

# PODCAST RATE CARD



## The Ecommerce Coffee Break Podcast – A Shopify Growth Podcast

Reach your ideal audience of Shopify merchants through the Ecommerce Coffee Break podcast. The podcast offers tailored audio marketing strategies for solution providers within the Shopify and ecommerce ecosystem.

Voted as a Top 20 Shopify podcast on Feedspot and ranked as Top 10% most popular podcast globally the Ecommerce Coffee Break is a top-rated marketing podcast for Merchants, Founders, and Marketers looking to grow their Shopify stores.

Each week we interview world-class ecommerce experts and thought leaders about the latest marketing trends and best practices on how to build a profitable business on Shopify.

We offer these interview and sponsoring options:

- Featured Podcast Guest Interview
- Featured Front-of-the-line Podcast Guest Interview
- Ecommerce Coffee Break Episode Sponsorship
- Awareness Boost Sponsorship
- Audience Retargeting Sponsorship
- Email Newsletter Ads

**Being a guest or sponsor of the podcast has many benefits.**

**With over 4.2 million businesses using Shopify worldwide, sponsoring the show offers targeted reach and cost-effective advertising that builds trust and delivers long-term impact. According to Advertisecast, podcast sponsorships are five times more effective than Facebook/Instagram or Google ads.**

- **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 the podcast grows, so will your reach**
- **Generate sales!**

## **Audience and Reach of the Ecommerce Coffee Break Podcast**

- **Voted As Top 20 Shopify Podcast On Feedspot**
- **The Ecommerce Coffee Break podcast is one of the top 10% most popular 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)**
- **190+ episodes, with 8-10 new episodes per month**
- **95,000+ listens and downloads on all channels combined in the last 12 months (growing month/month)**
- **Up to 1,000 episode downloads in first 30 days**
- **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"**

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



# 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.

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## Option 1: Featured Podcast Guest Interview

- 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.
- The show notes page will include a transcript and a lifetime do-follow backlink to your website (for your SEO purposes)
- Creation of custom thumbnail image of your episode for your social media sharing needs
- Creation of custom short-form video and sharing on our TikTok, YouTube, LinkedIn, Facebook, Instagram and Twitter channels
- Multiple social media posts about your episode on our social channels (LinkedIn, Twitter, Facebook, Instagram)
- Your episode will be keyword-researched and SEO-optimized to gain additional organic exposure through Google, YouTube, and other platforms
- Bonus 1: Your interview will be promoted in the podcast's weekly newsletter reaching 3,000+ Shopify Merchants, Founders, and Marketers and in our Shopify Merchant community with a link directly to your show notes page.
- Bonus 2: You will get free lifetime access to the Ecom Merchant Pro community

To support the production (approx. 4 hours incl. interview preparation, recording, post-production, editing), hosting, and marketing of your evergreen episode, we have introduced a guest appearance fee for featured guests, who want to promote their product or service to our global audience of ecommerce merchants.

Featured Guest Appearance Fee: \$200 per podcast interview / episode.

## 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.

**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.](#)

# 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.

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## Option 1: Ecommerce Coffee Break Sponsorship

Your audio ads will be featured in the episodes of next month

Included in the sponsorship package:

- Your audio ads will be featured on a minimum of 10 podcast episodes for the duration of 1 month.
- 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).
- Audio Ads in next upcoming ten (10) episodes
  - 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.
- 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 190+ episode pages, right side bar, 250x250px during your promotion
- 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
- Multiple social media posts on our LinkedIn, Twitter, TikTok, Facebook and Instagram channels.
- 30 minutes of content consulting

**Your investment for the sponsoring package: \$980/month**

**Sponsorship duration: 1 month. More than 1 month ask for a quote. Inventory usually sells out three 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

Your audio ad on the entire back catalog (all 190+ episodes)

Including:

- Your audio ads will be featured on our whole back catalog with over 190 podcast episodes for the duration of 1 month.
- 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.
- 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 190+ episodes).
- 35-second Host-read Mid-Roll message played in the middle of show on the entire back catalog (all 190+ 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 190+ 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)
- Multiple social media posts on our LinkedIn, Twitter, TikTok, Facebook and Instagram channels.
- Approx. 10K listens/downloads in 30 days
- 30 minutes of content consulting

Your investment for the Awareness Boost Sponsorship: \$2,160/month

Sponsorship duration: 1 month. More than 1 month ask for a quote. One-time payment. Only one (1) slot available per month. [Apply here to become a sponsor.](#)



### **Option 3: Audience Retargeting Sponsorship**

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: \$1,250/month

## Option 4: Email Newsletter Advertisement

Traditional digital channels are becoming more difficult and costly to reach customers due to Apple's privacy changes, ad blocking, click fraud, ad inflation, and bots.

Newsletter advertising can solve these problems as they cannot be blocked or ignored and are viewed to continue reading. Newsletters are an underrated form of advertising.

Our weekly newsletter is the most cost-effective way to promote your brand to our targeted audience of 3,000+ subscribers interested in growing their Shopify stores.

Here's why you should advertise with us:

- Audience: Merchants, Founders, Entrepreneurs, and Marketers looking to grow their ecommerce stores
- Reach: 3,000+ active subscribers
- Location: The majority of our readers come from the US, UK, Canada, and Australia
- Average open rate: 42%
- Percentage of subscribers who open at least once a month: 76%
- Average sponsorship views: 1,300+
- Average click rate 2-3%, depending on relevancy
- Monthly subscriber growth: 10%
- Previous sponsors: Referralcandy, VL Omni, Saral, AccessiCart, Bundle Builder, and more.

What you get as a sponsor

- You get one text-only ad in our weekly Newsletter. Each ad is a 400-character-long section + simple call-to-action with 1 link. (Text-only, labeled as sponsored.)
- Your ad will be 1 of a maximum of 2 ads in that issue, we publish on Thursdays.
- Your sponsorship will also remain live forever as they are published in our Newsletter Archive.
- Spot are available on a first-come, first-serve basis.
- You supply the draft copy, and we will edit it to fit our voice to improve conversion. All ads are subject to editorial approval. Ad copy is due 72 hours prior to the newsletter date.

Your investment:

- \$100 ( 1 issue )
- \$320 ( 4 issues, you save 20% )

Please Note: *there are no cancellations or reschedules due to timing, availability, and holding the date.*

## Other sponsorship options:

- Podcast Episode Swap (Feed drop)
- Podcast Promo Swap / Cross-promotion
- Shopify Theme Reviews in YouTube
- 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](mailto:hello@clauslauter.com)

Podcast Booking Agencies please contact [claus@clauslauter.com](mailto:claus@clauslauter.com).

Ecommerce Coffee Break Podcast by IDUBE PTE. LTD.

Registered Office Address:

IDUBE PTE. LTD.  
Claus Lauter  
10 Anson Road  
#22-02 International Plaza  
Singapore 079903

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