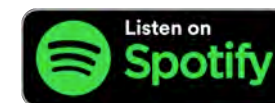


THE FUTURE IS FEMALE POWERLIFTING P O D C A S T

PRESS & SPONSOR KIT

The Future Is Female Powerlifting is a once a week podcast that shares heartfelt and hilarious stories of successful women across the world. Asking how they made it, the challenges and opportunities they faced along the way, the lessons they've learned, the insights they've gained and what advice would they would give a woman looking to powerlift.

Mixed in with each of these interviews are our very popular Q & A sessions where fans of the show ask questions through our social media interactions.





INTRODUCTION TO THE SHOW

OUR MISSION

In 2017, podcast fan Heidi Dehnel spent many days searching for a show that interviewed women of the powerlifting community. After finding only a handful that spoke with female powerlifters, she was unenthused by the lack of compelling questions and thought provoking conversations.

Heidi wanted to know more about how they struggled after the birth of their first child or how going through a divorce challenged their training. She had so many questions that were left unanswered that she felt would inspire her and other women listening. And so, a year later, the show was born.

The Future Is Female Powerlifting Podcast first aired Nov 2018 with a passion to connect with influential powerlifting women.

The show began with 2 shows a month and now airs 4 shows a month, each launching every Thursday. Heidi has interviewed some of the most well respected lifters in the industry as well as appear at top meets such, as the Apeman Elite, to interview elite female lifters competing.

The Future Is Female Powerlifting one of the only female hosted powerlifting podcasts around.

MEET THE HOST

HEIDI DEHNEL

A former Hula dancer and athlete who originates from the Big Island of Hawaii and San Jose California, Heidi received her Bachelors Degree in Kinesiology from the University of Hawaii Hilo in 2006. She is a United States Powerlifting Association (USPA) Coach Practitioner, National Officiate & State Records Chairman.

She, along with her husband Deven, own Core Strength & Performance gym in Huntsville, Alabama. Always hoping to grow the sport of powerlifting amongst the women in North Alabama, "Core Barbell" is now comprised of over 15 athletes, of which 85% are women. Since launching her podcast "The Future Is Female Powerlifting" in 2018, Heidi has been able to reach more women who might be fearful towards taking the next step in strength through powerful storytelling and intimate conversation.

Some of the most well known & strongest powerlifters in the industry have graced the show such as Julia Anto, Laura Phelps, CC Ingram, Amanda "Haparican" Kohatsu & creator of Kabuki Strength, Chris Duffin.



STATISTICS

PODCAST CONSUMER

- **LARGELY 18 TO 54, AFFLUENT, EDUCATED PROFESSIONALS**
- **43% OF PODCAST CONSUMERS PREFER TO LISTEN TO A PODCAST AT THE GYM**
- **USE SOCIAL MEDIA MORE THAN THE STANDARD U.S. POPULATION**
 - **64% USE SOCIAL MEDIA “SEVERAL TIMES A DAY”**
 - **48% FOLLOW BRANDS (VS 31% OF U.S. SOCIAL MEDIA USERS)**
- **DISPROPORTIONATELY INTERESTED IN CREATIVE ENDEAVORS, ENTREPRENEURSHIP, AND SELF-IMPROVEMENT**
- **MORE THAN HALF OF US PODCAST LISTENERS PAY ATTENTION TO THE ADS.**
 - **ACCORDING TO BUSINESS INSIDER, 55% OF PODCAST LISTENERS PAY ATTENTION TO PODCAST ADS, WHICH IS 10% MORE THAN THOSE WHO PAY ATTENTION TO ADS ON THE RADIO.**
 - **MOST PODCAST LISTENERS DON'T SKIP ADS, MOSTLY BECAUSE THEY ARE SEAMLESSLY INTEGRATED INTO THE PROGRAM AND USUALLY READ BY THE HOST.**

SOURCE: [HTTP://WWW.EDISONRESEARCH.COM/WP-CONTENT/UPLOADS/2017/04/PODCAST-CONSUMER-2017.PDF](http://www.edisonresearch.com/wp-content/uploads/2017/04/podcast-consumer-2017.pdf)

INTRODUCING:

THE FUTURE IS FEMALE POWERLIFTING

FIRST AIRED NOV 2018. 47 EPISODES TOTAL, 4-5 EPISODES PER MONTH

101,133
DOWNLOADS

5,189
MONTHLY
DOWNLOAD AVG
(46% annual increase)

1,308
DOWNLOADS
PER EPISODE
(FIRST 30 DAYS)

1,311
SUBSCRIBERS

86%
CONSUMPTION
RATE

87%
WOMEN

83%
23-44 AGE GROUP

4.9/5
AVG. RATING

HEALTH, FITNESS,
& PERSONAL
JOURNALS
GENRE

LISTENER BASE:

- Beginner to intermediate women powerlifters
- Looking to learn more about training and how they can better themselves as new athletes
- Feels connected with guests when sharing intimate difficult stories of struggle
- Audience dedicated to supporting powerlifting companies

REVIEWS

WHAT OUR LISTENERS SAY

OVER 81, 5-STAR REVIEWS

"I LISTEN AND RE-LISTEN TO EVERY EPISODE. I LEARN. I LAUGH. I FEEL. AND I ALWAYS FEEL A LITTLE MORE POWERLIFTY AFTER EVERY LISTEN! THANK YOU, HEIDI FOR THE TIME, ENERGY, AND EXPERTISE YOU PUT INTO THIS PODCAST.

ERINAPRICOT. VIA APPLE PODCASTS · UNITED STATES · 02/29/2020

"THE FUTURE IS FEMALE POWERLIFTING" IS THE BEST POWERLIFTING PODCAST OUT NOW. HEIDI AND HER GUESTS HAVE SUCH NATURAL AND ENGAGING BANTER ABOUT ALL FACETS OF POWERLIFTING. HEIDI SEEMS SO DOWN TO EARTH AND LIKEABLE, YOU DON'T HAVE TO BE A VETERAN LIFTER TO LEARN AND UNDERSTAND THE CONVERSATION TOPICS. I FEEL LIKE I LEARN SOMETHING FROM EVERY EPISODE.

K82LC via Apple Podcasts · Canada · 02/23/2020

Brilliant



Spectacular podcast! I'm quite finicky with podcasts; interesting content delivered in an intelligent and articulate manor is hard to find! The episode with Swede was especially intriguing to me... I stayed up after a 12 hour night shift to finish it and I'm immensely greedy with my sleep! ☺

Strong female please via Apple Podcasts · United States of America · 10/07/2019

Not your average podcast



I am not a big podcast fan, it's hard to keep my interest, however, after listening to the podcast with Swede Burns, I became a fan of this podcast and have listened to two more just today! All of them have kept my interest throughout and I will continue to follow this podcast.

bostonbabe3 via Apple Podcasts · United States of America · 10/02/2019

I love this podcast!



Amazing informative podcast interviewing the best of the best female powerlifters! Love being able to listen and learn new information about mindset and be inspired to be better.

ShannonCT91 via Apple Podcasts · United States of America · 01/15/2020

Hooked for life!



I listened to one episode with a lifter I follow on instagram and I am hooked. I'm by no means a power lifter, but listening to everyone's story about how they got to where they are is inspiring as hell. Every episode is full of laughs, encouragement, advice, and love for the sport. It drives me to want to be better in and out of the gym. I am so glad I found this podcast!

xsinfulang via Apple Podcasts · United States of America · 07/22/2019

Inspirational.. Uplifting.. A down right must listen to for women



This podcast is amazing! Very interesting, humor is phenomenal, and presents straight facts in the lifting community as women. So many times I've seen clients of mine so focused on "slimming and toning", they are too scared of being too bulky. I have been compelled to urged all of my female clients to peak into this podcast to understand that you CAN BE STRONG without getting too bulky. And that women can feel empowered by lifting. Great content in this podcast. I would definitely give a listen to this if you are a women trying to get in shape or are trying prepare for a powerlifting competition. Whatever your spectrum might look like.. this podcast works. Lifting is more than just a muscle! Tune in to what she has to say!!

The Best Powerlifting Podcast



Heidi is my favorite podcaster hands down. I can't express how happy I am to have stumbled upon "The Future is Female Powerlifting" podcast. I'm always on the lookout for the newest episode and buying all the swag! I had been half-assing my workouts until I began listening to this podcast. It's helped me remain focused and gain confidence in the gym. I'm not exaggerating when I say this podcast has changed my life. I've always dove head first into new challenges: boxing, CrossFit, and Spartan races. Now—thanks to Heidi and her podcast—I've fallen in love with powerlifting. It's just the beginning of my journey, but I'm loving the community and the confidence that comes with lifting heavy!

sbarc96 via Apple Podcasts · United States of America · 10/02/2019

ABOUT THE PODCAST:

POPULAR TOPICS



**SAM CALHOUN: ORGANIZED
CHAOS TO USAPL RAW
NATIONAL CHAMP**

DOWNLOADS: 17, 854



**APEMAN ELITE 2019: THE
LADIES BEHIND THE LIFTS**

**INTERVIEWED ALL THE FEMALE
ATHLETES AT THE MEET.**

DOWNLOADS: 4,496



**Q & A W/CHRISTINA MYERS:
SUPERCOMPENSATION, WHEN
TO TEST MAXES...**

**ONE OF OUR MORE POPULAR
EPISODES ARE OUR Q & A'S
WHERE WE ANSWER
LISTENERS QUESTIONS**

DOWNLOADS: 10,487



**AMANDA "HAPARICAN"
KOHATSU: OVERCOMING
EXERCISE ADDICTION,
LESSON...**

DOWNLOADS: 5,396

AUDIENCE DEMOGRAPHICS: SOCIAL MEDIA REACH

REACH

5,009
INSTAGRAM

773
FACEBOOK

ACTIVITY

1,776
*PROFILE VISIT

5,367
*ENGAGEMENT

14%
*STORY VIEWS

DEMO

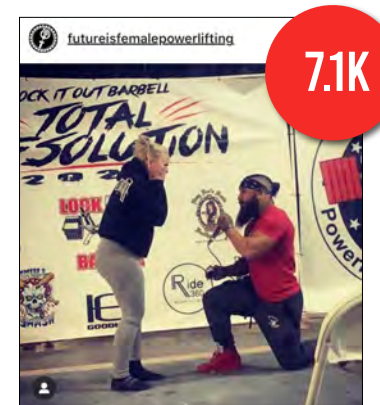
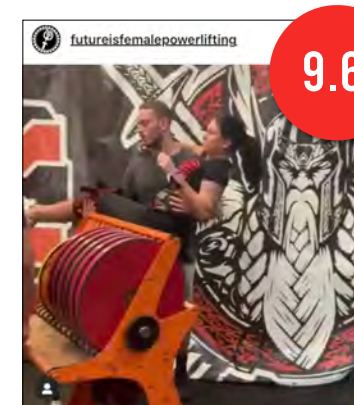
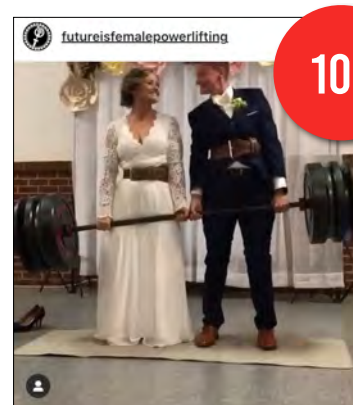
*FEMALE **82%**

*LOCATED IN US **87%**

*AGES 25-44 **76%**

*BASED OFF MONTHLY INSTAGRAM INSIGHT

TOP PERFORMING/REACHING SOCIAL POSTS



WORK WITH US

SPONSORSHIP OPPORTUNITIES

WEEKLY EPISODES, 4 EPISODES PER MONTH

| 15% OFF 8 EPISODES OR MORE | \$120 PER EPISODE (\$480 A MONTH) | \$80 PER EPISODE (\$320 A MONTH) |
|--|---|--|
| PRE-ROLL HOST PRODUCT AD/MENTION YOU PROVIDE COPY FOR US TO READ, SUBJECT TO OUR APPROVAL | ✓ | |
| (1) 30-SEC PRE-ROLL AD CUSTOM READ OR PROVIDED BY YOU | | ✓ |
| (1) 30-SEC POST ROLL AD CUSTOM READ OR PROVIDED BY YOU | ✓ | |
| LOGO ON EPISODE BANNER | ✓ | |
| EPISODE SHOW NOTES MENTION CUSTOM LINKS FEATURED ON EACH SPONSORED EPISODE'S SHOW NOTES PAGE | ✓ | ✓ |
| FACEBOOK MENTION ON SOCIAL MEDIA GRAPHIC OF EPISODE | 1 PER SHOW DAY | 1 PER SHOW DAY |
| INSTAGRAM MENTION ON SOCIAL MEDIA GRAPHIC OF EPISODE | 1 PER SHOW DAY | 1 PER SHOW DAY |
| 250 X 250 WEBSITE LOGO | ✓ | ✓ |

EXAMPLES

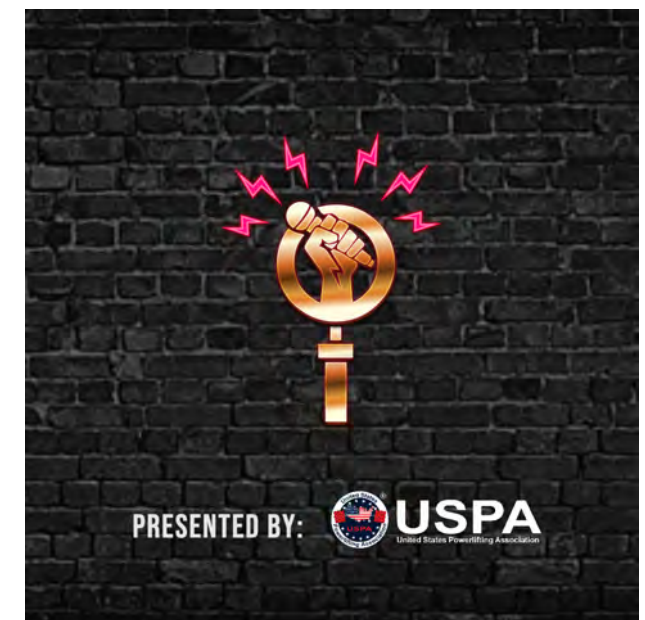
SPONSORSHIP GRAPHICS



LOGO ON EPISODE POST



LOGO ON WAVE VIDEO POST



LOGO ON Q&A POST



LOGO ON EPISODE BANNER

GET STARTED

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