

PODCAST & NEWSLETTER RATE CARD



A Top-Rated Marketing Podcast + Newsletter for Shopify Merchants: The Ecommerce Coffee Break

The show is a top-rated podcast for ecommerce merchants, marketers, and founders looking to grow their Shopify stores.

With 15,000+ monthly downloads, the show is a Top 20 Shopify podcast on Feedspot, ranked Top 5% globally on ListenNotes.com, and the fastest-growing podcast in the Shopify ecosystem.

Each week we interview world-class ecommerce experts and thought leaders about the latest marketing trends and best practices on how to build a profitable business on Shopify.

We offer these interview, advertising, and sponsoring options:

- Featured Podcast Interviews
- Episode & Podcast Sponsorships
- Audience Retargeting Sponsorship
- Email Newsletter Ads

Need a custom offer, with a different mix of placements, tailored for your goals and budget? Get in touch - hello@clauslauter.com

Being a guest or sponsor of the podcast has many benefits.

With over 4.2 million businesses using Shopify worldwide, sponsoring the show offers targeted reach and cost-effective advertising that builds trust and delivers long-term impact. According to Advertisecast, podcast sponsorships are five times more effective than Facebook/Instagram or Google ads.

- **Communicate your unique message to your target market**
- **Reach out to a broader audience and gain more followers on social media**
- **Connect with ideal clients and make your brand more visible**
- **Position yourself as an industry expert**
- **Build a human connection with your audience**
- **Create shareable content for all your channels**
- **Generate backlinks to your website to boost your SEO ranking**
- **Create evergreen content that will bring traffic months after your interview**
- **Increase your website's traffic**
- **Make a pitch for your product or service**
- **Increase your client and customer base**
- **Use a very affordable marketing channel**
- **As the podcast grows, so will your reach**
- **Generate sales!**

Audience and Reach of the Ecommerce Coffee Break Podcast

- **Over 15,000 monthly listeners (growing month/month)**
- **Voted As Top 20 Shopify Podcast On Feedspot**
- **One of the top 5% most popular podcasts globally, ranked by Listen Score (the estimated popularity score).**
- **Ranks 197 out of 5000 in the "Global - Technology - Reach" category (IAB V2-certified measurement on chartable.com)**
- **250+ episodes, with 8-10 new episodes per month**
- **95,000+ listens and downloads on all channels combined in the last 12 months**
- **Up to 1,000 episode downloads in first 30 days**
- **Our audience is made up of Shopify Merchants, Founders, and Marketers looking to grow their Shopify stores.**
- **78% of subscribers listen to most or all episodes**
- **72% Average Consumption Percentage / Retention per episode (Spotify)**
- **The podcast has been heard in over 140 countries, with 70% in the USA and Canada, 19% in Europe, 3% in Asia, and 3% in Australia**
- **54% of listeners access the podcast on a mobile device**
- **56% of listeners are male, 44% of listeners are female**
- **36% of listeners have an income of \$75K+**
- **61% act on podcast advertising**
- **100% of listeners are ecommerce/Shopify savvy**
- **Available on 30+ podcast listening platforms and apps**
- **Top Ranked Google keywords "Best Shopify Podcast" and "ecommerce podcast"**

A few of the awesome companies that were guests on the show.



ReferralCandy

TRESL



Prisync



Cartloop



OMNICONVERT



LimeSpot
by pantastic



bonjoro



Design
Packs



Email Outreach Company



Shopala



Nibble



Plerdy

cloudsponge

handwritten

LTVplus⁺

DOOFINDER[®]



gorgias



UNSTACK



sparq



pinew



AdRoll

Littledata



Blyp



VL OMNI

jebbit



OptiMonk



LOYALTYLION

Flippa



LimeChat



ReConvert

ReConvert - Thank you pages that convert

BUNDLE BUILDER

Featured Podcast Interview

Your company will have a featured podcast episode created, highlighting your offerings in an advertorial format. The episode will include an interview with you, featuring customized questions to discuss the topic you want to convey to the audience.

Option 1: Featured Podcast Interview

- One (1) Featured Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released within 45 days. The episode will be evergreen content and will bring traffic months after your interview.
- Your interview will be available with permanent backlink and description paragraph on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.
- Links to business social channels and service/product websites will be mentioned in the show's intro, in the interview, included in show notes and in podcast players description.
- The show notes page will include a transcript and a lifetime do-follow backlink to your website (for your SEO purposes)
- Creation of custom thumbnail image of your episode for your social media sharing needs
- Creation of custom short-form video and sharing on our TikTok, YouTube, LinkedIn, Facebook, Instagram and Twitter channels
- Multiple social media posts about your episode on our social channels (LinkedIn, Twitter, Facebook, Instagram)
- Your episode will be keyword-researched and SEO-optimized to gain additional organic exposure through Google, YouTube, and other platforms
- Bonus 1: Your interview will be promoted in the podcast's weekly newsletter reaching 5,000+ Shopify Merchants, Founders, and Marketers and in our Shopify Merchant community with a link directly to your show notes page.
- Bonus 2: You will get free lifetime access to the Ecom Merchant Pro community

To support the production (approx. 4 hours incl. interview preparation, recording, post-production, editing), hosting, and marketing of your evergreen episode, we have introduced an appearance fee for featured interviews, who want to promote their product or service to our global audience of ecommerce merchants.

Featured Interview Fee: \$220 per podcast interview / episode.

Option 2: Featured Interview - Front-of-the-line Podcast Interview

- Includes everything of the featured interview (see above).
- The podcast episode is recorded and released within seven (7) days.

Featured Interview Fee: \$397 per podcast interview / episode.

Please note: Each week we receive substantially more applications than we have slots available. Interview topics must be relevant to our audience.

[Apply here to become a featured guest.](#)

Podcast Sponsorship / Audio Advertising

Expand the reach and awareness of your company's outreach through audio advertising.

Podcast sponsorship is a long term play with success for the advertiser happening over an extended period of time. It takes more than an episode or two to get results, and those results don't happen instantly. We charge a flat rate for sponsoring and do long-term commitments.

Option 1: Episode Sponsorship

Your audio ads will be featured in the upcoming episodes for one month

(Audio Ads: [Example 1](#), [Example 2](#), [Example 3](#))

Included in the sponsorship package:

- Your audio ads will be featured on a minimum of 10 podcast episodes for the duration of 1 month.
- One (1) Featured Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released when the next sponsor slot opens. The episodes will be evergreen content and will bring traffic months after your interview.
- Your episode will be prominently highlighted on the homepage.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- Audio Ads in next upcoming ten (10) episodes
 - 20-second Host-read Audio Pre-Roll and Post-Roll (CTA reminder) message played at the beginning and the end of show
 - 35-second Host-read Mid-Roll message (middle of show)
 - Host-read ads are twice as effective as pre-recorded ads, according to data from the Uplift study.
- All ads are “baked in” meaning they are edited into the episodes and will be a part of the episodes forever.
- Placement in the “Episode Sponsors” section of the episode details page, maximum of 2 sponsors per episode.

- Permanent Leaderboard Banner (728×90px) on your sponsored episode pages with Do-Follow Backlink to your website (SEO)
- Permanent show note page with your sponsor message with details on your product or service offering, max 600 characters
- Sidebar banner placement with link to your site on ALL 250+ episode pages, right side bar, 250x250px during your promotion
- Mention in our Email and LinkedIn newsletters (5,000+ subscribers, every Thursday) with a link directly to your show notes page
- Permanent backlink and description paragraph on 30+ podcast listening platforms and apps incl. Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, iHeart, and many more platforms.
- Lifetime brand mention on our sponsor page with logo, text, and a do-follow link.
- Evergreen social media reposting of your sponsored episodes through Semrush's Social Media Poster
- Multiple social media posts on our LinkedIn, Twitter, TikTok, Facebook and Instagram channels.
- 30 minutes of content consulting

Your investment for the sponsoring package: \$980/month

Sponsorship duration: 1 month (10 episodes). More than 1 month ask for a quote. Inventory usually sells out two months in advance. The episodes have no expiration date. One-time payment. Only 2 episode sponsorship slots available per episode.

[Apply here to become a sponsor.](#)

Option 2: Podcast Sponsorship

Your audio ads on the entire back catalog (all 250+ episodes) and upcoming episodes for one month.

(Audio Ads: [Example 1](#), [Example 2](#), [Example 3](#))

Including:

- Your audio ads will be featured on our whole back catalog with over 250 podcast episodes for the duration of 1 month.
- One (1) Featured Interview incl. Call to Action to your product, service, promotion or offer. The podcast episode will be recorded within 14 days and released when the next sponsor slot opens. The episode will be evergreen content and will bring traffic months after your interview.
- Your episode will be prominently highlighted on the homepage.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- Permanent backlink and description paragraph for your episode on 30+ podcast listening platforms and apps.
- 20-second Pre- and Post-Roll Host-read audio message, played at the beginning and the end of show on the entire back catalog (all 250+ episodes).
- All ads are dynamically inserted meaning they will be a part of the episodes only for the time of the sponsoring.
- Co-branding on 250+ pages: Sidebar banner placement with link to your site on ALL podcast episodes for 1 month, right side bar, 250x250px
- Lifetime brand mention on our sponsor page with logo, text, and a do-follow link
- Mention in our Email and LinkedIn newsletters (5,000+ subscribers, every Thursday)
- Multiple social media posts on our LinkedIn, Twitter, TikTok, Facebook and Instagram channels.
- Approx. 10K listens/downloads in 30 days
- 30 minutes of content consulting

Sponsorship duration: 1 month. One-time payment. Only one (1) Podcast sponsorship slot available per month.

[Please inquire for a quote and availability.](#)

Option 3: Audience Retargeting Sponsorship

Your podcast sponsorship can have a greater impact by leveraging our audience retargeting strategies to drive traffic to your marketing funnel.

- Reach out to listeners who have interacted with our 250+ podcast episode pages and your audio ads using targeted PPC ads through Google Retargeting Display Ads.
- Increase visibility and build brand awareness by distributing your content across multiple outlets.
- Drive traffic to your marketing funnel, creating a retargetable dataset for future campaigns.

Your cost per click (CPC) is \$1 for each retargeted visitor/listener, with a minimum of 1,000 clicks per campaign, equivalent to approximately 200,000 ad impressions.

A post-campaign report will be provided, detailing impressions, clicks, click-through rate (CTR), and engagement rate.

The Sponsorship Add-On directs traffic to your landing page/website. Please note that the creative production of your landing page is not included.

Your investment per campaign, for example, is \$1,250, which includes a \$1,000 ad spend and the PPC management fee.

[Please inquire for a quote and availability.](#)

Option 4: Email Newsletter Advertisement

Get your brand in front of thousands of Shopify merchants. The Ecommerce Coffee Break is a weekly newsletter that reaches over 5,000 subscribers interested in growing their ecommerce stores. [Check out the archive here.](#)

It is the most cost-effective way to promote your brand to our audience of Shopify merchants who read our newsletter and listen to our podcast every month.

Key Audience Statistics

- Reach: 5,000+ active subscribers combined
- Monthly Inbox Impressions: >16,000
- Audience/Readers profile: Merchants, Founders, Entrepreneurs, and Marketers looking to grow their DTC / ecommerce stores
- Size of brands/stores (annual revenue): Under \$1M - 62% / \$1M-\$5M - 23% / over \$5M - 15%
- Location: North America 65%, Europe 24%
- Average open rate: 38%
- Percentage of subscribers who open at least once a month: 76%
- Average sponsorship views: 1,300+
- Average click rate 4.4%
- Unsubscribe rate: <0.4% over 12 months
- Typical Sponsor CTR: 1-5%, depending on relevancy and sponsorship copy
- Monthly subscriber growth: 12%
- CPM: under \$28
- Previous sponsors: Referralcandy (2x), VL Omni (2x), Saral, AccessiCart, Bundle Builder, Zignify, rush.app, StoreHero.io, and more.

Your Sponsorship Options

Main Ad: Sponsored Shoutout x 2 issues

Your product or service will be featured near the top of the newsletter. You get one text-only ad in our weekly newsletter. Each ad is a 400-character-long section + simple call-to-action with 1 link. (Text-only, no images or emojis, labeled as sponsored.). This ad will run for 2 issues. Limited to 2 sponsor per issue. [See an example here.](#)

Your investment: \$500 (2 issues)

Classified Ad x 2 issues

Classified ads are text-only ads that are displayed at the bottom of the newsletter. Each classified ad can contain one link and a maximum of 150 characters (Text-only, no images or emojis, labeled as sponsored.). This classified ad will run for 2 issues. Limited to 3 sponsors per issue. We publish on Thursdays. [See an example here.](#)

Your investment: \$240 (2 issues)

Dedicated Newsletter Blast (1 issue)

Become our featured partner for our Saturday edition. One email that targets the entire list. 100% focused on the advertiser. Max 250 words. 1 image. No emojis. This offer is for 1 issue. [See an example here.](#)

Your investment: \$1,200 (1 issue)

Your sponsor ad will also remain live forever as they are published in our Newsletter Archive. [View past issues with ad samples.](#)

How it works:

For a successful ad with lots of clicks and conversions, we request the following:

- Provide an offer that's absolutely irresistible to our audience.
- Supply the draft copy. We will edit it to fit our voice to improve conversions.
- Build a landing exclusively for your offer.
- Monitor conversions with tracking methods like UTM codes.
- All ads are subject to editorial approval.
- Ad copy is due 72 hours prior to the newsletter date.
- Spot are available on a first-come, first-serve basis.

Terms:

- All prices in USD. One-time payment. Full payment is required before any services are rendered and all payments are non-refundable.
- There are no cancellations or reschedules due to timing, availability, and holding the date.
- We do not offer affiliate commission-based sponsorships or revenue-sharing partnerships.
- There are no discounts or exceptions, so please do not apply unless you're willing and able to make this investment.
- We only accept sponsors for products and services that are in alignment with the philosophy and vision of the Ecommerce Coffee Break Newsletter & Podcast.

To book your newsletter ad, [click this link and fill out the form.](#)

Other sponsorship options:

- Podcast Episode Swap (Feed drop)
- Podcast Promo Swap / Cross-promotion
- Shopify Theme Reviews in YouTube
- Brand Placements
- Guest Blog Posts
- Community Outreach

Terms:

All prices in USD. One-time payment. Full payment is required before any services are rendered and all payments are non-refundable.

We do not offer affiliate commission-based sponsorships or revenue-sharing partnerships. There are no discounts or exceptions, so please do not apply unless you're willing and able to make this investment.

We only accept sponsors for products and services that are in alignment with the philosophy and vision of the Ecommerce Coffee Break Newsletter & Podcast.

Contact Information

For more information & to get started as a sponsor on Ecommerce Coffee Break Podcast, email hello@clauslauter.com

Podcast Booking Agencies please contact claus@clauslauter.com.

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Last updated: November 2023