



**The music podcast for  
mainstream music lovers.**

# **Contents**

- 2. About the Podcast**
- 2. Meet the Host**
- 3. Demographics**
- 4. YouTube**
- 5. Spotify**
- 6. Instagram**
- 7. Sponsorship Packages**
- 8. Official Brand Board**
- 9. Contact Information**



# About the Podcast

**The Music by Madds Podcast is an in-depth music podcast that combines mainstream music with music major knowledge to create an entertaining and educational podcast.**

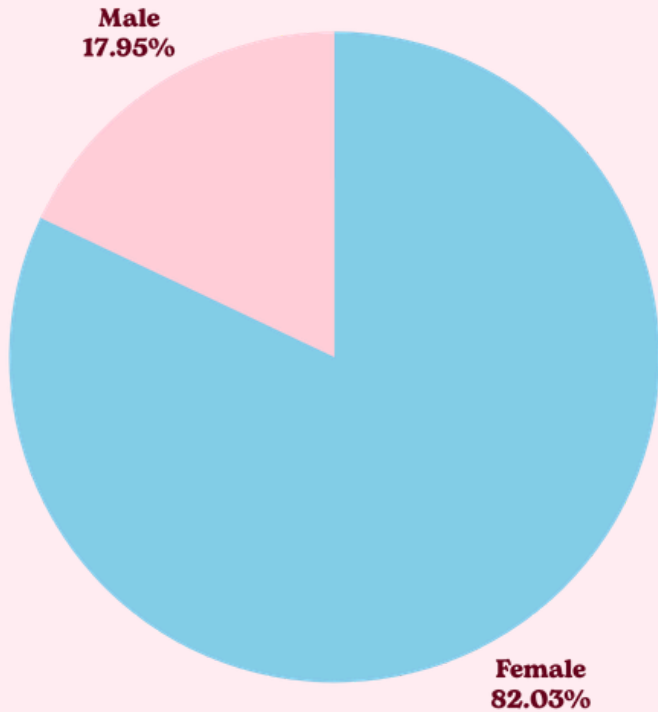
## Meet the Host

**Maddie Jones (Madds) has a Bachelor of Arts degree in Music from Brigham Young University - Idaho. She loves music and working on the podcast. She discovered her love of podcasting and social media marketing through her work at BYU-Idaho Radio as the host of Sounds from the Snow and their senior digital content producer.**

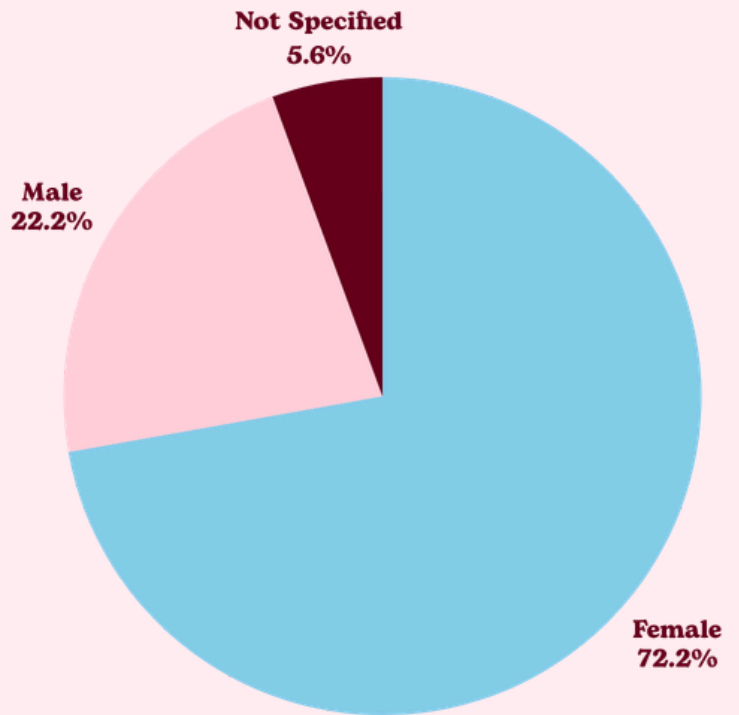


# Demographics

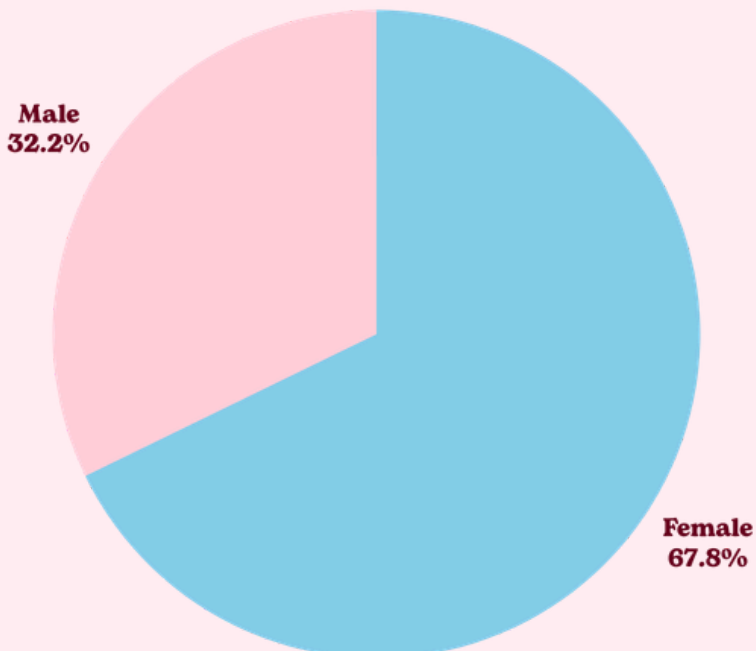
**YouTube Audience**



**Spotify Audience**



**Instagram Audience**



**Target Audience:  
Female Gen Z  
consumers in  
the United  
States**

# YouTube

March 21-April 17, 2026

## Views:

**1,051**

from episodes

**125,207**

from Shorts

## Subscribers:

**10**

from episodes

**118**

from Shorts

## Projected Growth:

**750**

episodes views

**35,000**

Shorts views

**450**

subscribers

projected over 30 days

# Spotify

March 21-April 17, 2026

**Plays: 35**

**Consumption Hours: 5**

**Followers: -1**

**Streams & Downloads:  
16**

**Reach:**

**1,858**

**reached**

**65**

**interested**

**11**

**consumed**

# Instagram

January 19-April 17, 2026

**Views:** 378,435

**Reach:** 210,482

**Interactions:**

67,067

**Followers:**

117

followers gained

689

total followers

# Sponsorship Packages

## Basic: \$35/episode

- 15-30 second pre-roll ad read
- Brand mention in episode description
- Pinned comment placement across platforms

## Standard: \$85/episode

- 30-60 second mid-roll ad read
- 1 Instagram Story mention with tag
- 1 YouTube Short or Instagram Reel integration
- Episode description + pinned comment placement across platforms

## Featured: \$160/episode

- 60-second mid-roll ad read
- Dedicated Instagram Reel or Story sequence (1-3 frames)
- YouTube Short integration
- End credits logo placement
- Cross-platform tagging and link inclusion

## Add-Ons:

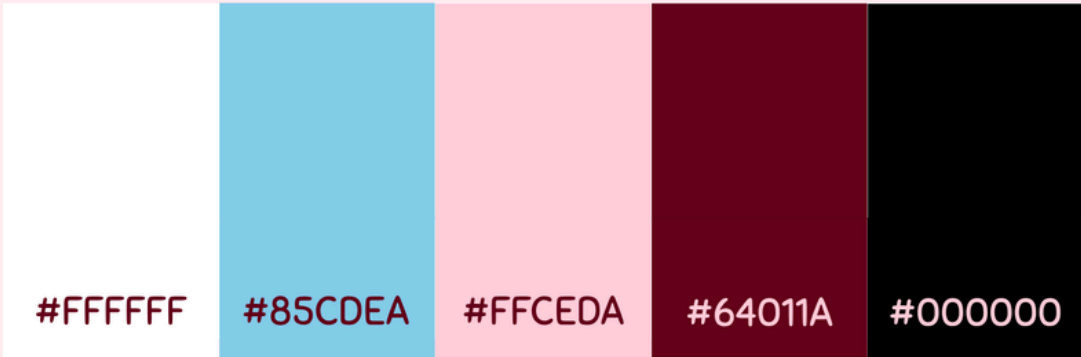
- Additional Instagram Story placement: **\$10**
- Dedicated Reel or YouTube Short: **\$35**
- Category exclusivity: **\$40**

**Bundle options available at request.**

# Official Brand Board



icons



**Genty**

Aa Bb Cc Dd  
Ee Ff Gg Hh Ii  
Jj Kk Ll Mm  
Nn Oo Pp Qq  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Sniglet**

Aa Bb Cc Dd  
Ee Ff Gg Hh Ii  
Jj Kk Ll Mm  
Nn Oo Pp Qq  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Bogart**

Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr Ss  
Tt Uu Vv Ww  
Xx Yy Zz

# Contact Information

**Producer:**

**Maddie Jones**

**Website:**

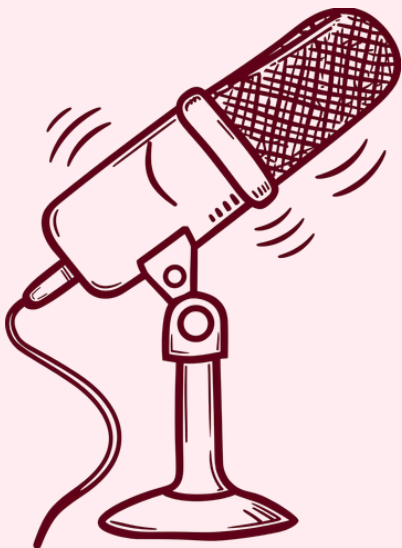
**musicbymadds.com**

**Email:**

**musicbymaddspodcast@gmail.com**



## Streaming & Social Media:



**YouTube**

**Spotify**

**Amazon Music**

**iHeartRadio**

**Instagram**