WEIRDING WAY MEDIA

MEDIA KIT · NOVEMBER 15, 2026

PUT YOUR NAME IN THE SIGNAL.

An independent podcast network for film, television, horror, and pop culture. Founded in 2022 by Mike White (The Projection Booth) and Chris Stachiw (The Kulturecast), now home to 30 shows from like-minded hosts.

THE AUDIENCE

50,350	11,306	328	30
DOWNLOADS A MONTH	FLAGSHIP LISTENERS A MONTH	EPISODES IN 6 MONTHS	SHOWS

Where they listen: 55% United States, 16% United Kingdom, 7% Australia, 6% Canada, with the rest across more than twenty other countries.

How they listen: Apple Podcasts 34%, Overcast 17%, Android apps 8%, Spotify 6%, plus a long tail of other apps.

The flagship: The Projection Booth reached 46,364 downloads and 11,306 unique listeners in the last 30 days, and 6.5 million downloads since 2011 (Podtrac, IAB-certified).

TOP SHOWS BY DOWNLOADS

SHOW	SIX MONTHS	PER EPISODE
The Projection Booth	176,460	1,307
Midnight Viewing	10,925	202
80s TV Ladies	10,387	799
The Shabby Detective: Yet Another Columbo Podcast	9,341	2,335
The Kulturecast	9,178	191

Spreaker statistics: network figures September 9 to October 8, 2026; show figures April 6 to October 6, 2026, per episode averaged over that window. 4,775 episodes in the archive.

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MEDIA KIT · SPONSORSHIP

AD FORMATS

- **30-second spots**, dynamically inserted, so a campaign runs across the back catalogue as well as new episodes.
- **Pre-roll, mid-roll or post-roll** placement.
- Host-read or supplied audio.
- You approve the copy before it airs.

PAST SPONSORS

DiabolikDVD · Scarecrow Video

PRESS COVERAGE

The Washington Post · The A.V. Club · IndieWire · Entertainment Weekly · Filmmaker Magazine

WAYS TO SPONSOR

- **Single show**: spots on one show, matched to its audience.
- **Network-wide**: every show at once with a single placement.
- **Episode or series**: a special episode, a themed month, or a limited series.

HOW IT WORKS

- **Tell us about you.** Share your product and goals.
- **Pick your shows.** We recommend the best fit and send rates.
- **Approve the copy.** Review the read before it airs.
- **Go live.** Spots run and we report downloads back to you.

RATES

Rates depend on the shows, the placement and the length of the run. Tell us what you have in mind and we will send a quote within a few days.

SPONSORSHIP CONTACT

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ONLINE

weirdingwaymedia.com/sponsorship