

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 and:



Overcast | Pocket Cast | Castro | Castbox

MEET OUR HOST

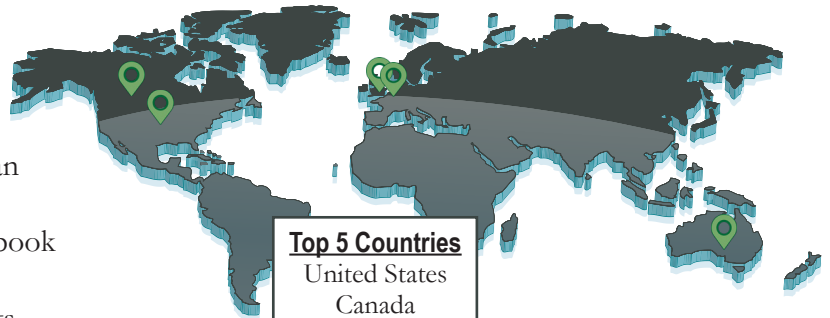


Katie Schmitt
WDE Communications Manager

“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 700 streams per episode
- More than 25,000 all-time downloads on 37 episodes
- Streaming in 95 countries
- Listeners in all 50 US states & 11 Canadian provinces and territories
- A recently sponsored episode had a Facebook reach of 154k (11k link clicks) and 122k (10k link clicks) on its two respective posts. Additional reach was achieved on Instagram, LinkedIn and Twitter.



Top 5 Countries
United States
Canada
United Kingdom
Australia
Netherlands

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

- 53,021 LIKES
- 17,166 FOLLOWERS
- 12,300 FOLLOWERS
- 4,506 FOLLOWERS