



Podcast ratecard

2020

Eat Sleep Work Repeat - Podcast Ratecard

Eat Sleep Work Repeat is a podcast about making work better. Presented by Bruce Daisley (author of the Sunday Times bestseller 'The Joy of Work' and US book 'Eat Sleep Work Repeat') the podcast is a lively series of discussions about improving workplace culture.

Former guests include: Adam Grant, Professor Sophie Scott, Dan Pink, Biz Stone, Angela Duckworth, Matthew Syed.

Top Shows



Geographical split: 77% UK
18% US
5% elsewhere

Main audience: HR professionals
Leaders
cultural change enthusiasts

Subscriber ratio: 78% subscribed

Audience stats: Apple Feb 2020



FEATURED ON:

Wall Street Journal
Washington Post
Harvard Business Review

Apple Podcasts pick of the week

BBC 5 Live podcast of the week

The Guardian: podcast of the month

#1 business podcast - Apple Podcasts UK

Top 10 business podcast - Apple US

AUDIENCE DISTRIBUTION:

How audience builds from week of release. Audience peaks in first week and then continues with new listeners

The first 10 days normally accounts for 12-15k listens, with episodes reaching around 30,000 listens in 6 months

ADVERTISING RATES

Presenter read by Bruce:

£250 ad production for additional ads (one ad made for free)

Episode sponsorship:

£1350 per episode (top and tail of the episode)

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