

# THE DAIRY SHOW

## OVERVIEW

Beginning in September 2020, The Dairy Show is a twice-monthly podcast that serves as the digital meeting place of the global dairy industry. Episodes cover topics ranging from cows to cutting edge technology to the colored shavings. Recent guests include US and international dairy producers, dairy industry leaders and Expo experts.

## HOW TO LISTEN

On [worlddairyexpo.com](http://worlddairyexpo.com) and:



Overcast | Pocket Cast | Castro | Castbox

## MEET OUR HOST



**Lisa Behnke**

*WDE Communications Manager*

“World Dairy Expo’s mission is to serve as the meeting place of the global dairy industry. The Dairy Show is the digital extension of this mission as we gather experts and producers as guests and listeners.”

## SHOW STATISTICS

- Averages 940 streams per episode
- More than 56,000 all-time downloads on 60 episodes
- Streaming in 124 countries
- Listeners in all 50 US states & 12 Canadian provinces and territories
- A recently sponsored episode had a Facebook reach of 157k and 99k on its two respective posts. Additional reach was achieved on Instagram, LinkedIn and Twitter.



## SPONSORSHIP OPPORTUNITIES - \$1,000 PER EPISODE

- Exclusive sponsorship of episode
- Recognition in the episode description on streaming platforms
- :15-:30 scripted commercial at the beginning of the podcast
- :10 liner at the conclusion of episode
- Tags in all WDE social media promotions of the podcast episode
- \$200 of your sponsorship will be used in social media advertising of the episode

## EXPO'S AUDIENCES



56,468 LIKES



18,855 FOLLOWERS



12,600 FOLLOWERS



6,239 FOLLOWERS