



Sponsor Ship

PODCAST

ON THE RAIL
PODCAST

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2024

ON THE RAIL PODCAST

WITH LIZ & JENNA



6.4K+
FOLLOWERS

56.3K+
AUDIENCE

5 STAR
REVIEWS

305.7K+
DOWNLOADS

***Analytics updated 4.16.24*

About Us

Since our launch in **August of 2022**, **On The Rail Podcast** has become the industry leading podcast in the stock horse show industry, shedding light on its vibrant community. Join us as we plunge deep into the industry's nuances, engaging with esteemed leaders and professionals.

At the heart of **On The Rail Podcast** lies a commitment to fostering meaningful conversations and opening doors to invaluable insights within our community. Through captivating discussions, we spotlight industry trends, tackle pressing topics, and celebrate the essence of the show pen experience. Our passion for this industry is not only a driving force behind our podcast but also a personal journey of enlightenment, humility, and growth. We firmly believe that there's no substitute for pursuing what you love, and our mission is to empower listeners to pursue their biggest goals with expert guidance and unwavering determination.

Jog Along with Us!

Ride Down the Center!

On The Rail Podcast continues to be a source of information and inspiration for our listeners.

The podcast commands over 22,000 hours of time listened and gets over 10,000 monthly downloads on average.

The On The Rail community is engaged, listening, and expanding every day, with over 50,000 impressions monthly.

Our podcast sponsors are personally endorsed and host-read - running dynamically across our platforms.

Past Guests



DAVID DELLIN, CEO
AMERICAN PAINT HORSE ASSOCIATION



HELEN HARDY, MANAGER OF YOUTH
DEVELOPMENT
AMERICAN QUARTER HORSE ASSOCIATION



LAINIE DEBOER
AQHA PROFESSIONAL HORSEMAN



MORE STATISTICS

1,494

MONTHLY PAGE VIEWS

975

UNIQUE MONTHLY VISITORS

14%

ORGANIC SEARCH

25%

DIRECT VISITS

59%

FROM SOCIAL MEDIA

15.7k+

ORGANIC FACEBOOK REACH

AUDIENCE DEMOGRAPHICS

89%

FEMALE AUDIENCE

28%

AUDIENCE AGE OF 28-34

89%

OF LISTENERS LOCATED IN
THE UNITED STATES

Top Markets

CALIFORNIA, OHIO, TEXAS

Price List

All posts subject to approval and may be declined based on brand image or interest at the requested time.

SOCIAL MEDIA ENDORSEMENTS

A social media endorsement reaches listeners quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of business on Facebook for an episode.

\$50 per post

SPONSORED GIVEAWAYS

Sponsored giveaways are the best way to involve listeners and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

Please inquire for details

BLOG POST ENDORSEMENT

A blog post endorsement includes an article written by Liz & Jenna with a mention and link to your product. All blog posts are mentioned in the podcast's weekly email to the email subscribers.

\$125 per post

PODCAST ENDORSEMENT

Our podcast sponsorships are personally endorsed and can be host-read - typically sold as monthly flights. This can also include a video ad for our YouTube channel.

Please inquire for details

**Don't see what
you're looking for?
Shoot us an email
and see how we can
work together!**

How To Book

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for collaboration, please email hello@ontherailpodcast.com and include the product or service, the website, and what you envision for the sponsorship.

Please allow 5-7 business days for a reply. We are excited to team up with you and work together to make things happen!