



The Muscle Car Place Podcast Network



# 2,392,000+

Lifetime Network Downloads

**30K+** Network Downloads Per Month



The Muscle Car Place Podcast Network



**SOCIAL MEDIA**  
**178,000+**  
**FOLLOWERS**

**Social Media Highlights**

**163k** - Facebook "The Muscle Car Place"

**15K** - Instagram "The Kibbe And Friends Show"



The Muscle Car Place Podcast Network



# 88%

## Listeners who consume nearly every second of each podcast

*Compared to video - "If you have not fully engaged your audience after the first 30 seconds, you've likely lost 33% of viewers; and after one minute, 45% of viewers have stopped watching."\**

All podcast shows are hosted via The MuscleCar Place website and distributed through the major podcast aggregators, such as, Apple iTunes, Stitcher, iHeart Radio, and Google Play.

\*<https://adage.com/article/digitalnext/optimal-length-video-content/299386>



The Muscle Car Place Podcast Network



# LISTENERS INTERACTION WITH SPONSORS

## National Parts Depot (NPD)

*"I've bought a LOT of car parts in my life and I have to be up front that it hasn't been a lot of NPD parts. However, when I started listening to the MuscleCar Place podcast the 'Ask Rick' section has changed how I get parts. Now, I don't do a lot of searching. Now, I just open my NPD catalogs and I order the part that I need."*

**- Matt**

## Ron Francis Wiring

*"Hi Rob, Just wanted to drop you a line. I've listened to Muscle Car Place, and Kibbe and Friends forever. I just retired and getting going on my projects. I just placed a 990.00 dollar order with Ron Francis. I told the gentleman that took my order I chose them because of what I had heard on Muscle Car Place."*

**- Jay**



The Muscle Car Place Podcast Network



# LISTENER RECEPTION

## THE MUSCLE CAR PLACE

*"Rob is a great host! He's passionate, fun, knowledgeable and generous with his knowledge. It's easy to see why The Muscle-Car Place has grown such a huge following."*

**- Jesse Lahey**

*"Hands down one of the best podcasts available for download...do not hesitate to download and listen. Once you are hooked, subscribe and repeat."*

**- MechE fisher**

## THE KIBBE AND FRIENDS SHOW

### 573 Five Star iTunes Reviews

*"I wait every week for the new show, my only complaint is they are over to fast."*

**- Dievidhej**

*"Great show, one of my favorite podcasts overall"*

**- ford141**



The Muscle Car Place Podcast Network



# Podcast Influence Continues to Grow Each Year

- 70% of the US population is familiar with the term “podcasting” – up from 64% in 2018 (*Infinite Dial 19*)
- 50% of all US homes are podcast fans (*Nielsen, Aug 2017*)
- 51% (144 million) of the US population has listened to a podcast – up from 44% in 2018 (*Infinite Dial 19*)
- 32% (90 million) listened to a podcast in the last month – up from 26% in 2018 (*Infinite Dial 19*)
- 22% (62 million) listen to podcasts weekly – up from 17% in 2018 (*Infinite Dial 19*)
- 16 million people in the US are “avid podcast fans” (*Nielsen Q1 2018*)
- 56% of podcast listeners are Male
- 45% of monthly podcast listeners have household income over \$75K – vs 35% for the total population

<https://www.podcastinsights.com/podcast-statistics/>



The Muscle Car Place Podcast Network



# GET INVOLVED!

## **TITLE SPONSORSHIP - The Kibbe and Friends Show**

Become well connected and easily recognizable to our engaged listener base. Many of which consume content within a day of becoming available.

## **MIDROLL ADVERTISING - The MuscleCar Place and Kibbe and Friends**

The opportunities are endless! Let us craft a unique and impactful advertising plan for your brand.

**OTHER IDEAS?...let's talk about it!**

**Seth Withers • [seth@themusclecarplace.com](mailto:seth@themusclecarplace.com) • 803-493-4597**



The Muscle Car Place Podcast Network

