

2019 WhiskyCast Media Kit for Prospective Partners



Whisky, served straight.

We tell the stories of whisky.

We're passionate, ethical and relentless about it — in 2005, WhiskyCast Podcast went live, forging new ground in whisky media.

In April, 2018 we upped our game. WhiskyCast Podcast now produces two episodes weekly, delivering more than 90 minutes of new whisky content each week.

WhiskyCast HD Episodes transports our audience right to the distillery, event, or scene, and energizes the visual aspects of whisky. WhiskyCast Tasting Panel Podcasts connects the audience as they explore whisky, while whiskycast.com serves as a whisky resource with over 4,000 pages of whisky content.

We craft fresh, daily content with news updates in Apple News and on whiskycast.com to better serve a loyal, growing global audience of whisky enthusiasts — both the novice and the connoisseur.

And, we engage our audience in conversation about whisky on social media. Every. Single. Day.

WHISKYCAST PROGRAMS

All WhiskyCast audio podcasts are available via iTunes, Apple Podcasts, Amazon Alexa, Spotify, YouTube, and on all major podcatchers, or at whiskycast.com.



WHISKYCAST PODCAST

The core audio podcast released each Sunday and Thursday covering the latest whisky news, interviews, tasting notes, in-depth features, audience conversations, education and events.

WHISKYCAST HD EPISODES

The visual stories of whisky released 8-10 times a year which are produced as single video stories on in-depth whisky topics.



WHISKYCAST TASTING PANEL

Why let experts have all the fun? WCTP is a monthly audio podcast featuring community members exploring whisky in a guided tasting. *Restricted to small brands as defined on whiskycast.com.*



WHISKYCAST UNIVERSITY

Whisky education, the WhiskyCast way — through the stories that bring the spirit to life crafted with ethical passion.

Proof of concept and brand partner information for co-branded interactive digital book available upon request.

WHISKYCAST MEDIA BUYS

WhiskyCast brand partnerships are designed for a specific program as an annual commitment which includes value-add website banner advertising, social media support, and additional perks as outlined below.

PRESENTING

WhiskyCast Podcast *and* WhiskyCast HD Episodes



Billboards at the beginning & end of the podcast with :60 second embedded spot.
Exclusive video exposure with a :20 second spot in WhiskyCast HD Episodes.

Perks of a Segment Brand Partner, plus:

WHISKYCAST.COM

Prime placement of banner advertisements website-wide, except on WTP, WCU and policy pages.

SOCIAL MEDIA

Priority access for your news updates, tasting events, and brand promotional activities.
Online live streams and chats on Twitter, Periscope, Skype, YouTube Live and other social media outlets. Host live tasting, AMA events.

PROMOTIONS

We take it up a notch for your brand — video tasting notes, online live chats, remote live streaming and recorded broadcasts, corporate tasting/training events.

PERKS

Premium priority for WCTP, event master classes, and Tasting Notes queue.
Unlimited media production assistance.
Licensed access to photo and video library for editorial use. *Commercial rights available on a non-exclusive basis, upon request.*
Access to non-proprietary data and analysis of whisky trends curated from WhiskyCast audience surveys, potential focus groups for whisky innovation and research.



EXCLUSIVELY FIVE STAR
REVIEWS ON APPLE
PLATFORMS FOR 14
YEARS.

SEGMENT

WhiskyCast Podcast

News, In-Depth, Tasting Notes,
Your Voice, Behind the Label



Billboard at the beginning of the sponsored segment with a :10 to :15 second audio spot or anchor-read copy at the end of the segment.

WHISKYCAST.COM

Banner ads in rotation with other Segment Brand Partners on landing page and exclusively on content correlating to specific sponsored segment.

SOCIAL MEDIA

We are here to help you amplify your brand messaging with support for your social media campaigns on our feeds — brands have private logins on our social media management platform, loomly.com, and can draft posts, upload assets, select platforms, and request scheduling on Twitter, Facebook, Instagram, Pinterest, and LinkedIn.

PROMOTIONS & PERKS

Brand promotional events, WhiskyCast audience-specific events including contests, give-aways.

Priority when selecting whiskies for WCTP episodes, master classes led by Mark Gillespie, and in the Tasting Notes queue.

Production assistance for WhiskyCast asset development.



“I’ve been a listener of WhiskyCast for four years so I think it’s time to conclude that this show is way more than a weekly podcast. . .”
— Skj in nyc, July 21, 2017

“I’ve heard all of the episodes and listen to. . . Definitely the best whisky podcast available.”
— MTuinier, September 5, 2017

PROGRESSIVE

WhiskyCast Tasting Panel



Billboards at the beginning and end of the podcast with a :60 second audio spot in the middle of the broadcast. Restricted to small brands.

WHISKYCAST.COM

Banner ads on all WhiskyCast Tasting Panel pages.

SOCIAL MEDIA

Small brands need big impact. WhiskyCast can help you access the whisky influencers you need to reach. Brands have private logins on our social media management platform, loomly.com, and can draft posts, upload assets, select platforms, and request scheduling on Twitter, Facebook, Instagram, Pinterest, and LinkedIn.

PROMOTIONS & PERKS

Contests, give-aways.

Priority when selecting whiskies for WCTP episodes.

Production assistance for WhiskyCast asset development.



Mark’s dry humor always gets a laugh and is the definitive whisky reporter. A great way for new whisky drinkers to learn about the space and for established whisky drinkers to keep up with the news and happenings around the world. I always want a dram after I listen!
— Ari Gandhi, July 12, 2017

“Hands down, the best podcast on Whiskey!”
— Bozack Jenkins, August 22, 2017

“This podcast brings together the best of whisky. . . stuffed with the best info consistently each week!”
— PFG63, March 9, 2017

WhiskyCast 2019 Media Kit



AN ETHICAL AND ENDURING RELATIONSHIP WITH AN UNPARALLELED AUDIENCE OF WHISKY INFLUENCERS

Every barrel of whisky contains the history of the spirit produced before it, and the promise of what is to come — that's the magic of whisky.

But how do you communicate that magic to a consumer?

How do you convert a consumer's first experience with whisky into a purchase of a bottle of whisky — specifically, your brand of whisky? And, how do you turn a single bottle purchase into a lifelong love of the spirit?

We know how we became passionate about whisky, and how most of our audience continues to grow in its love for whisky.

It's through the stories of whisky.

Those novices who turn to WhiskyCast, then become whisky enthusiasts who listen to each episode of WhiskyCast.

Our audience loves whisky.

They sip it on-premise, they recommend selections to their family and friends, and they pour whisky at home. Whisky is not for the occasions in their lives.

It is a choice in their lives.

96%



ENJOY WHISKY MORE WHEN THEY KNOW MORE ABOUT HOW IT IS MADE

90%



REGULARLY DISCUSS WHISKY WITH PEERS IN PERSON OR ON SOCIAL MEDIA

94%



ARE CONSIDERED KNOWLEDGABLE ABOUT WHISKY BY PEERS

86%



ARE ASKED TO HELP FAMILY AND FRIENDS WITH WHISKY SELECTIONS

74%



PURCHASE ONE OR MORE BOTTLES OF WHISKY REPORTED ON BY WHISKYCAST

89%



PURCHASE ONE OR MORE BOTTLES OF WHISKY FROM A BRAND PARTNER

45%



PURCHASE AT LEAST 16 BOTTLES OF WHISKY IN A 12 MONTH PERIOD

WHISKYCAST PODCAST



The longer a brand advertises, the more results it receives.

1,389,126

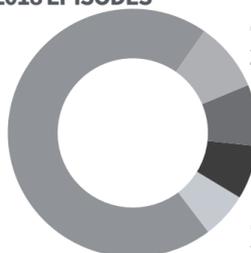
Current & Back Catalog Dwnlds/Strms

PERSPECTIVE: OVERALL DOWNLOAD TOTALS ROSE 17 PERCENT FROM 2017

Overall download totals from 2017 and 2018 equal 43 percent of the total lifetime downloads of WhiskyCast Podcast.

THERE IS A 70-30 CURRENT VERSUS BACK CATALOG SPLIT THIS YEAR AS WHISKYCAST CONVERTS NEW LISTENERS FROM LAST YEAR TO LOYAL FANS IN 2018.

70%
2018 EPISODES



9%
2017 EPISODES

8%
2016 EPISODES

7%
2015 EPISODES

6%
2005 - 2014 EPISODES

2018 WHISKYCAST PODCAST

979,477

Dwnlds/Strms of Current Catalog

Average of 13,604 per Episode

Average of 81,623 per Month



13 PREVIOUS YEARS OF WHISKYCAST PODCAST

409,915

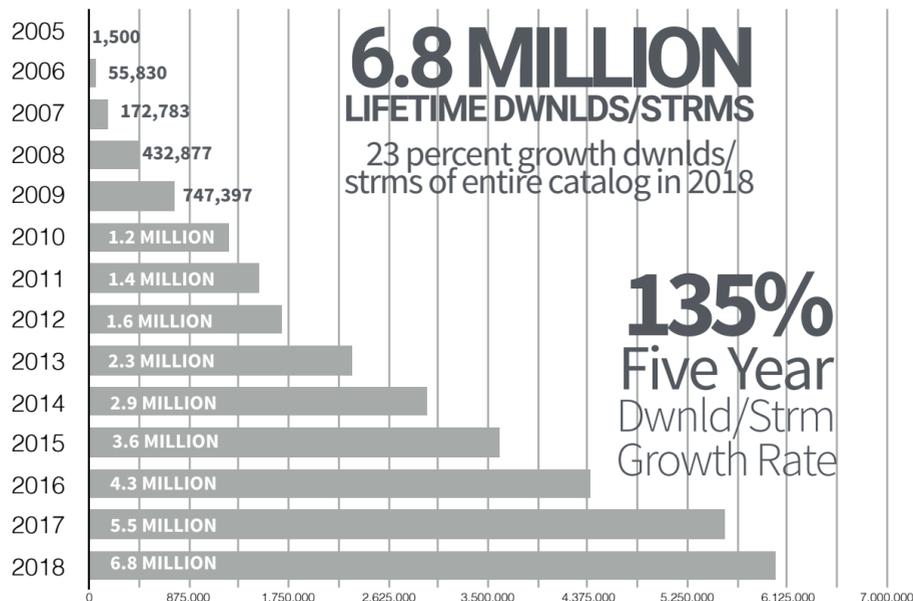
Dwnlds/Strms of Back Catalog

Average of 34,140 per Month

WhiskyCast Podcast is distributed on most podcatcher applications, iTunes and Apple Podcasts, WhiskyCast.com, Amazon Alexa, YouTube, Spotify. We expand with services who respect the integrity of our audience, content, and brand partners.

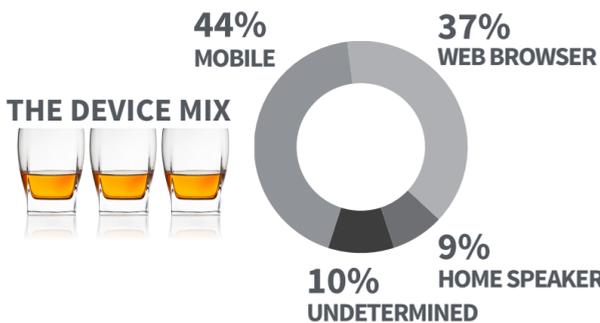
The above totals do not include podcatcher apps which download and re-serve content.

WHISKYCAST PODCAST LIFETIME PERFORMANCE & TRENDS



WHISKYCAST PODCAST USE ANALYTICS & TRENDS

With access to enhanced data from Libsyn and Apple Analytics, we can dig a little deeper into how our audience listens to WhiskyCast. Most of what we discovered confirmed previous user surveys, but there are some interesting developments.



38% SIX WEEK DOWNLOAD CYCLE



DOWNLOAD PATTERNS



While it's no surprise the majority of an episode's downloads occur in the first week, the download cycle for a single episode lasts between six and eight weeks on average. Advertising content updated quarterly performs well for consistently fresh appeal.

PODCAST CONSUMPTION PROFILE*



Average Percentage of Devices Subscribed at the Time of Listening	90%
Percentage Range of Each Episode Consumed When Episodes are 35-50 Minutes	84% to 91%
Percentage Range of Each Episode Consumed When Episodes are 50+ Minutes	75% to 89%

The percentage range cited represents a rolling six-week average. We do not see a consistent, significant dip at time markers where advertising is placed (less than 2%).

*SOURCE: Apple Analytics, please see ask for information about measure standards and the data standard.

WhiskyCast 2019 Media Kit



EXPERIENCE WHICH RESONATES WITH A LOYAL AUDIENCE BECAUSE
WHISKYCAST
 GIVES VOICE
 TO THE STORIES OF
 WHISKY

WhiskyCast narrates the stories of whisky. Twice weekly, WhiskyCast infuses the spirit with a voice.

Whisky enthusiasts have a front row seat to the stories of whisky told by a faithful companion.

Access. Consistency. Loyalty.
 WhiskyCast.

91%



COVERS THE WHISKY
 INDUSTRY IN AN ETHICAL WAY

94%



BRINGS ME RELEVANT NEWS
 ABOUT WHISKY

93%



TEACHES ME NEW THINGS
 ABOUT WHISKY

Fantastic! Like a whisk(e)y encycl... Jul 21, 2017
 ***** Live Paint

More than you thought you wanted to know about whisk(e)y... then you listen to it and want to learn even more. I have been listening to this informative, addictive, and enjoyable podcast for about six years, and I never miss an episode. Mark Gillespie is so knowledgeable and his interviews with whisk(e)y insiders is interesting. He interviews distillers, brand ambassadors, bar tenders, distillery owners, coopers, writers, drinkers, bloggers, blenders, liquor store owners, collectors, and festival organizers around the world. This is my source for what is going on, and what has been going on in the world of whisk(e)y. I love it! Each episode ends with his tasting notes, so you can get an idea of what to try or buy. I am a college teacher, and I can tell you this is a master class. This podcast has increased my knowledge and enjoyment of whisk(e)y and its history. Well done!!!

If NPR Did A Podcast About Whisky... Jun 7, 2017
 ***** Catch-22

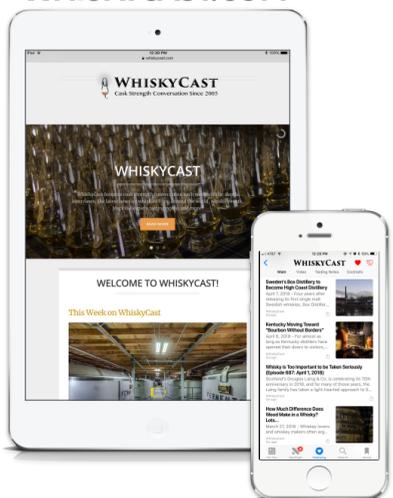
Easily, the most informative, in-depth exploration into the Whisky world that you'll find in all of media. Created and hosted by Mark Gillespie, he brings his extensive media experience to bear in offering up a podcast that develops much like Charles Kuralt and all his years hosting CBS Sunday Morning.

The show strolls through the world of Whisky with an elegant charm. Always approachable with an uncanny ability to paint pictures with words. From the sea spray of Islay to the rickhouses of Kentucky, Mark transports you there with the creators and stallworks of the industry as guests.

The WhiskyCast website delivers the same level of quality you would expect, but with far more content and specificity for the nerds in all of us.



WHISKYCAST.COM



497,389
UNIQUE VIEWS

Average UV/Month
41,423
 Average of Two Visits/Month,
 Two Pages/Visit

Website and App Development
 Underway for 2019

APPLE NEWS
 15.2K Monthly Reach, 900 Followers
 Funneling New Audience to WhiskyCast with Over 310 Shares/Month

WHISKYCAST HD EPISODES

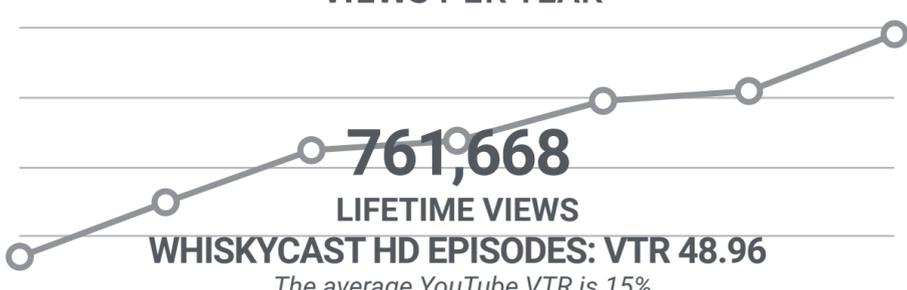
175,446 VIEWS

Three Episodes Produced
 657,767 Impressions with a 7.1CTR
 Average View Duration 3:22

39% increase in
YouTube Subscribers



IEWS PER YEAR



WHISKYCAST SOCIAL MEDIA



Access to WhiskyCast social media followers via secure brand logins on our Loomly Social Media Management system to allow for a more streamlined workflow for brands and more engagement with the WhiskyCast audience.

Twitter 12,955 Followers
182% increase in LC/M
126% increase in retweets
 @whiskycast averages
 • 1.8K link clicks/month
 • 711 retweets/month

406K average monthly impressions
 1.5% engagement rate

f Facebook
 • 8405 Followers
 • 8526 Likes
 • Reach/Day: 1567

P Pinterest
 15% increase in followers

I Instagram
 52% increase in followers to 3467

21% increase in engagement across all social media platforms during 2018

LinkedIn Posts Available

WHISKYCAST TASTING PANEL



New Format, Improved Engagement

38,395

Dwnlds/Strms of Current Catalog
 Average of 3,200 per Monthly Episode

Enhanced inclusion of
Brand Partners' Whiskies in Tasting Selections

2019 PERFORMANCE GOALS	
WhiskyCast Podcast Current Catalog	775,000
WhiskyCast HD Episodes	75,000
WhiskyCast Tasting Panel Current Catalog	12,000
WhiskyCast Website	UV > 3 minutes: 800,000
WhiskyCast Social Media	Dependent Upon Use of Benefit

WhiskyCast 2019 Media Kit



AUDIENCE DATA ON WHISKY INTEREST & CONSUMPTION

The WhiskyCast audience buys whisky — we know, because they tell us in emails, surveys and on social media. They ask WhiskyCast about which whiskies to buy when they want to celebrate, give a gift, travel, or simply enjoy a dram. The people who want to learn about whisky — and buy it, turn to WhiskyCast as a primary resource to inform their buying decisions.

19+

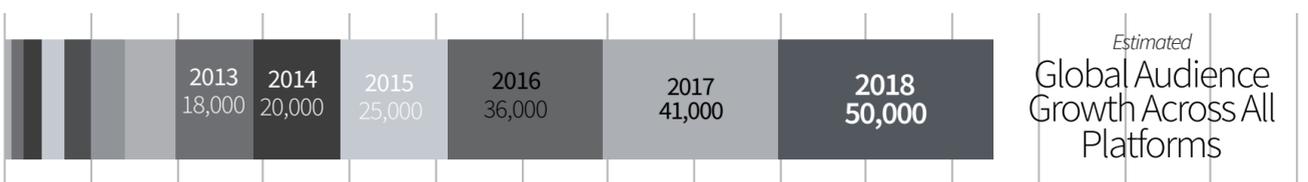
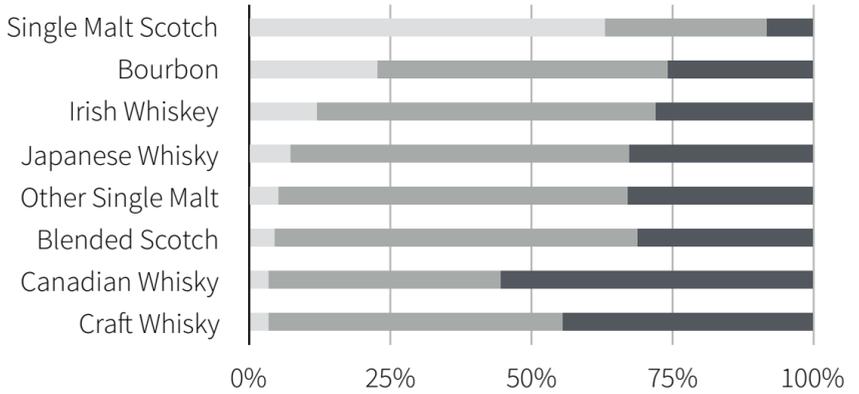


THE AVERAGE NUMBER OF BOTTLES PURCHASED BY EACH AUDIENCE MEMBER EVERY YEAR

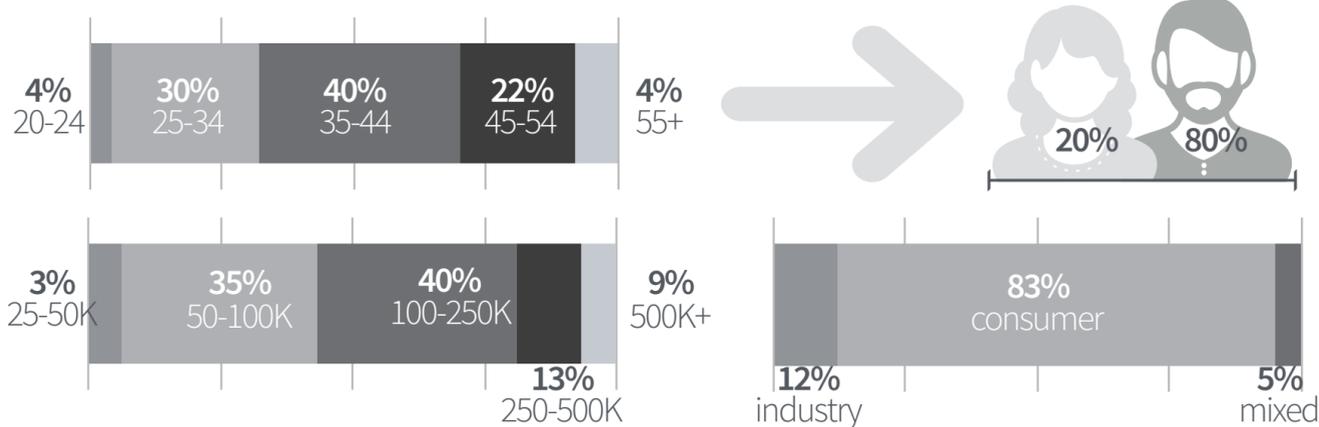


Audience Whisky Interest

Ranking of whisky selections by the audience percentage who cite them as first choice, consistently enjoy, and interested in trying. Lightest color is first choice, medium color is consistently enjoy, and darkest color indicates an interest in trying.



DEMOGRAPHICS AND GLOBAL CONCENTRATIONS



Key Growth Trends



PURCHASING POWER

Annual Number of Bottles Purchased by Percentage of Audience



Price Points of Bottles Purchased by Percentage of Audience



\$62,289,475

DIRECT OFF-PREMISE PURCHASES BY THE WHISKYCAST AUDIENCE



\$9,514,911

IN DIRECT OFF-PREMISE PURCHASES INFLUENCED BY THE WHISKYCAST AUDIENCE

The bottom line on bottle sales and balance sheets

Our job is to share the stories of whisky. Your job is to sell whisky. We both serve the whisky enthusiast.

We offer a global media buy which entices the most influential whisky consumers to listen, watch, read, interact and explore the stories of whisky.

Our audience enjoys learning about whisky — wherever they are on their whisky appreciation journey. They trust WhiskyCast, and they buy whisky.

The WhiskyCast audience buys, or directly influences the purchase of \$71.8 M worth of whisky every year.

The only question which remains is: do you want them to buy your whisky?

\$71,804,386

TOTAL IMPACT OF OFF-PREMISE PURCHASES BY WHISKYCAST AUDIENCE

