

CEREAL BOX

NETWORK

WWW.CEREALBOXNETWORK.COM



ABOUT THE CEREAL BOX NETWORK

And there came a day, unlike any other day when the question was asked: "Wouldn't be cool to get all your friends together on Saturday morning, eat big bowls of cereal and talk about cool pop culture stuff?"

The answer was "yes," and the Back of the Cereal Box podcast was born!

From that fledging flagship show, a network evolved! This is the story of that network!

Founded by 40-year entertainer and broadcaster John B. Pyka, the Cereal Box Network is both an audio and video broadcast network, hosting audio podcasts on Apple Podcasts, Spotify, Google Podcasts, Amazon, and iHeart Radio with an average audience of 10,000 people listening per episode, as well as weekly interactive live stream videocasts distributed to over 200,000 people watching each week on multiple streaming and download video platforms including YouTube, Facebook Watch, Twitch and Twitter.

The Cereal Box Network includes the shows; Back of the Cereal Box, I-Scream Queens, Cosplay Cafe, Fanatic Forum, Cartoon Commotion, Cryptid Crunch, Back Issue Breakfast Club, The Dieselpunk Podcast and Gilmore Sisters seen and heard across multi-platforms. Our base monthly reach is over 500,000 unique impressions across all platforms. Our audience demographic is made up of people age 25 - 49 interested in movies, sci-fi, fantasy, gaming and comic book pop culture. Our current list of affiliates and sponsors includes Entertainment Earth, Things From Another World and Comicbooks 4 Kids.

- **AVERAGE NETWORK VIEWERS/LISTENERS** = 910K+ PEOPLE PER EPISODE in the first 30 days of release – EVERGREEN IMPRESSIONS!
- **LIVE EVENT IMPRESSIONS ANNUALLY** = 24K+ PEOPLE
- **TOTAL MONTHLY REACH** = 1.1M+



I-SCREAM QUEENS



CEREAL BOX NETWORK

WWW.CEREALBOXNETWORK.COM

WE DELIVER THE GEEK CULTURE MARKET

The Cereal Box Network has found success in a niche market by creating live and digital entertainment for audiences in the "geek culture" community. The biggest reason to partner with a popular content producer like the Cereal Box Network is a simple truth that is very visible: Geek is "in."

As recently highlighted by the staggering \$20+ billion 2019 box office success of movies like Super Mario Brothers, Avatar 2, the MCU and the wild popularity of TV shows like The Mandalorian, Stranger Things and Picard, fans of genre fare are hardly limited to a specific age group or class. Fandom reaches into every age, income, and racial spectrum. Getting in touch with fans directly through the entertainment they consume is a key opportunity for an impression beyond the next video rental or publication purchase, transcending into cars, homes, business services and beyond.

With the television and film market dominated by genre fare ranging from horror to fantasy, science fiction to comic books, the undeniable reality is that the geeks have inherited the earth. It is a culture that deeply values the social connections and community events which bring them together for deeper exploration of the subjects they hold dear. This segment is highly influenced by the "buzz" within their circles, regarding choices of any kind: food and drink, technology, vehicles, home goods and more. There is a core value of fan community support which carries a lot of weight within "geek circles." Those businesses and groups who support them tend to become "a part of the tribe," and are remembered when otherwise mundane consumer choices are presented. Whether a small independent operation, or a national corporation, participation in "geek culture" event entertainment makes an impact in penetration across this consumer group.

COSPLAY
CAFE



WHO IS WATCHING AND LISTENING?

- Combined Social Media Followers: **200,000 PEOPLE**
- Audience Age: 18 – 27 = 39% | 35 – 44 = 15% | 45 – 59 = 46%
- Audience Gender: Male = 44% | Female = 48% | Non-Binary = 8%

SPONSORSHIP OF THE CEREAL BOX NETWORK BROADCASTS CAN INCLUDE:

- 30 SECOND PRE-ROLL AND 60 SECOND MID-ROLL ADS PRODUCED BY THE PODCAST TEAM AND FEATURING THE HOSTS OF THE SHOW(S) READING THE PERSONALIZED AD AS A PERSONAL ENDORSEMENT – THE MOST POWERFUL ADVERTISING!
- REPRESENTATIVES OF YOUR BRAND CAN APPEAR ON THE SHOW(S) TO ENGAGE WITH OUR AUDIENCE AND CONNECT YOUR BRAND TO REAL PEOPLE.
- SOCIAL MEDIA PROMOTION TO OUR 200,000 FOLLOWERS ACROSS MULTIPLE SOCIAL MEDIA ACCOUNTS AND CHANNELS.
- PROMOTION VIA OUR E-MAIL LIST OF APPROXIMATELY 6,000 PEOPLE.

PODCAST SPONSORSHIP ALSO HAS VALUE ADDED OPPORTUNITIES:

- CONVENTION EXHIBITOR BOOTH – THE CAST(S) OF CEREAL BOX NETWORK SHOWS ATTEND GEEK CULTURE TRADE SHOWS AND CONVENTIONS THROUGH THE YEAR AS EXHIBITING GUESTS, AS VALUE ADDED THE SPONSOR'S LOGO IS ADDED TO THE BACKDROP OF THE EXHIBITOR BOOTH FOR THE DURATION OF THE EVENT. PLUS FEATURE YOUR PRODUCT OR SERVICE IN OUR BOOTH!
- WORKSHOP/LECTURE/PANELS – MANY CONVENTIONS WILL BOOK CAST MEMBERS OF THE CEREAL BOX NETWORK TO PRESENT WORKSHOPS OR APPEAR AS A LECTURER OR PANELIST; THE COMPANY LOGO IS PRINTED PROMINENTLY ON THE STAND-UP BANNER ON DISPLAY DURING THE EVENTS. SPONSORS ARE ALSO RECOGNIZED BY NAME DURING THESE VALUE-ADDED EVENTS.
- EVERGREEN ADVERTISING - YOUR PRE-ROLL ADS LIVE ON FOREVER ON THE BACK OF THE CEREAL BOX PODCASTS ACROSS ALL PLATFORMS.
- VIRAL ADVERTISING YOUR LOGO WILL BE SEEN IN EVERY PHOTO SHARED FROM OUR PHOTO BOOTH OR LOBBY ON SOCIAL MEDIA – TWITTER/INSTAGRAM. PINTEREST/FACEBOOK. UNLIMITED EVERGREEN IMPRESSIONS!

cerealboxpodcast@gmail.com

615-854-5459