



THE WOMEN'S LEADERS  
FITNESS BUSINESS  
PODCAST

THE GYM OWNERS' FITNESS BUSINESS PODCAST &  
THE WOMEN'S LEADERS FITNESS BUSINESS PODCAST

# MEDIA KIT



Mel Tempest

OUR PODCAST  
APPEARS ON



HOSTED BY  
MEL TEMPEST

IHRSA Award 2017 | Smart Top#5 | FBA Influencer 2020 | AUSActive Role Of Honour 2022





The Gym Owners Fitness Business Podcast and Women's Leaders Fitness Business Podcast - as a gym owner I get the business of fitness. I seek out presenters, educators and suppliers who can help gym owners and women build more profitable gyms and careers. I have a deep passion for innovation and programming.

*Mel Tempest*





# LISTENER BREAKDOWN



**TOTAL HITS: 919,000\***

*\*As of Feb 2020. Since then Podbean stops showing hits as part of their platform.*



AUSSIE LISTENERS

**24.22%**



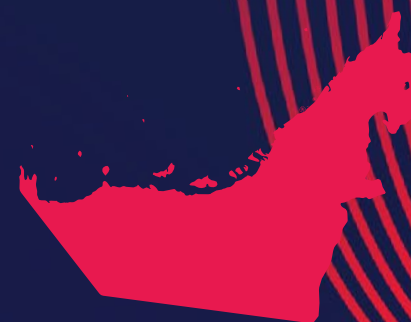
USA LISTENERS

**46%**



UK LISTENERS

**8%**



UAE LISTENERS

**14%**

# SOCIAL REACH



SOCIAL MEDIA  
PLATFORMS

10



FOLLOWERS

100k+



LISTENERS VIA  
APPLE PODCASTS

93%

# TOP 4 PODCASTS OF ALL TIME



Fitness Franchising

[LISTEN HERE ▶](#)



ActiveXchange Data Results  
Post COVID

[LISTEN HERE ▶](#)



Where Must Companies Invest  
In Diversity And Inclusion

[LISTEN HERE ▶](#)



# eBook PODCAST PUBLICATIONS



VOLUME 1



VOLUME 2



VOLUME 3

# SPONSORSHIP PACKAGES



## GOLD PACKAGE

8 Podcasts Per Year

4 Video Presentation Uploads

Unlimited Editorial Features On FB  
Social Media Platforms

Inclusion In eBook Publication

Logo Features On All Podcasts

Podcast Placed On All  
Social Media Platforms

First Option To Sponsor Live Events

**\$5,000** <sup>+ GST</sup>  
/ Annually



## SILVER PACKAGE

6 Podcasts Per Year

2 Video Presentation Uploads

2 Editorial Features On FB  
Social Media Platforms

Inclusion In eBook Publication

Logo Features On All Podcasts

Podcast Placed On All  
Social Media Platforms

First Option To Sponsor Live Events

**\$4,000** <sup>+ GST</sup>  
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## BRONZE PACKAGE

4 Podcasts Per Year

1 Video Presentation Uploads

Inclusion In eBook Publication

Podcast Placed On All  
Social Media Platforms

First Option To Sponsor Live Events

**\$2,000** <sup>+ GST</sup>  
/ Annually





THE WOMEN'S LEADERS  
FITNESS BUSINESS  
PODCAST

# THANK YOU

CONTACT MEL TODAY AT

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OUR PODCAST  
APPEARS ON

