

The Doctor's Farmacy Podcast - Sponsorship Information

The Doctor's Farmacy is regularly ranked in the top 10 in Apple Podcast's Health and Fitness category, as well as in Apple Podcast's top 200 podcast list. To date, the podcast has over 60 million downloads and the average episode receives 213K downloads in the first 30 days after airing.

Per-episode sponsorship currently ranges from \$4,500 - \$5,000 per episode, and we ask for a minimum purchase of 2-3 episodes to start.

We air 3 episodes of The Doctor's Farmacy per week. Please see additional information below:

Introductory Rate (available for first time sponsors):

CPM: \$45

Guaranteed Downloads Per Episode: 100,000 (over 1 month)

Total Spend Per Episode: \$4,500

Ongoing Sponsorship Rates (minimum purchase of 4 episodes required):

Monday episodes

CPM: \$47

Guaranteed Downloads Per Episode: 100,000 (over 1 month)

Total Spend Per Episode: \$4,700

Wednesday episodes

CPM: \$50

Guaranteed Downloads Per Episode: 100,000 (over 1 month)

Total Spend Per Episode: \$5,000

Friday episodes

CPM: \$45

Guaranteed Downloads Per Episode: 100,000 (over 1 month)

Total Spend Per Episode: \$4,500

Added value:

- Access to purchase our sponsored PS - Deal of the Week placements in our week's Mark's Picks newsletter (*as inventory allows*). Please see below for additional information on Mark's Picks PS pricing, subscriber size, and open rates

- Written offer inclusion in podcast episode description, in the drhyman.com episode blog post, and in the episode description on Dr. Hyman's social channels
- Wednesday episodes also include written offer inclusion in the episode email newsletter sent out to Dr. Hyman's subscriber list of 275K

Mark's Picks PS - Sponsorship Information

Dr. Hyman's weekly newsletter, Mark's Picks, is sent out every Friday to a subscriber list of 146,000. The email includes five things (products, books, articles, classes, etc.) that Dr. Hyman and our team are currently enjoying. Each email concludes with a sponsored PS - Deal of the Week.

Inventory for the sponsored PS - Deal of the Week is exclusively available to sponsors of The Doctor's Farmacy podcast (subject to availability).

Pricing: \$7,500

Open Rate: 40%

Click Rate: 12%