

MEDIA KIT • 2026

Essential *Tremors*.

A show in which musicians and other creators talk about the songs that shaped who they are. Hosted and produced by Matt Byars and Lee Gardner. A Big Ears Festival partner and a Seventh Stanine Festival sponsor.

Top 20% of all podcasts

BY DOWNLOADS — 234,000 LIFETIME, ~1,800 PER EPISODE

234,000

TOTAL DOWNLOADS

130

EPISODES PUBLISHED

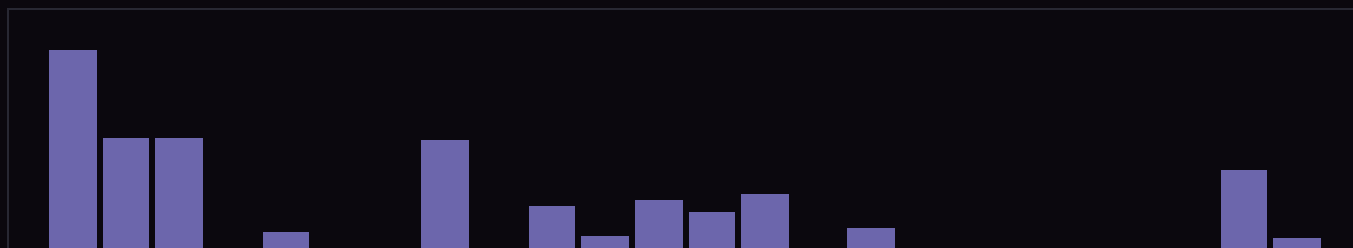
~1,800

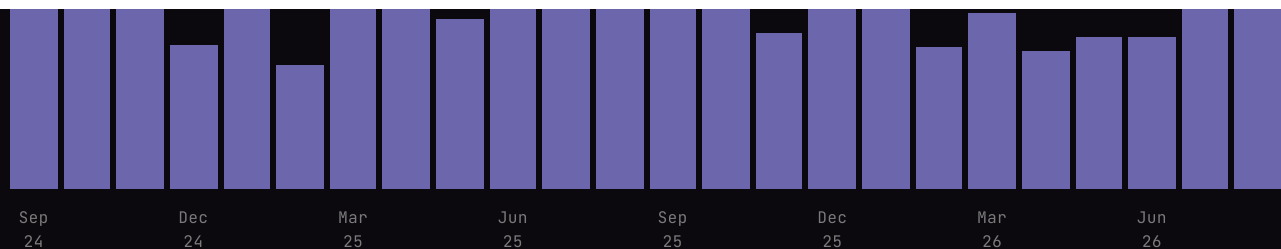
AVG. DOWNLOADS / EPISODE

Top 20%

OF ALL PODCASTS BY DOWNLOADS

Monthly downloads





Where they listen

APPS

Apple Podcasts	28,987	41.4%
NPR	12,180	17.4%
Spotify	10,117	14.4%
Amazon Alexa	6,396	9.1%
Overcast	4,640	6.6%
Chrome	3,060	4.4%
NPR One	2,752	3.9%
Pocket Casts	1,892	2.7%

PLATFORMS

iOS	57,895	73.6%
Android	8,326	10.6%
Amazon Alexa	6,396	8.1%
Windows	3,241	4.1%
macOS	2,855	3.6%

DEVICE TYPE

Mobile	68,317	84.1%
Smart speakers & HiFi	6,542	8.1%
Desktop	6,108	7.5%
Tablet	270	0.3%

Who's listening

TOP COUNTRIES

United States	60,307	79.0%
United Kingdom	7,145	9.4%
Canada	2,346	3.1%
Australia	1,750	2.3%
Germany	1,048	1.4%
France	950	1.2%
Netherlands	764	1.0%
New Zealand	718	0.9%
Ireland	700	0.9%
Japan	581	0.8%

TOP CITIES

Knoxville, TN	7,084	24.8%
Baltimore, MD	5,848	20.4%
New York, NY	3,932	13.7%
Washington, D.C.	2,350	8.2%
Nashville, TN	1,980	6.9%
Alexandria, VA	1,717	6.0%
Chicago, IL	1,684	5.9%
Oak Ridge, TN	1,583	5.5%
Atlanta, GA	1,222	4.3%
Los Angeles, CA	1,218	4.3%

Audience snapshot

- Deeply engaged music obsessives: listeners who follow festivals, buy records, and read long-form music writing.

- Strong roots in Knoxville and Baltimore, with national reach across New York, D.C., Nashville, Chicago, Atlanta and Los Angeles.
- 27% of downloads come from outside the U.S. — notably the U.K., Canada, Australia and Germany.
- 96% of plays arrive through podcast apps, meaning full-length, in-app listening rather than incidental web plays.
- 83% mobile listening, with a meaningful smart-speaker and hi-fi audience (6,542 downloads).

Beyond the feed

- Selector Series — live listening events with artists and critics at partner venues.
- Big Ears Festival partner, recording live guest episodes on site.
- Public radio distribution via WUOT (Knoxville), plus NPR app placement — NPR and NPR One together account for nearly 15,000 downloads.
- Email newsletter, Substack, push notifications, and an active merch line.

PARTNERSHIP

Work with us

Host-read pre-roll

15–30 seconds at the top of an episode, read by Matt or Lee in the show's voice.

Host-read mid-roll

30–60 seconds inside the conversation, where attention is highest.

Season or series presenting sponsor

Billboard on every episode, logo and link on essentialpodcast.com, newsletter inclusion.

Selector Series event sponsorship

On-site presence, stage mention, and program placement at live listening events.

Newsletter & site placement

Dedicated slot in the mailing list and a sponsor tile on the site's Sponsors section.

Ad rates

Pre-roll

**\$25 / 1,000
downloads**

15–30 sec, host-read, top
of episode

Mid-roll

**\$20 / 1,000
downloads**

30–60 sec, host-read,
inside the conversation

End-roll

**\$15 / 1,000
downloads**

15–30 sec, host-read,
close of episode

Rates are CPM-based on actual downloads. At roughly 1,800 downloads per episode, a mid-roll runs about \$36 per episode; back-catalog downloads accrue after the campaign at no extra cost. Production of host-read copy is included.

SPONSORSHIP

Tiers

Bronze

\$500 - \$1,500 / campaign

A focused run across a handful of episodes.

- Host-read mid-roll on 4–8 episodes (~1,800 downloads each)
- Copy written and voiced by Matt or Lee
- Link and mention in episode show notes

- Post-campaign download report

Silver

\$2,500 - \$5,000 / campaign

Full-episode presence plus off-feed reach.

- Pre-roll and mid-roll on 10–16 episodes
- Everything in Bronze
- Sponsor tile with link on essentialpodcast.com
- Dedicated slot in the newsletter and Substack post
- Social mentions across the run

Gold

\$7,500 - \$15,000 / season

Presenting sponsorship of a full season and the live series.

- Season presenting billboard on every episode ("brought to you by...")
- Pre-roll, mid-roll and end-roll placements throughout
- Everything in Silver
- Selector Series live event sponsorship: stage mention and program placement
- Logo on the site Sponsors section and on event materials
- Custom segment or bespoke episode, produced with the hosts

Suggested ranges — every package is built around your goals, and tiers can be mixed with straight CPM buys.

Why it works

- Top 20% of all podcasts by downloads — a proven, above-average audience for a genuinely independent show.
- Host-read, hand-written copy — no dropped-in network reads.
- Evergreen back catalog: 130 episodes that keep earning downloads long after release.

- Small, loyal audience with unusually high completion and app-based listening.
- Cross-platform: podcast, public radio, live events, newsletter and social.
- Highly educated listeners who value music and the arts, and invest significant time and money in them.

Contact

Matt Byars & Lee Gardner — essentialpodcast.com

Rates and availability on request — we'll build a package around your goals.