



the content **byte**

The podcast for people
who use their words to
make money. Meet a
few of our fab guests!



Hosts Lynne and Rachel



PODCAST MEDIA KIT 2025

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More guests!

A BIT ABOUT US

Lynne Testoni is a senior journalist and content producer who specialises in warm and witty copy, with a focus on design, homes and food. Rachel Smith is a senior journalist and copywriter who specialises in fresh, clever SEO web copy + content for a range of clients. She also runs Rachel's List, a popular jobs board and community for freelancers.

Lynne and Rachel have known each other for many years. When they couldn't find a podcast that covered all facets of writing, content, and freelancing they joined forces and created their own (we even launched a conference off the back of it).

FACTS'N'FIGURES

600 AVERAGE WEEKLY DOWNLOADS

100,000 TOTAL DOWNLOADS

215 TOTAL EPISODES RECORDED

6 YEARS HOW LONG WE'VE BEEN AT IT

TOP 2.5% GLOBAL PODCAST RANKING

According to ListenNotes.com

KIND WORDS

"GREAT PODCAST ON ALL THINGS FREELANCE, AND HAS INTERESTING AND RELEVANT SUBJECTS AND GUESTS"

"AS A WRITER AND EDITOR, I TUNE IN EVERY WEEK TO THIS SHOW - IT ALWAYS LEAVES ME FEELING INSPIRED"

"GENUINELY LOVELY HOSTS WITH JUICY CONTENT AND ACTIONABLE TIPS FOR GROWING YOUR BUSINESS"



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POD RATE CARD 2025

We love working with sponsors who have products and services that would appeal to our listeners. Our rates are below, and please contact us if you have another type of sponsorship in mind.

THE CONTENT BYTE PODCAST FEES

Sponsorship (1 ep)	\$350 (per ep)
Sponsorship (12 eps)	\$250 (per ep)
Category exclusivity	Contact us for pricing

You may also like to consider Rachel's List for your advertising and sponsorship needs. This audience has solid crossover with our podcast listeners and there are numerous ways to reach them:

RACHEL'S LIST ADVERTISING FEES

The Sponsor Box ad	\$399 (1 x eDM)
The Shorty classifieds ad	\$155 (1 x eDM)
Targeted email campaign	\$799 (1 x eDM)

All prices include GST



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Get in touch!

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