PWN SPONSOR MEDIA KIT

COMIC-BOOK CULTURE. TWO HOSTS. ONE STRONG TAKE.

NOVEMBER 2026

VERIFIED AUDIENCE SNAPSHOT · UPDATED NOVEMBER 1, 2026

10,463	2.6K	157	130
YOUTUBE VIEWS	EST. UNIQUE VIEWERS	PODCAST STREAMS	WEBSITE USERS
Last 28 days · includes Shorts	Last 28 days · 2 days processing	Riverside · rolling 30 days	GA4 · Oct 2–31

Audience context: 489 YouTube subscribers (+13 in the last 28 days); YouTube estimates are 95.8% male and 75.6% ages 25–44. GA4 recorded 202 sessions and 416 pageviews; 100 of 130 website users were in the U.S. (77%).

How to read this: YouTube views include Shorts and are channel totals, not per-episode sponsor impressions. Riverside streams are sessions of at least 60 seconds, not unique listeners; a verified unique monthly listener count or per-episode listener average is not currently available. Platform audiences are not deduplicated.

FOUNDING PARTNER PILOT · ONE RELEASE · FIRST THREE PAID PLACEMENTS — $250

WHAT THE PARTNER GETS

- 45–60 second mid-episode host read in one full YouTube episode and the matching RSS audio release, distributed through Spotify and Apple Podcasts.
- PWN logo shown during the video read; sponsor link or offer code in YouTube description, podcast show notes, pinned YouTube comment, and the PWN episode page.
- One native post on one agreed PWN social channel, plus one 15–30 second vertical clip on one agreed short-form channel.
- A campaign recap within 30 days using the platform metrics available for that release. Clicks or redemptions are reported only when the tracking data is accessible.

BOOKING & GUARDRAILS

- Timing and mid-roll position confirmed before booking; payment is due before recording.
- Sponsor supplies logo, tracked link/code, offer details, talking points, and pronunciation guidance at least 7 days before recording.
- One factual correction round. PWN keeps final wording and delivery in the hosts' authentic voice; the partnership is clearly identified.
- No guaranteed views, listens, clicks, sales, or conversions. Paid boosting, category exclusivity, and extra releases are custom scope.

PWN VISUAL IDENTITY

Approved mark for co-promotion · request campaign-ready logo files from PWN

INK	RED	TEAL	CREAM	GOLD
#070B10	#E73734	#4ABEDA	#F6EDDA	#E0AE39

GOOD FIT FOR

Local, independent, creator-led, and nerd-culture brands looking for a host-read partnership and a measured first test.

AFTER THE PILOT

The first three placements are introductory. We'll review pricing against actual results before quoting future campaigns. Co-branded artwork using PWN marks must be approved before publication.

LET'S TALK ABOUT YOUR BRAND

hello@podcastingwhilenerdy.com

Tell us what you're promoting, your timing, budget, and the result you want. We'll review audience fit and reply with a next step.

podcastingwhilenerdy.com/sponsorship-with-pwn/

Current metrics reflect YouTube Studio (Oct 4–31), Riverside (rolling 30 days as of Nov 1), and GA4 (Oct 2–31).

PWN reviews each partnership for audience fit. Brand assets are supplied or approved by PWN; campaign scope is confirmed in writing before recording.