



SOLSTICE PODCASTING

MEDIA KIT

JUNE 2020

[SOLSTICEPODCASTING.COM.AU](https://solsticepodcasting.com.au)



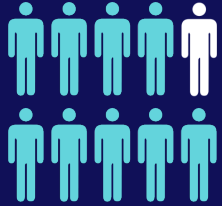
ABOUT US

Bringing together over 25 years' experience in broadcasting and audio production, with expertise in storytelling and brand marketing, Solstice Podcasting offers the right partner for delivering high quality podcasts and effective audio engagement strategies.

Founded by broadcaster and podcaster Nicole Haack together with the highly credentialed Solstice Media team, Solstice Podcasting offer the right mix of experience, knowledge and creativity to deliver new and engaging podcasts that will amplify your voice, where it counts.

WHY PODCASTING?

The Australian podcasting market is growing faster than the rest of the world



89%

of Australians are aware of
podcasts



**Podcast listeners are younger,
more affluent and educated**



7.5M

Australians have listened to a
podcast

PODCASTS...



PUT YOU IN FRONT OF YOUR
AUDIENCE, WHEREVER THEY ARE



CREATE A MORE INTIMATE
CONNECTION WITH YOUR BRAND



OFFER A SIMPLE, FAST AND
FLEXIBLE WAY TO COMMUNICATE



PROVIDE A MORE AFFORDABLE
OPTION THAN VIDEO, TV OR RADIO

PRODUCTION PROCESS

Solstice Podcasting offers an end-to-end solution for all your audio strategy and podcasting needs. Our highly experienced team can handle everything from recording to hosting, editing, artwork and distribution. All you need to do is make a time to record your message or interview and we'll do the rest.

STRATEGY DEVELOPMENT

We'll collaborate with you to develop a highly effective and engaging audio strategy including:

- Defining the audience
- Helping choose the right format for your podcast
- Establishing the right host
- Creating a tone and style that aligns with your brand
- Selecting a music bed
- Any scripting or voiceovers required

POST-PRODUCTION & DISTRIBUTION

Research shows podcast audiences are increasingly demanding high-quality audio. Our highly experienced sound engineers provide:

- All content editing
- Noise reduction, compression and equalisation (EQ)
- Final mixing, mastering, export and distribution.
- Sound effects (as required)

RECORDING PROCESS

As well as having a professional production studio, offering the latest in recording equipment, we also provide a range of remote podcast solutions, including:

- Access to portable equipment for on-location recording
- A state-of-the-art digital mobile solution providing you or your guests with the ability to record broadcast quality audio from anywhere in the world via your mobile phone.

TRACK ENGAGEMENT

We'll provide you with detailed visibility of how your podcast are engaging with your audience.

Our comprehensive reporting tools enable you to track engagement, so you can understand when and where they're listening, what apps they're using; and which content is working best.

PODCAST PACKAGES

ONE OFF

\$2,200

SERIES

INTERVIEW OR SOLO-NARRATIVE FORMAT

5-PODCAST SERIES

\$8,800

MONTHLY

\$1,540 / PODCAST

DAILY

\$1,100 / PODCAST

10-PODCAST SERIES

\$16,500

WEEKLY

\$1,430 / PODCAST

BESPOKE PODCASTS

Chat to us about your bespoke podcast idea. We accept commission for everything from documentary-style narrative shows to fiction formats with actors.

CONTACT US

Let's have a conversation about how we can work collaboratively with your organisation to add an audio strategy to your communications and marketing mix.

Already have an idea for a podcast – why not reach out for a chat.



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