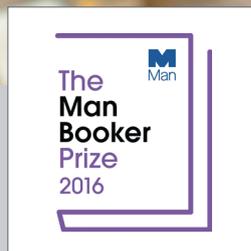


Po Podcasts

About podcasts from Four

According to Rajar, the body that monitors radio listening, 9% of adults in the UK say they download podcasts every week - around 4.7 million people. Podcasts are also incredibly popular in the US, with 24% of adults listening to a podcast in the past month, up from 21% in 2016.

Four can manage the full programming and production of a podcast series; from sourcing a host, producing bespoke jingles, guest liaison, scripting, studio recording and post-production. We work closely with iTunes and SoundCloud and can create a full digital campaign to support roll out providing regular analytics reports.



Case study

The Man Booker Prize

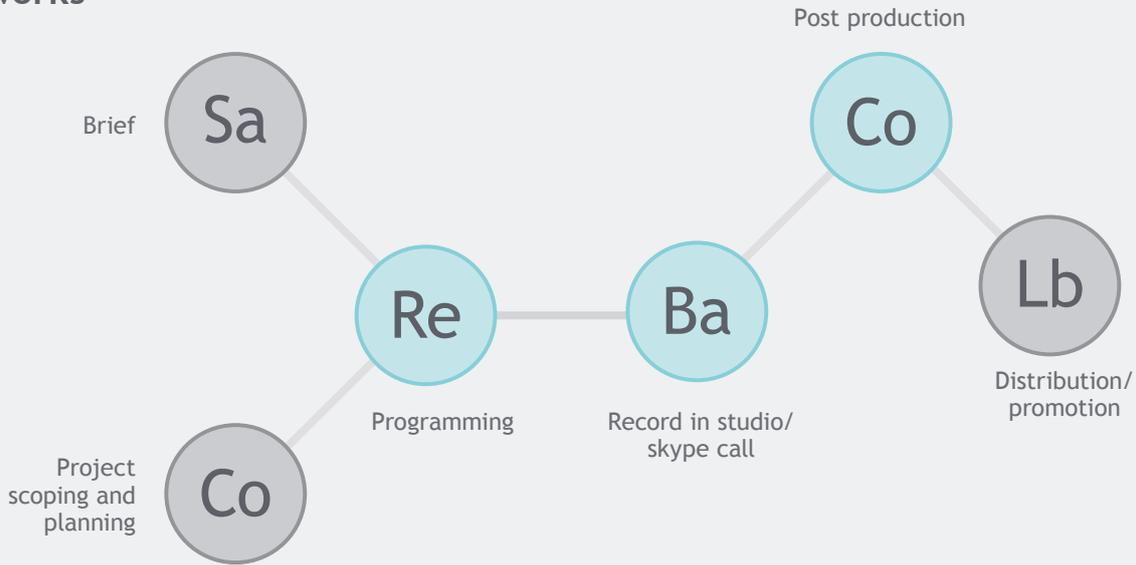
Four has won an Audio: Podcasts + Music SABRE Award, for our seven part Man Booker Prize podcast series. Now completing its third series, this leading literary podcast is hosted by BBC producer Joe Haddow and has featured guests ranging from Dermot O'Leary, David Baddiel, Dame Penelope Lively and Simpson's star Harry Shearer (aka Mr Burns) to the judges and authors of the Man Booker Prize itself.

An average of 3k+ listeners tune into each episode (more than double that of the Penguin Richard E Grant podcast launched around the same time).



Po Podcasts

How it works



Pricing



Silver package
Single podcast
£3,500



Gold package
Series of 6 x 30 minute
podcasts
from £15,000



Platinum package
Monthly podcast
from £24,000 per year

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Mt Media training
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Pe Penetration testing	

Contact

If you would like to find out more please email
FourElements@fourcommunications.com

Key team members



Natasha Monroe
Marketing and brand manager
Natasha leads the programming and production of the Man Booker podcast and creates bespoke social media plans for a range of clients.



Charlie Hatfield
Digital account manager
Charlie has extensive experience in helping brands and organisations connect with audiences through social media.