
We Are Libertarians

Podcast Network

Sales Deck

Mission

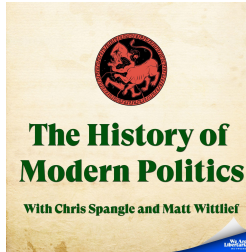
We Are Libertarians helps listeners sound smarter while talking with their friends. In a confusing media landscape, we give context to the news from an independent, fact-based perspective while giving a complete view of the libertarian paradigm through different styles of podcasting.

About

Founded in 2012 by Chris Spangle, the We Are Libertarians Podcast Network has grown into the largest libertarian podcast network. With over 5 million downloads across dozens of shows in its history, the network continues to share a positive vision of a libertarian future through shows like the Chris Spangle Show, The Brian Nichols Show, On the Run with Remso Martinez, GingerArchy with Tricia Stuart-Mann, The Boss Hog of Liberty, the History of Modern Politics and Liberty Explained.

Our Shows

THE
**CHRIS
SPANGLE
SHOW**
Life, Liberty, The Pursuit of Happiness.



Founder

Chris Spangle
chris@chrisspangle.com
317-319-7844



Chris Spangle is the founder of the We Are Libertarians Podcast Network while serving as the Executive Director of the Libertarian Party of Indiana, and hosts the Chris Spangle Show podcast (which has more than 4.7 million downloads). He is also a co-host of the comedy podcast “The Patdown,” which has been downloaded over 5 million times and debuted at #8 on the iTunes Charts. He is the Digital Director for a legendary nationally syndicated radio show, and hosted the Now Hear This radio show dedicated to nonprofits on Indianapolis iHeart Radio stations.

Chris is heard weekly by nearly 50,000 listeners across his podcasts and has edited and uploaded nearly 20,000 podcast episodes since starting his podcasting career in 2007. He also worked as the audio editor for the Indianapolis Motor Speedway and was a producer for Abdul in the Mornings on Newstalk 1430 AM WXNT.

His blended experience in old and new media will help you achieve the right results for your needs.

**We Are
Libertarians**
NETWORK



Why Advertise on Podcasts?

Podcasts offer a unique way to connect with an audience. It is more intimate than video and more convenient than the written word, and as a result, it is a powerful form of content marketing and community building.

Much of the WAL audience have listened since the beginning of the network in 2012 and are invested in its success in a way that other media brands cannot match. It is largely supported by its Patreon because of the passion and loyalty felt by listeners.

Secondly, as evidenced by Edison Research Infinite Dial, podcasting represents the hottest growth industry in advertising.



Who Makes Up Our Audience?

Data based on surveys of our audience and audience makeup on our 100K+ Facebook page


- Average age is between 25 and 44.
- Male (70%/30%)
- Highly educated. 90% have some college through an advanced degree
- Average income is \$75,000 to \$150,000.
- 84% have full-time income
- 61% are married.
- Over 52% have no children
- 60% own a home
- Top employer industries are: Professional and Scientific Services, Military, Banking and Finance, and Medical
- 94% have listened to more than 6 episodes and 77% finish every episode.



What Our Audience Thinks About Us

Some testimonials from supporters.

- “Your podcast has added remarkable value to my life; thank you!” - Eric
- “Thank you again for continuing to put out excellent content. More than many other podcasts that I’ve listened to, yours is engaging, interesting, and thoughtful.” - Joshua
- “The reason I choose to support the WAL is because WAL is a show that knows its listeners are intelligent and delivers information accordingly. Topics are well researched and cited and are broken down rather than being “dumbed down.” My small contribution of \$5 per month is the least I can do in exchange for the valuable content that I would miss if it were to be discontinued.” - Melissa
- “I love being part of the community and supporting the show. I chose to support the show because it is a real discussion about politics that is not too ideological. You can tell that Chris doesn’t hold his ideas in a vacuum and challenges himself to learn more and we learn with him. There needs to be more shows like We Are Libertarians, so I am happy to support the show so it can serve as that example.” - Joseph



Why buy a single show when you can buy eight?

Buy across the entire We Are Libertarians Podcast Network! Our CPM is \$30 per 1,000 downloads.

All shows net 50,000 a month. Current cost per month is \$1,500.

Advertising is about repetition. In an age where consumers access so many different forms of media, repetition is essential in having your message heard.

With the WAL Podcast Network, your spot will be heard by 50,000 listeners in a month across eight different podcasts posting 40 episodes a month. Few other political podcast networks can offer this volume, especially in the libertarian space.

- Ads will be audio live reads by the host and dynamically inserted as pre-roll advertising for the dates of the buy. We fulfill orders through Megaphone, a Spotify company, so the data is IAB certified.
- Ad copy and a hyperlink will be placed in the show notes for easy access to your landing page.