cost per click (CPC) is \$1 for each retargeted visitor/listener, with a minimum of 1,000 clicks per campaign (equivalent to ~200,000 ad impressions).

A post-campaign report is provided, including impressions, clicks, CTR, and engagement rate.

The Sponsorship Add-On includes a custom landing page featuring your logo, audio player with your podcast interview, 600 characters of text, and a call-to-action button leading to your website. Please note that creative production, such as ad artwork and copy, is not included.

Your investment per campaign: \$1,000

Option 3: Email Newsletter Ad with Link.

Promote your brand to a targeted audience of 3,000+ subscribers interested in growing their Shopify stores. Our weekly Thursday newsletter contains valuable and engaging content related to Shopify, making it highly effective for brand promotion.

Sponsor a 500-character-long section of the newsletter with your own content labeled as sponsored, for \$200 USD per month. One spot is available per month on a first-come, first-serve basis, and includes four newsletter send-outs.

Your investment per month: \$200

Other sponsorship options:

- Podcast Episode Swap (Feed drop)
- Podcast Promo Swap / Cross-promotion
- Brand Placements
- Guest Blog Posts
- Community Outreach

Terms:

All prices in USD. One-time payment. Full payment is required before any services are rendered and all payments are non-refundable.

We do not offer affiliate commission-based sponsorships or revenue-sharing partnerships. There are no discounts or exceptions, so please do not apply unless you're willing and able to make this investment.

We only accept sponsors for products and services that are in alignment with the philosophy and vision of the Ecommerce Coffee Break Podcast.

Contact Information

For more information & to get started as a sponsor on Ecommerce Coffee Break Podcast, email hello@clauslauter.com

Podcast Booking Agencies please contact claus@clauslauter.com.

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