THE JORDAN HARBINGER SHOW

Why Sponsor?

with

THE **JORDAN HARBINGER** SHOW

you have a **CAPTIVE, ENGAGED,** and **TARGETED**

AUDIENCE

with a guaranteed reach

You have an audience who **KNOWS, LIKES,** and **TRUSTS** ***The Jordan Harbinger Show*** and when they recommend a product or service, they listen and take action.

Meet Our Listeners

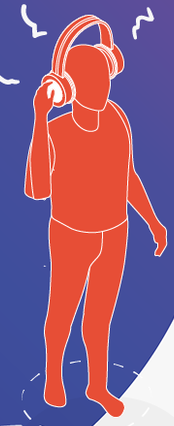
OUR CORE DEMOGRAPHIC

25-49 YEAR OLD

MEN & WOMEN

with a bachelor's degree who are looking to improve their lives in the areas of **CAREER, HEALTH, ENTREPRENEURSHIP, PRODUCTIVITY & LIFESTYLE**

AND MORE



Guaranteed Listeners

GUARANTEED

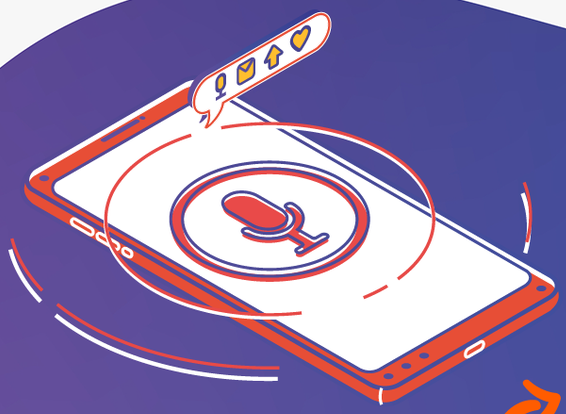
252,000

downloads per episode

6.1 MILLION

monthly listeners in more than

191 COUNTRIES



Evergreen Marketing

Your PODCAST sponsorship lives on **LISTENERS AROUND** *THE WORLD* are finding out about

THE **JORDAN HARBINGER** SHOW

and going back to listen to every episode, sometimes multiple times each, to absorb the rich content therein.

This means that your sponsorship is constantly being heard by new ears long after it first went live.

Exposure to New Listeners

Several times per week, a whole new audience is exposed to ***THE JORDAN HARBINGER SHOW*** for the first time.

Our guests all have one thing in common:

MASSIVE AUDIENCES.

Every new episode, our featured guests share their appearance with their followers, thus exposing ***The Jordan Harbinger Show*** to a new audience.

A Sponsorship Consists of

a 60-SECOND MID-ROLL

Specialized segments and engagement are also available where we can fully customize the product experience for the brand and listener.

How Are These Mid-Rolls Created?

We work with you, the sponsor, to craft perfect reads and placements for

THE JORDAN HARBINGER SHOW AUDIENCE

There's no 'cookie-cutter' solution here. Each read, spot, or placement is as unique as your product or service.

THE JORDAN HARBINGER SHOW

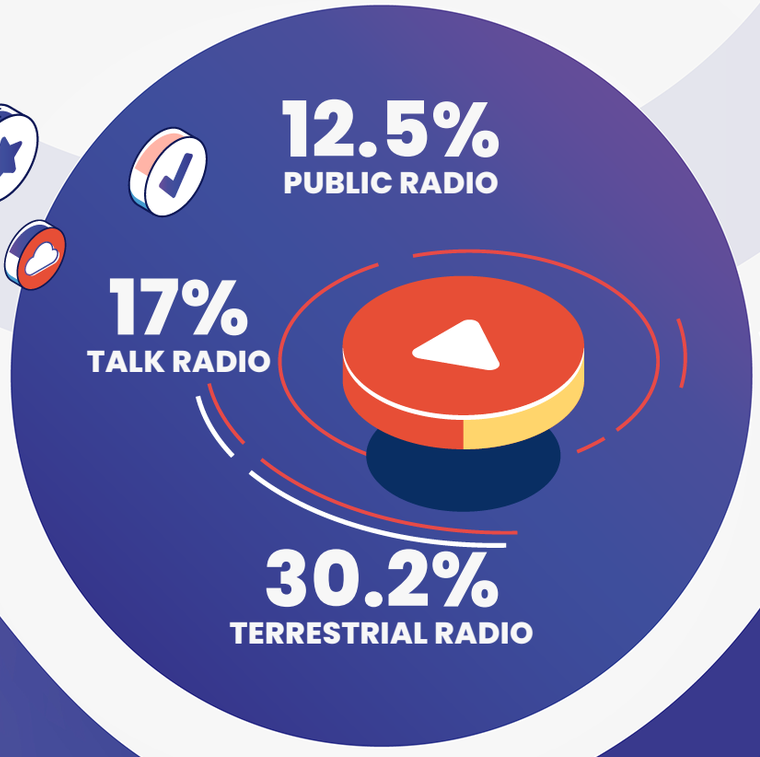
is **dominating**

THE COVETED 25-44 consumer demographic

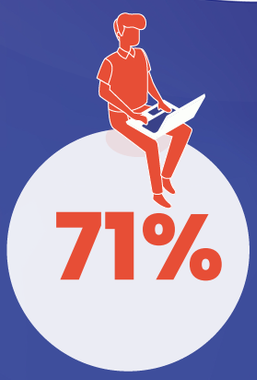
38%	**25-34**
68%	**25-44**
84%	**25-54**

...Especially

COMPARED to that same demographic in similar **NICHES**



Balanced Demographic



MALE AUDIENCE

THE **JORDAN HARBINGER** SHOW

AUDIENCE

is more **EDUCATED** than the general US population:

94%

HAVE A BACHELOR'S DEGREE OR HIGHER

(US AVERAGE **37%**)

is more **AFFLUENT** than the general US population:

38%

MAKE OVER $100,000
(US AVERAGE 29.2%)

20%

MAKE OVER $150,000
(US AVERAGE 14.7%)

is more **AFFLUENT** than the general US population:

98%

EMPLOYED or RETIRED

which means even moredisposable **INCOME** to spend on your products and services.

People Listen

61% stream and listen to the show immediately once they see it's available.

86% of the audience listens to the entire podcast.

Of the **39%** that download and listen later.

97% listen within a week of downloading.

...AND THEY TAKE ACTION

66%

OF **THE JORDAN HARBINGER SHOW FAN BASE** has **PURCHASED SOMETHING** after hearing about it on the show.

WANT TO GET IN FRONT OF OUR FANS?

CONTACT US!

Let's Talk Numbers

THE JORDAN HARBINGER SHOW guarantees a minimum of **252,000 DOWNLOADS PER EPISODE** (and we always over-deliver).

We'll work with your media team to craft the perfect engagement on the show with your specific goals in mind.

In the past, we've created everything from custom segments featuring product creators and service providers, as well as spots and 'reads' to get your message across and endorsed by **the Jordan Harbinger team.**

Past & Current Sponsors

HOSTGATOR

ONNIT

BLUE APRON

THE GREAT COURSES

THE JORDAN HARBINGER SHOW

STAMPS.COM

ZIPRECRUITER

NETSUITE

MICROSOFT

MEUNDIES

VARIDESK

ROCKET MORTGAGE

AMERICAN EXPRESS

FRESHBOOKS

GUSTO GUSTO

THE SHOW'S AVERAGE CONSUMPTION IS

OVER 96%

which means nearly **everyone** finishes the entire episode once they listen!*

*Source : Apple Podcasts

I've sold more books on ***The Jordan Harbinger Show*** than via MSNBC and the Today show -- combined.

TIM FERRISS

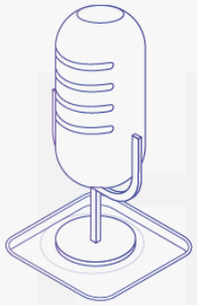
Entrepreneur and author of multiple number one New York Times Best Sellers

The Jordan Harbinger Show has sent me more business than almost any other single source, including my television appearances.

RAMIT SETHI | New York Times Best-Selling Author

With ***The Jordan Harbinger Show,*** you know it's going to be a real conversation that you'll be hearing about for years to come.

SIMON SINEK | Author/Speaker



This was one of the most fun and impactful interviews I've ever done. This was up there with Conan and Kimmel in my book.

MALCOLM GLADWELL | Journalist/Author