

# PODCASTS

**Podcasts are one of the fastest growing content formats today. Together with the interiors+sources team, a content strategy for the podcast will be developed. Once recorded, the marketing push begins.**

The interiors+sources audience can listen on their computers while at work or on the go using their mobile device. We host the content on our servers so subscribers can listen with just one click or they can download the file and take it with them to listen without an internet connection. In addition to hosting your podcast we will drive our audience to your content with a link from one of our newsletters as well as a social media post.

## Choose the option that is right for you:

### Express Listen \$1,500 net

This 3-5 minute format is great for quick Q+A from a tradeshow floor or a showroom event.

### I Hear Design Podcast \$3,000 net

This in-depth podcast is 20-30 minutes and helps position your brand as a thought leader with an interview or lively discussion.

## Deliverables for both:

- Posting of your Podcast or Express Listen on interiorsandsources.com, iTunes, Google Play, and Pocket Casts
- Featured spot in a DesignFlash e-newsletter sent to 18,000+ readers
- One social media post

