



# Podcast creators are the new influencers

At Targetspot we connect hundreds of advertisers with millions of highly engaged & passionate consumers of on-demand, spoken word content. We showcase and align your brand against some of the most premium & high profile podcast influencer content in the UK.

## The marketplace

Your brand in the right environment

|  |  |   |
|--|--|---|
| Over 1000 individuals podcasts immediately available on the platform | Content across all major categories & genres | Target audience by purchase intent, specific interest, behaviour and demographics |
|--|--|---|



### Podcast categories examples

Business & Finance
Music
Health & Wellness
Sport
and many more...

### Over 20 user interest segments such as

Automotive
Parenting
Tech Enthusiasts
Travel

## The audience

Reach the right audience with dynamic Podcast Advertising

|                     |  |  |                                     |
|---------------------|--|--|-------------------------------------|
| 50m monthly listens | Over 30 contextual categories & sub-categories | Over 20 established interest based & demographic audiences | Bespoke audience curation available |
|---------------------|--|--|-------------------------------------|

**targetspot**  
Podcast Audiences

With a wide variety of Contextual categories and Audience profiles, Targetspot will have the most relevant package for you

### You choose

- 1** You choose which categories and audience you want  
We segment and categorise podcasts and listeners into 30+ targetable buckets that align with your goals.
- 2** You approve your whitelist to ensure brand safety and avoid supplier duplication  
We provide clarity of the podcasts within the categories.
- 3** You buy via our managed service or your preferred DSP  
We provide you with your unique deal and reporting requirements

Reach the right audience with the Targetspot Podcast Marketplace

### About us

Targetspot, a division of AudioValley, is an Ad-Tech company providing advertisers and publishers digital audio solutions across the globe. As a pioneer in audio streaming, ad serving and programmatic advertising, Targetspot connects advertisers with premium publisher inventory. Truly global with more than 2 Billion monthly digital audio impressions across North America, Europe and Asia.