

THE NAKED TRUTH

Real Talk about West Coast Swing

About us

The Naked Truth: Real Talk about West Coast Swing is a weekly podcast where hosts Eric Jacobson and Deborah Székely have honest discussions about the dance, our community, and the impact they both have on all of us personally. Our mission is to foster more open dialogue and discourse within our community with the hopes of spurring more personal connections and improving our experience as West Coast Swing dancers.

Our growth

Launched on September 19, 2018, our audience has grown rapidly - and continues to grow each week! Our audience consists of West Coast Swing dancers of all ages and levels of experience, and the show has been listened to by dancers all around the United States and the world. We release new episodes every Wednesday afternoon on our website and on iTunes, Google Podcasts, Spotify, and several other podcasting platforms. We promote new episodes through Facebook, Twitter, Instagram, and a weekly newsletter. Our growth has been mostly organic, through word of mouth and promotion by our listeners on social media, though we have also invested in paid advertising on social media to help spread the word.

An opportunity to advertise

Want to advertise your product, service, event, or studio to the West Coast Swing community? Want to raise awareness of your brand and reach new customers? Placing an ad in our show is the perfect way to promote your business to a wide but targeted audience! We offer the opportunity to advertise your business at the beginning or middle of one of our episodes, which would be heard by hundreds of West Coast Swing dancers around the globe. Our pricing is competitive with the current market and affordable for any small business looking to make a big impact.

Get started

We want to make it easy for you to advertise your business. That's why we've designed a simple and affordable process for our Advertising Program. To place an ad in one of our episodes, please review the program description below, and complete an application form. Once we receive your application, we will review the details with you, give you instructions for payment, and then record a 30-second personalized advertisement for placement in our show. Easy.

Questions?

We provide the basic information you'll need in our program description, but if you have any other questions or concerns, please feel free to contact us at contact@thenakedtruthwcs.com.

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Advertising Program 2019

Would you like to advertise your product, service, studio, or event to the global West Coast Swing community?

Our advertising program allows you to reach hundreds of dancers around the world by placing an advertisement in one or several of our episodes.

How it works

You provide a description of your product, event, studio, or service, and Deborah and Eric will record a personalized advertisement that will be placed at the beginning or middle of one of their episodes.

Your promotion must include an incentive for our listeners - a discount or special offer - and a unique promotion code (e.g. "nakedtruth") or landing page (e.g. www.yourwebsite.com/nakedtruth) to track referrals. We ask that you share with us the number of referrals on a weekly basis for four weeks after the episode(s) with your advertisement are released. This allows us to help advertisers like you improve your advertising on our show.

What you may advertise

You may advertise any of the following:

- events (e.g. weekend conventions or workshop weekends)
- products (e.g. dance shoes, apparel, jewelry)
- studios or venues (e.g. ballroom studios, weekly dances, local clubs)
- services (e.g. photography, costuming, massage, etc.)

In order to avoid any conflicts of interest or perceptions of endorsements, we do not allow any personal self-promotion, including classes, workshops, or private lessons.

Pricing

One 30-second advertisement in a single episode is just \$18, or buy a 30-second advertisement in four consecutive episodes for just \$65 (that's a 10% discount!). Payments to be made in advance via PayPal.

Fine print

After submission of your application for advertising, we will work with you to review the description of the product and develop an advertisement for our program. Scheduling of advertisements will be based upon total volume of advertisements and requests from other advertisers; we will limit the number of advertisements per episode and work with advertisers to coordinate scheduling. We reserve the right to reject any advertisement that may be unsuitable for our listeners, deemed offensive or inappropriate, or counter to our mission of promoting positive connections between others.

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Audience Profile

(as of February 2019)

Average weekly audience*

800

Number of countries

69

Number of U.S. states

47 (+ DC)

Top 12 countries

United States
Canada
United Kingdom
Australia
Germany
Russian Federation
Hungary
France
Norway
Finland
New Zealand
Sweden

Top 12 U.S. states

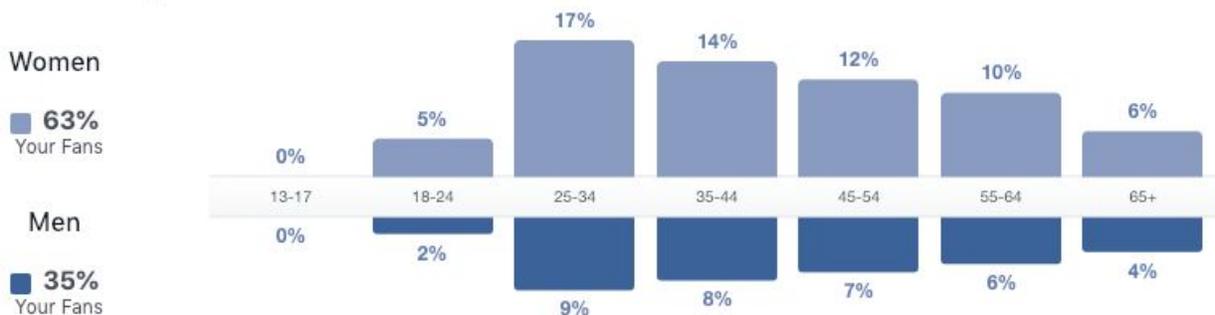
California
Texas
New York
Florida
Oregon
Washington
Illinois
Colorado
Massachusetts
North Carolina
Pennsylvania
Arizona

Top 12 U.S. metro areas

San Francisco, CA
New York, NY
Los Angeles, CA
Portland, OR
Houston, TX
Dallas-Fort Worth, TX
Boston, MA
San Diego, CA
Seattle-Tacoma, WA
Denver, CO
Chicago, IL
Washington, DC

* Based on average number of total downloads per episode, excluding our teaser.

Our fans*



* Derived from insights for our Facebook page.