

HÉLÈNE
PARKER

THE
**PROGRAMMATIC
DIGEST**
PODCAST MEDIA KIT

INDUSTRY
TRENDS
DISCUSSIONS

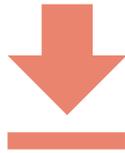
THE PROGRAMMATIC DIGEST

The Programmatic Digest is a 25-35 minute weekly podcast where we discuss with fellow industry experts programmatic trends and digest media news. We commit to donating 10% of monthly sponsorship to 1 non-profit organization per quarter. See Page 4 for details.

PODCAST STATS



200-300
PER EP.
DOWNLOAD



10,044
TOTAL
DOWNLOAD



1,750
FOLLOWERS



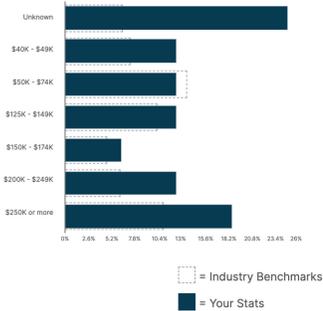
633
FOLLOWERS



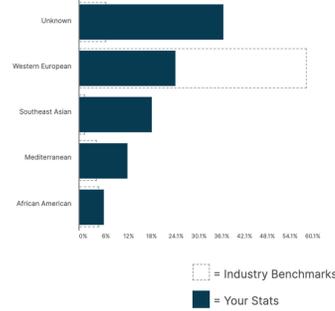
3,500
FOLLOWERS

AUDIENCE

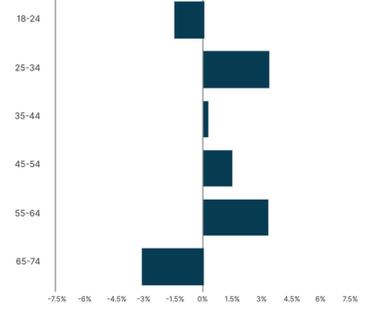
HOUSEHOLD INCOME



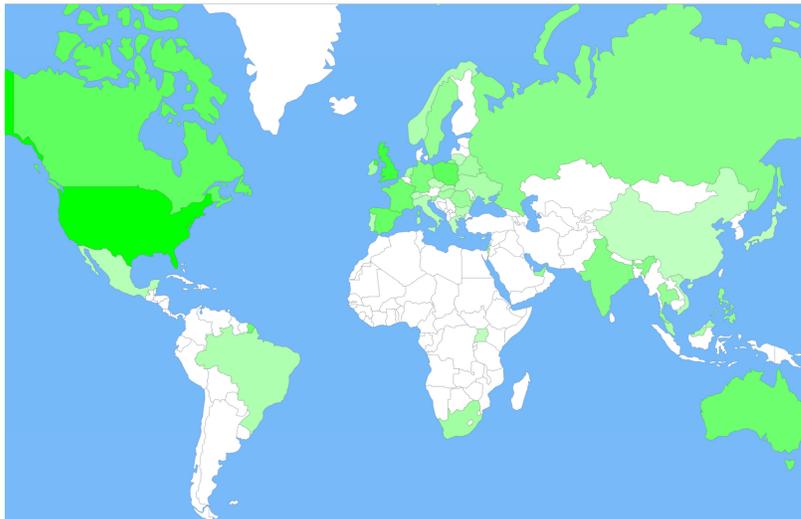
ETHNICITY



AGE



WHERE ARE OUR LISTENERS IN THE WORLD?



United States of America	53.59% (1,038)
United Kingdom of Great Britain and Northern Ireland	12.85% (249)
Poland	5.42% (105)
Canada	5.16% (100)
Spain	4.23% (82)
Australia	3.15% (61)
France	3.05% (59)
Germany	1.76% (34)
India	1.34% (26)
Russian Federation	1.08% (21)
Slovenia	0.88% (17)
Singapore	0.77% (15)
Sweden	0.67% (13)
Philippines	0.67% (13)

Our Fearless Host
**Hélène
Parker**



**Wife. Mom. Enthusiast. Empath. Dancer
Wannabe. Bookworm**

**Chief Programmatic Sensei of Helene
Parker Consulting LLC, where we offer
customizable training and media
activation support**

REVIEWS 5.0



ENGAGING AND THOUGHTFUL



“I’VE ENJOYED A COUPLE SHOWS RECENTLY, AND ESPECIALLY APPRECIATE THE SHOW ON COOKIELESS FUTURE. THE QUESTIONS WERE MINDFUL OF WHAT THE FUTURE HOLDS FOR ALL PARTS OF THE MAR TECH/AD TECH ECOSYSTEM WHICH ELICITED BETTER ANSWERS. LOOKING FORWARD TO FUTURE EPISODES!”

TROZNOS VIA APPLE PODCASTS · UNITED STATES OF AMERICA · 05/05/20

AMAZING PODCAST!!!



“HELENE IS FUNNY, KIND AND SO SWEET! IF YOU’RE LOOKING FOR A PODCAST HOST WHO KNOWS THEIR STUFF ABOUT PROGRAMMATIC & ADTECH YOU’VE FOUND HER!!! TAKE A LISTEN NOW!!!”

XKYREX VIA APPLE PODCASTS · UNITED STATES OF AMERICA · 07/17/19

THIS IS JUST THE BEGINNING!!!



“WHO KNEW I NEEDED TO FALL IN LOVE WITH THE WORLD OF PROGRAMMATIC ADS. HELENE PARKER PROVIDES A REFRESHING PERSPECTIVE ON THIS TOPIC. SHE HAS AN UNCANNY ABILITY TO BREAK DOWN VARIOUS TOPICS ON DATA ANALYTICS, MEDIA BUYERS, ETC. I CAN’T WAIT TO TUNE INTO THE NEXT EPISODE!!!”READ FULL REVIEW »

SENATOR SHULER VIA APPLE PODCASTS · UNITED STATES OF AMERICA · 10/07/21



The Programmatic Digest podcast has committed to donating 10% of all sponsorships to a different nonprofit each quarter.

In Q1 2022, it is **Plaza Volunteer Rescue Squad**



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Let's Do This!

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