



THE
THRIFTY
TRAVELER
PODCAST



The weekly podcast for savvy travelers

About the Podcast



Gunnar Olson: Podcast Host



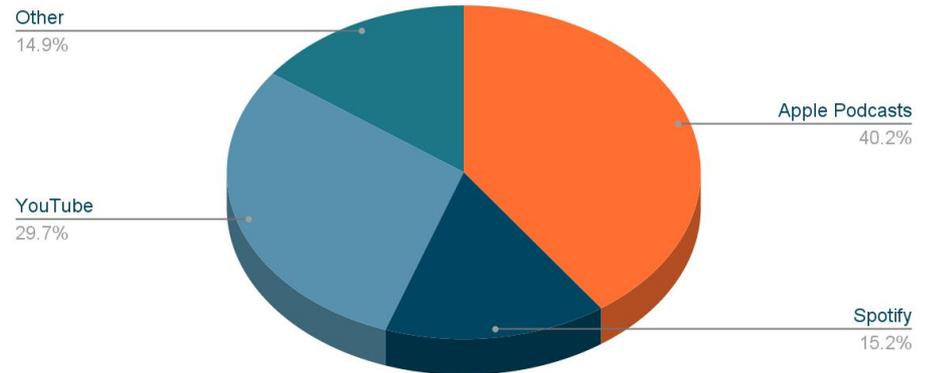
Kyle Potter: Executive Editor

The Thrifty Traveler Podcast is your weekly guide to smarter, cheaper travel. Hosted by Gunnar Olson and Kyle Potter, we deliver travel news, flight deal trends, and points-and-miles strategies with a bit of humor every Thursday.

Audience Overview

- **Total Downloads: 176,473**
- **Unique Listeners: 96,114**
- **Avg. Downloads per Episode: 4,500**
- **YouTube Views: 77,200**
- **Audience Share:**
 - Apple Podcasts - 40.2%
 - YouTube - 29.7%
 - Spotify - 15.2%
 - Other - 14.9%
- **Listeners: 70% Male, 30% Female**
- **Most Listeners ages 35-60**

Audience by Platform

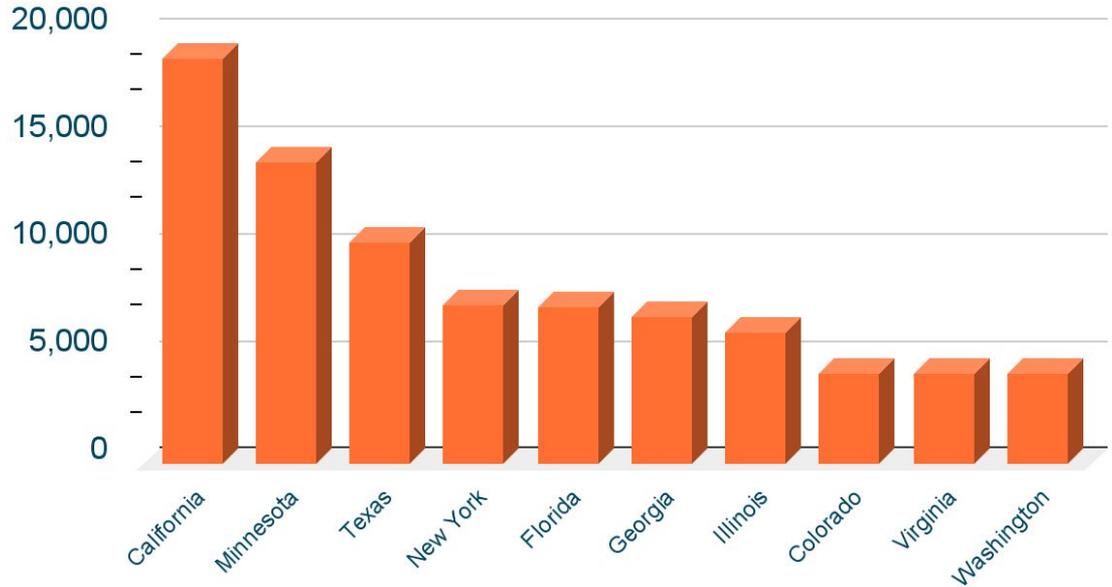


**Data from March through Sept. 30, 2025*

Top Markets by Downloads

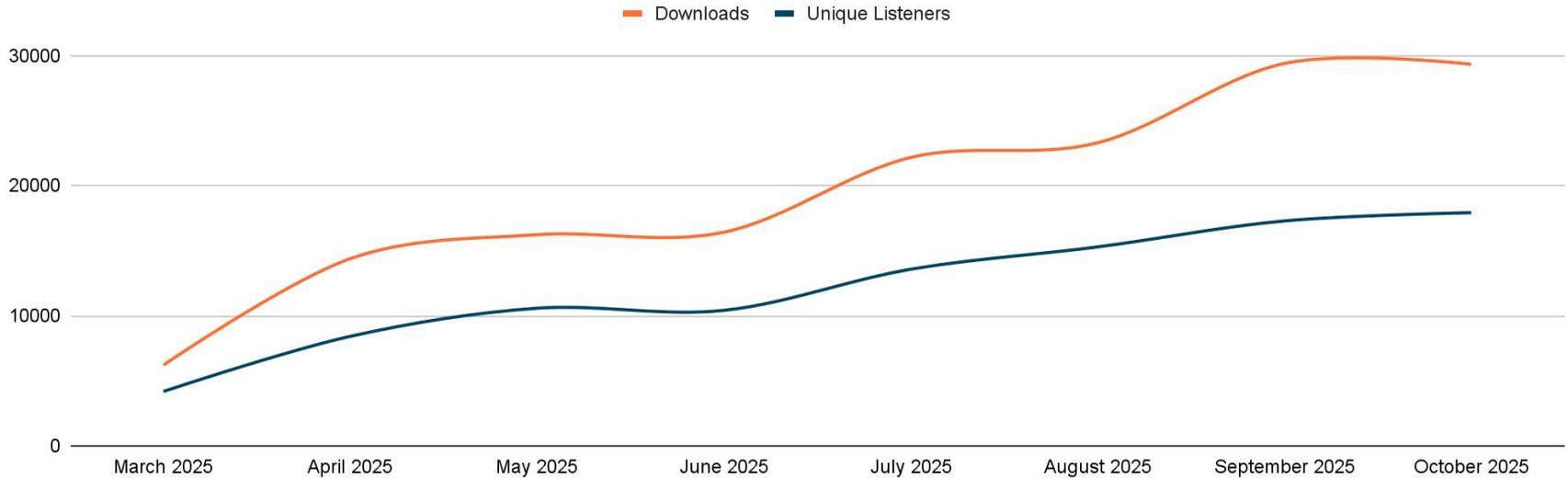
- **California: 18,826**
- **Minnesota: 14,007**
- **Texas: 10,301**
- **New York: 7,338**
- **Florida: 7,295**
- **Georgia: 6,687**

Downloads by State



Download & Listener Growth

Listener Growth



**Podcast launched in March 2025*

Why Work With Us?

-  **Engaged Audience**
Loyal, travel-savvy listeners who trust our recommendations and value smart travel information and tips.
-  **High-Quality Content**
Consistent, well-produced episodes delivered weekly by expert hosts with genuine passion.
-  **Strong Brand Alignment**
Perfect fit for travel, credit cards, and lifestyle brands targeting affluent, active travelers.
-  **Multi-Channel Reach**
Podcast audio + YouTube video + episode blogs + social media amplification.
-  **Flexible Sponsorship Options**
From short host-read ads to custom packages with multi-episode discounts.
-  **Proven Results**
Positive listener feedback, growing downloads, and strong listener engagement.

Sponsorship Opportunities & Pricing

All sponsorships require a minimum commitment of 3 episodes
Sponsors committing to 4+ episodes receive a 10% discount on total price

Ad Type	Description	Price per Episode
 Pre-roll (15 sec)	Quick intro mention at episode start	\$150
 Mid-roll (30-60 sec)	Main ad segment, usually mid-episode	\$200
 Post-roll (15 sec)	Outro mention at episode end	\$100
 Blog Page Mention	Sponsorship blurb on episode website post	\$100
 YouTube Sponsorship	Inclusion on the YouTube video version	Complimentary
 Bundle Package	Pre-roll + Mid-roll + Blog Page Mention (YouTube Sponsorship included)	\$450 (save \$100)

Let's Partner!

Ready to get started or have questions? Reach out to us anytime:

- Email: podcast@thriftytraveler.com
- Website: thriftytraveler.com/podcasts/



What Listeners are saying:

"Love the Thrifty Traveler Podcast! It's like diving into the deep end of points and miles — but with floaties. The hosts are down to earth, funny, and share realistic travel stories that actually feel doable."

"Excellent information and fun conversations on points and miles travel."

"I'm obsessed with Thrifty Traveler! This podcast is a great source for travel information infused with humor."