

HABITAT

Reaching New York's co-op & condo board directors and their professional partners.



Podcast

The collage features several key elements: a screenshot of the Habitat Magazine website showing search results for 'Habitat magazine'; a screenshot of an Apple Podcasts player for 'What's Up With Expense Allocations in Mixed-Use Condos'; a promotional graphic for 'Legal Talk' with the text 'Smart generating for co-ops and condos'; a promotional graphic for 'Problem Solved!' with the text 'Banishing Brown Water'; a screenshot of the 'Banishing Brown Water' podcast player with a duration of 06:09; and a screenshot of the 'Getting the Lead Out' article on the website, dated October 24, 2023.

PODCAST ADVERTISING PACKAGE

The intimate nature of podcasts makes them an ideal medium for advertisers to connect with engaged listeners. It's a lean-in experience unlike any other, ideal for building brand awareness.

HABITAT'S PODCAST ADVERTISING PACKAGE INCLUDES:

- Pre-roll ad that is read by podcast host, typically about 15 seconds.
- Email marketing to Habitat's list of approximately 9000 co-op/condo board directors and professionals on release date of each podcast(see sample).
- Podcast distribution: Each podcast is published on the major podcast platforms - Apple Podcast, Spotify, Amazon Music - and other platforms. It is also hosted on habitatmag.com.