

# ***THE DEFRAG***

**BRAND KIT 2022**



**LAWSON**  
MEDIA

**THEDEFRAG.COM**

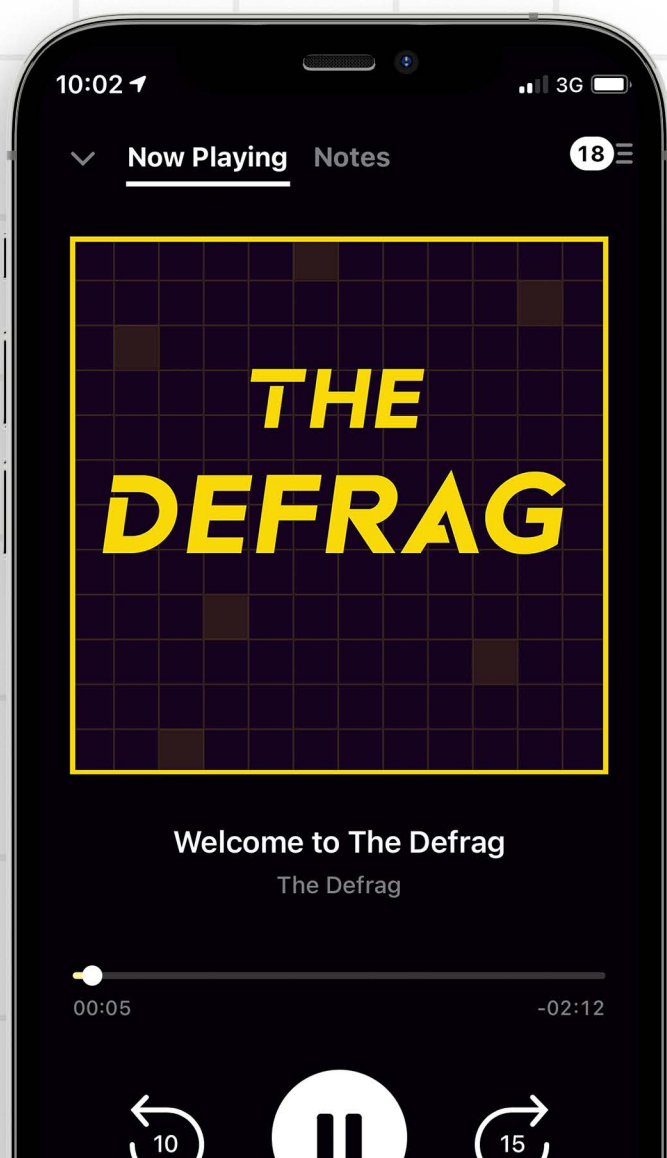


# THE DEFRAG BRAND KIT 2022

## ABOUT THE SHOW

News can be overwhelming and fragmented, making it hard to keep track of what's important and why. The Defrag is an independent daily news podcast exploring the intersection of technology, business, politics, and science.

Each 10-15 minute episode will explore unique news stories in a narrative documentary style. Our goal is to ask hard questions, challenge ideas, and bring some order to the fragmented media landscape.



## HOW TO LISTEN

Listen to The Defrag for free in all podcasting apps including Apple Podcasts, Spotify, Google Podcasts, and Pocket Casts. For more information visit [thedefrag.com](https://thedefrag.com).



Listen on

Apple Podcasts



LISTEN ON Spotify

# THEDEFRAG.COM



# THE DEFRAG BRAND KIT 2022

## OUR LISTENERS

Listeners to The Defrag are likely to be discerning young professionals aged 24-35. These listeners are millennials, they've grown up online, and now have disposable income to spend. They are also likely to be moving into mid-level or higher positions in their companies.

We initially expect a heavy weighting towards those working in tech, engineering, design, science, startups, video games, or management.

Based on the breakdown of our existing shows, we expect 68% of our launch audience to identify as male, 30% female, and 2% non-binary. The majority of listeners will be based in the US, Australia, Canada, and the UK. Over time we expect the audience to diversify as we expand the number of voices, and the types of stories we cover.

**"IF ANYONE SAYS WE DON'T NEED THE MEDIA,  
THAT'S A LITTLE SCARY."  
- BILL GATES**

## THE HOST

Kristofor Lawson is the founder of Lawson Media, and an accomplished journalist. He has interviewed many of the world's leading startup minds working on everything from artificial intelligence, to jetpacks, and even 3D printed food.

Kris has experience in senior editorial and digital positions at some of Australia's largest media organisations including the Australian Broadcasting Corporation, SBS, News Corp Australia, and Network Ten.

- Awarded two innovation grants from the Walkley Foundation for Journalism.
- Finalist at the 2017 Melbourne Press Club Quill Awards.
- Highly Commended for Consumer Tech Journalism at 2018 ACS IT Journalism Awards.



# THEDEFRAG.COM





# THE DEFRAG BRAND KIT 2022

## SPONSORSHIP

The Defrag offers an opportunity for brands to support an exciting and independent news service. We're estimating our launch audience will deliver 150,000 downloads per month, with the show increasing in downloads over time.

Our goal is to build long-term relationships with sponsors, so we are able to offer significant discounts on our monthly packages. All spots will be dynamically inserted and there will be a maximum of two advertisers in each episode.

## MONTHLY

Our monthly options are for brands keen to support The Defrag over a longer-term.

Every episode in a monthly block includes:

- 1x 30s Pre-Roll
- 1x 60s Mid-Roll
- 1x 10s Post-Roll

Sponsors will receive up to 150,000 insertions / month.

**PRICE: \$20,000 ex / Month**

**LAUNCH PRICE: \$10,000 ex / Month**

**LAUNCH DISCOUNT:** Brands that join for launch will get a 50% discount on our regular price for their first 2 months of a campaign. Offer valid until 30th March 2022.

## WEEKLY

This is ideal for brands who want to run limited campaigns.

Each weekly block includes:

- 1x 30s Pre-Roll
- 1x 60s Mid-Roll

Ads will appear in each episode for that week and be available to our back catalog.

Sponsors will receive up to 35,000 insertions.

**PRICE: \$5,500 ex / Week**

**LAUNCH PRICE: \$2,750 ex / Week**

**LAUNCH DISCOUNT:** Brands that join for launch will get a 50% discount on our regular price for their first 8 weeks of a campaign. Offer valid until 30th March 2022.

**"JOURNALISM IS WHAT WE NEED TO  
MAKE DEMOCRACY WORK."  
- WALTER CRONKITE**

**THEDEFRAG.COM**

# **THE DEFRAG**

## **BRAND KIT 2022**

### **CONTACT US**

To speak with the Lawson Media team about The Defrag, please contact us using one of the methods below:

General Enquiries: [hello@thedefrag.com](mailto:hello@thedefrag.com)

Sponsorship & Advertising:

Kristofor Lawson: [kris@thedefrag.com](mailto:kris@thedefrag.com) or +61422 967 012



**LAWSON**  
M E D I A

## **THEDEFRAG.COM**