



ABOUT BACK OF THE CEREAL BOX

The Back of the Cereal Box is a pop culture podcast that celebrates the fun of the Saturdays of our youth, while surviving adulthood today!

It is **100% non-toxic**, and the only podcast fortified with **8 essential vitamins and minerals!**

Founded by 30-year entertainer and broadcaster John B. Pyka, Back of the Cereal Box is both an audio and video broadcast brand, hosting an audio podcast on Apple Podcasts, Spotify, and iHeart Radio with an average audience of 1,000 people listening per episode, as well as a weekly live stream videocast distributed to over 5,000 people watching each week on multiple streaming and download video platforms including YouTube and Facebook Watch. The weekly shows are hosted by veteran entertainers John B. Pyka and Dee Bartee, with Sarah Jenkins, Willow Skylor and guests and other hosts from the Cereal Box Network joining in on a regular basis!



The Back of the Cereal Box also includes special segments; Cryptid Crunch, Back Issue Breakfast Club, Big Bowl of Boardgames, New Comics, YUM! and NoFan Left Behind. Our audience demographic is made up of people age 25 - 49 interested in theater, sci-fi, fantasy, gaming and comic book pop culture. Our current list of affiliates and sponsors includes Entertainment Earth, Things From Another World, Unidragon Puzzles and Comics 4 Kids.





WHO IS IN THE AUDIENCE?



- **VIEWERS/LISTENERS = 2.5 K+ PEOPLE PER EPISODE** in the first 30 days of release – EVERGREEN IMPRESSIONS! (source: META Insights, Apple Podcasts, Spotify)
- **TOTAL VIEWERS/LISTENERS TO DATE = 500k** (source: Meta Insights, Apple Podcasts, Spotify)
- **RANKED TOP 10% OF PODCASTS GLOBALLY** (source: Listennotes)
- **RANKED TOP 25% OF ALL SUBSCRIBED SHOWS** (source: Spotify)
- **LIVE EVENT IMPRESSIONS ANNUALLY = 24K+ PEOPLE**
- **COMBINED SOCIAL MEDIA FOLLOWERS: 24,000 PEOPLE** (source: META)
- **AUDIENCE AGE:** 18 – 27 = 39% | 35 – 44 = 15% | 45 – 59 = 46% (source: Spotify, Apple Podcasts)
- **AUDIENCE GENDER:** Male = 44% | Female = 48% | Non-Binary = 8% (source: Spotify, Apple Podcasts)



BACK OF THE CEREAL BOX DIGITAL AND LIVE PARTNERSHIP OPPORTUNITIES

	Presenting Partner \$1,500	Producing Partner \$1000	Directing Partner \$500	Starring Role \$250
30 second pre-roll ad on all Back of the Cereal Box video and Audio shows	X	X	X	
60 second pre-roll ad on all Back of the Cereal Box video and Audio shows	X	X		
Logo included on all broadcasts featured as "Presented By"	X			
Listed in live event programs as "Sponsored By"	X	X		
Logo included on live event banners	X			
Recognized as Sponsor in all show notes	X	X	X	X
Dynamic html link to sponsor website URL included in podcast and video cast show notes	X	X	X	
Recognized on air as Sponsor	X	X	X	X

