



Looking Into Wine

Media Kit

WHO WE ARE



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Mattia Scarpazza founded the Looking Into Wine podcast. Having finished WSET Diploma, he wanted to continue learning and go into more in depth on some of the topics that fascinated him, taking the audience with him in this learning process.

The LIW podcast covers wine regions, styles, wine science, regional wines and producers. Interview style episodes are detailed - comprehensive - inspirational. The podcast guests are renowned authorities on the subjects e.g. MWs, authors, advocates, wine makers.

Target audience:

Wine students, professionals and enthusiasts.

With a global outreach and an average download of ~250-400 in the first 30 days.

Available on:

iTunes, Spotify, Amazon Music and all the major listening apps, The podcast is also supported by the affiliated website:

Mattiascarpazza.com

WHAT WE DO

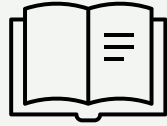


Podcast

30 mins long
20 Episodes per year
+ **Sponsored Episodes**

Live Streaming Interview

-
Sponsored Episode Types
(See Slide 7)



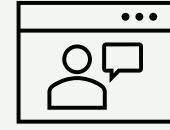
Learning Hub

To include
-
Show notes
Study guides



Live events

Hosting and organising
live events tailored for your
needs



Blog

Will be added
by end of 2021

To include
-
Articles

DEMOGRAPHIC PROFILE



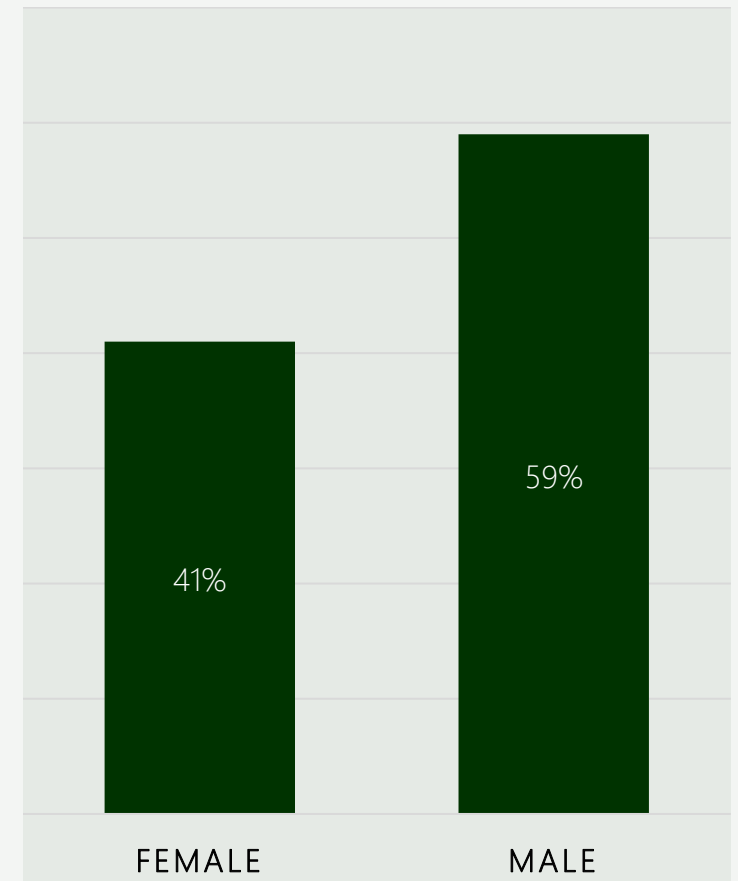
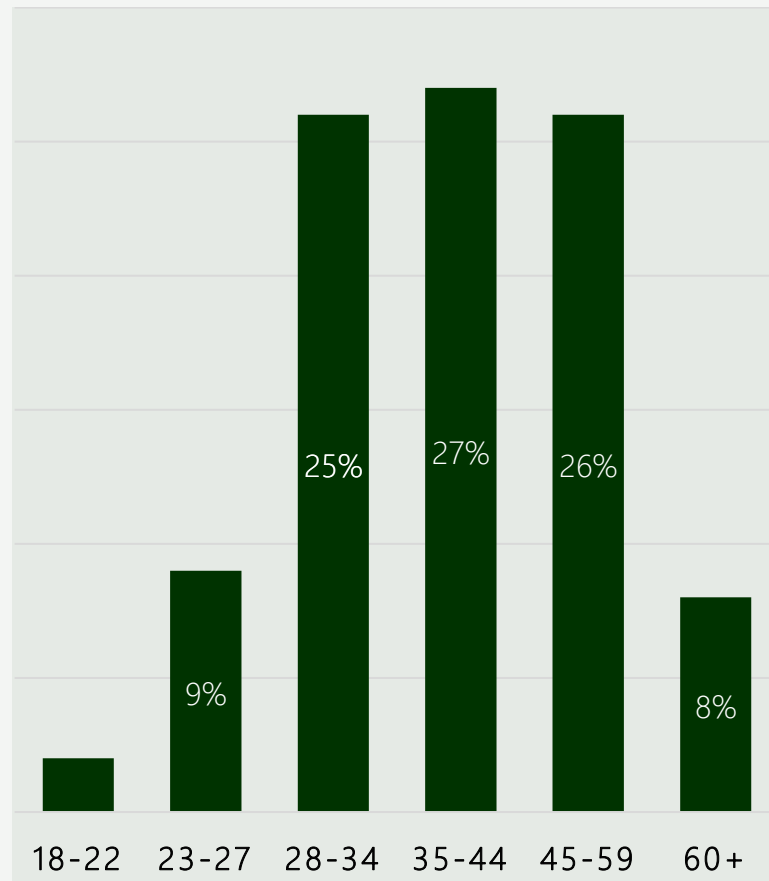
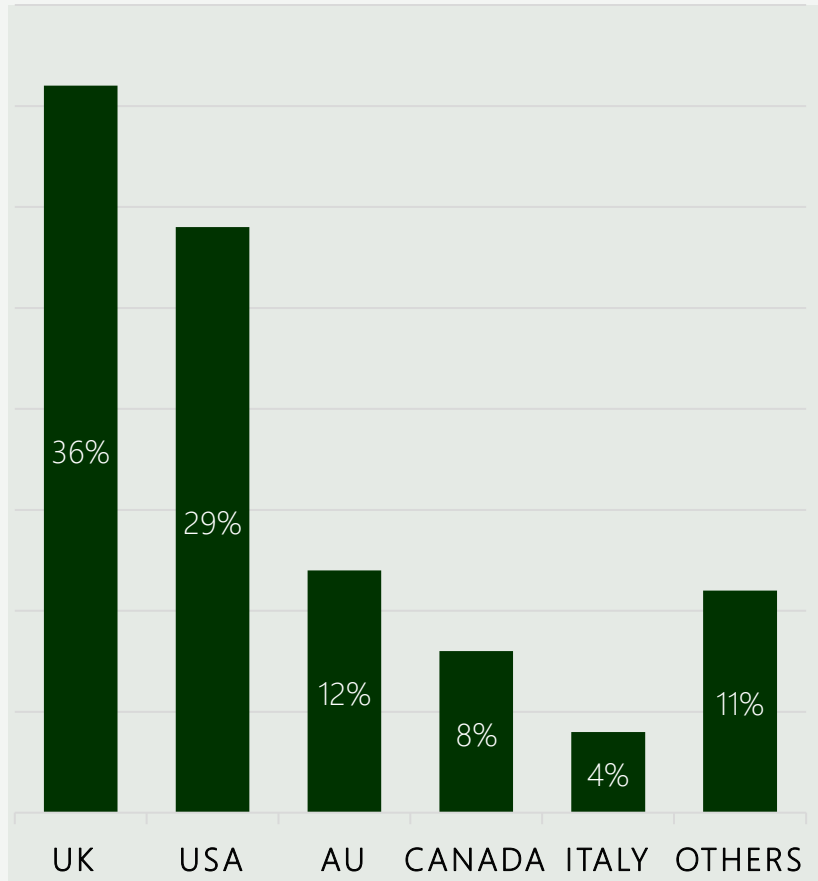
Countries



Age



Gender



MATTIA SCARPAZZA 

WHY ADVERTISE

WHY SHOULD YOU CARE?

Why Advertise on Podcast

We've all done it – driven around in the car or been in the backyard with a radio station on in the background with no clue what's on or being broadcast.

Podcast listeners are different.

They are actively choosing to seek out a specific network or show and are therefore much more engaged with the content ...and ads.



Actively Engaged Audience

With podcasts, you see real numbers.

You can see exactly how many people listened to your message and make real action plans and meaningful budgetary decisions.

Publication / Syndication

Unlike traditional media, in podcast all shows, including commercials, reads and guests, are archived and syndicated out through Spotify, Soundcloud and iTunes and several other locations.

WHY ADVERTISE



In Conclusion

Podcasting is a rapidly growing medium with a proven reach to engaged audiences around the world. Podcast listening increased 23% between 2016 and 2017, reaching nearly 21% of the population with nearly 57 million Americans reporting listening to podcasts, and 64% of all podcasts being listened to on a mobile platform such as smartphones and tablets.*

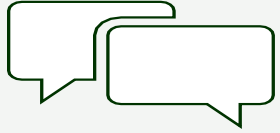
An audience that's engaged, on the move, embraces technology and change actively seeking out desired content. That's a marketer's dream.

*figures quoted from Edison Research 2018 study on podcast reach, distribution and demographics

CAMPAIGN OPPORTUNITIES

Episode	Campaigns	Pricing
Single Episode	<p>Single Episode on a specific topic, in line to audience expectations, Focused, Inspirational and Educational - Focus could include:</p> <p>Book promotion</p> <p>Conversation with author about the USP of the book, representing the topic discussed, personal insights and suggestions</p> <p>Regional body representative</p> <p>exploring the region, key points, insights grape varieties</p> <p>Producers</p> <p>USP, representing it's local region - production methods - vineyard management and other selling point</p>	£550
3+ Episodes	<p>Tailored package - series of focused episodes aired in short timeframe around a topic. First episode should be about a UPS - Inspirational, Educational for the audience to learn about topic</p> <p>Others as follow up and brand building ideas with producers -</p> <p>Ideal to create brand awareness gives opportunity to explore topic in detail</p>	POA

OTHER OPPORUNITIES

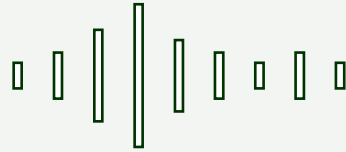


Social Media Promotion

Mentions on Facebook pages or Twitter feeds,
Instagram stories promotions
of episodes with extracts and photos.

Social Media promotion is part of the series any Episode

**Specific social shout out available.
Must be about an event or educational content.**



Dedicated Reads

Want a 1-2 minute dedicated read on our podcast with a call to action?
Prices are based on open inventory, and can be tailored to fit your exact message

Available from 3 episodes to Whole season.

From £150+



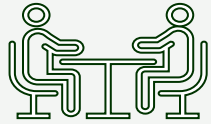
Website promotion

Sponsor promotion on website front page.
Website link connection.
Mention of newsletters
Social media links and tags
Banners

For Whole Season sponsor free

**Memberships levels available
Please enquire.**

OTHER OPPORUNITIES



Live Coverage of Events and Conference

Offering live interviews at events and conferences – both on the podcast and as live chats.

Promote the people participating.
Promote the event
Also, parts of the interview can be utilized as full fledges episodes.

Price depending the length of the live-chat. Please enquire for longer time and other events.



Social Media Live Chats

A live Chat on Social Media, It can be tailored to the topics and occasion

Can be used to promote events and products



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