

TRAVELLING MINDS

# MEDIA KIT





A PODCAST THAT REIMAGINES THE WAY WE TRAVEL

ONE STORY AT A TIME

# LIBBY JEFFREY



- Creator, host, and producer of Travelling Minds Podcast.
- Worked in Ireland (2007)  
Volunteered in Benin (2011)  
Backpacked for 1 year (2016)
- BA in International Development; Certificate in Project Management.
- Freelance Writer





# MILESTONES

- Interviewed on CBC Radio's *Up to Speed* and with Radio-Canada's *Pour faire un monde*
- 1 Live recorded event (attended by 70 people) on thinking global, acting local; Featured speaker at Winnipeg's PechaKucha Night vol. #38
- High Profile guests:  
**Dalene Heck**, National Geographic Traveller of the Year (#19),  
Winnipeg Authors **Daria Salamon + Rob Krause** (#16; #29) **Tobi Nifesi** (#18),  
**Candice Batista**, Award Winning Eco Journalist (#25),  
**Lynn Englum**, Vanishing Places Climate Change Project (#26)



# BY THE NUMBERS

- 2000 downloads within the first 6 months
- Listener Demographics: 66.67% in Canada (27.44% in Winnipeg); 15.98% in the USA
- 4.9/5 rating on iTunes; also available on Spotify, GooglePlay, Podcast Addict, Podbean, ListenNotes and more.



# SPONSORSHIPS\*

- Minimum 4 episode commitments
  - \$20/episode: Mid-roll (30 seconds in the middle of the episode)
  - \$15/episode: Pre-roll (15 seconds at the beginning)
  - \$10/episode: Post-roll (15 seconds at the end)

\*Open to in-kind sponsorships on a case-by-case basis.

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