



# **Helium**

## **Radio Network**

**LISTENERSHIP BREAKDOWN 2020**

# WHO WE ARE

Helium Radio Network (HRN) has been an industry disruptor for over a decade, and we've worked with thousands of podcasters, with shows ranging from family-friendly, educational, entertaining, and informative to explicit and mature content.







We've helped them consistently grow their shows with thousands, tens of thousands and even hundreds of thousands of unique downloads each & every month.



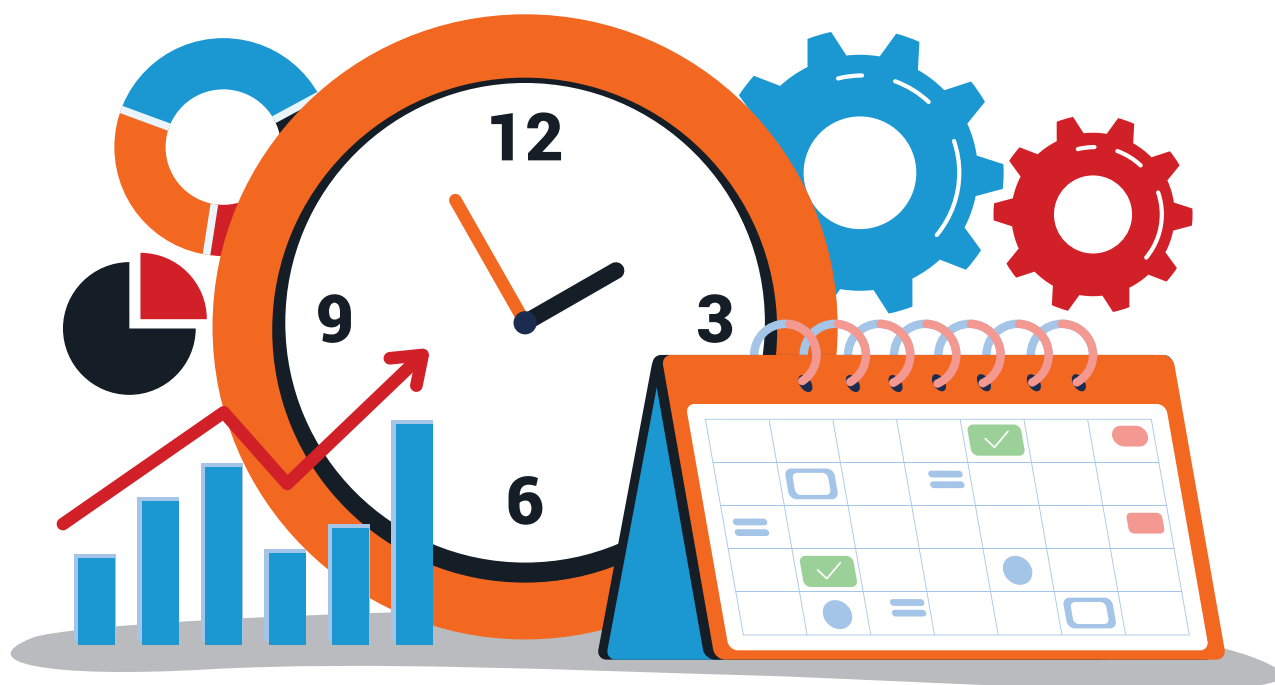


# WHY STREAM ON HRN

Since 2010, we've successfully and effectively been able to help thousands of podcasters, increasing their exposure to an ever-growing number of audiences.

-  In 2020 alone, we had over 7 million unique visitors come through our website, with hundreds of thousands of downloads monthly.
-  For podcasters who are beginners when it comes to marketing -- we can help digital marketing essentials, such as logo design, audio editing, website design, and SEO.
-  We're able to provide valuable assistance with Promotional Products such as business cards, T-shirts, hats, USB storage drives and more.
-  Gain access to our 24 hour live stream, equipped with a dedicated support staff that is uniquely different from Spotify, Apple Music, or other internet competitors.
-  Take advantage of our Podcast Marketing software.
-  Get a hold of our Automated Podcast Syndication software, available on over 20 different networks.

# PEAK HOURS (EST)



## THURSDAYS, FRIDAYS, SATURDAYS

🕒 11AM - 1PM

🕒 4PM - 7PM

🕒 10PM - 12AM

### Your One-Stop Shop For All Your Podcast Solutions

Helium Radio Network has one goal: To help your podcast grow to greater heights. With our first-ever, all-in-one platform specifically designed for podcasters, we'll provide you with the necessary support so you can hit the ground running.

# STATION DEMOGRAPHICS

## LIFE IMPROVEMENT RADIO

Female | 25-55 Years of Age | Married with 2+ Children  
College-educated | \$100,000 Combined Household Income



## UNTETHERED RADIO

Male | 18-55 Years of Age | Single without Children  
Non college-educated | Under \$50,000 Household Income

## PHARMACY RADIO NETWORK

Male | 21-62 Years of Age | College-educated  
Above \$78,000 Household Income



## CARE-ONE\*

The Care-One station was created mid-way through 2019 & below statistics do not reflect a full calendar year.

Female | 32-68 Years of Age | Varied Education  
Above \$52,000 Household Income

## THERMAL\*

The Thermal Radio station was created Q4 2019 and below statistics do not reflect a full calendar year.

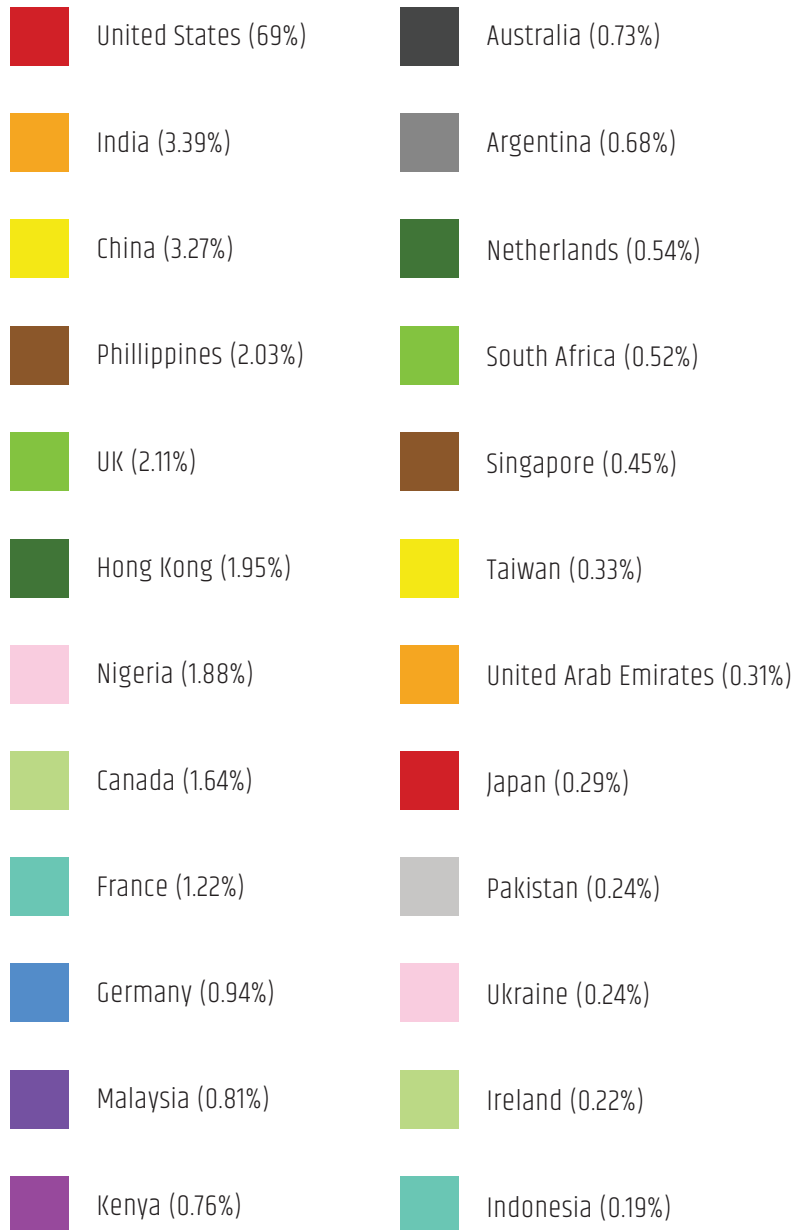
Male & Female | 19-59 Years of Age  
Varied Education | Varied Income



## 6PACK SPORTS RADIO

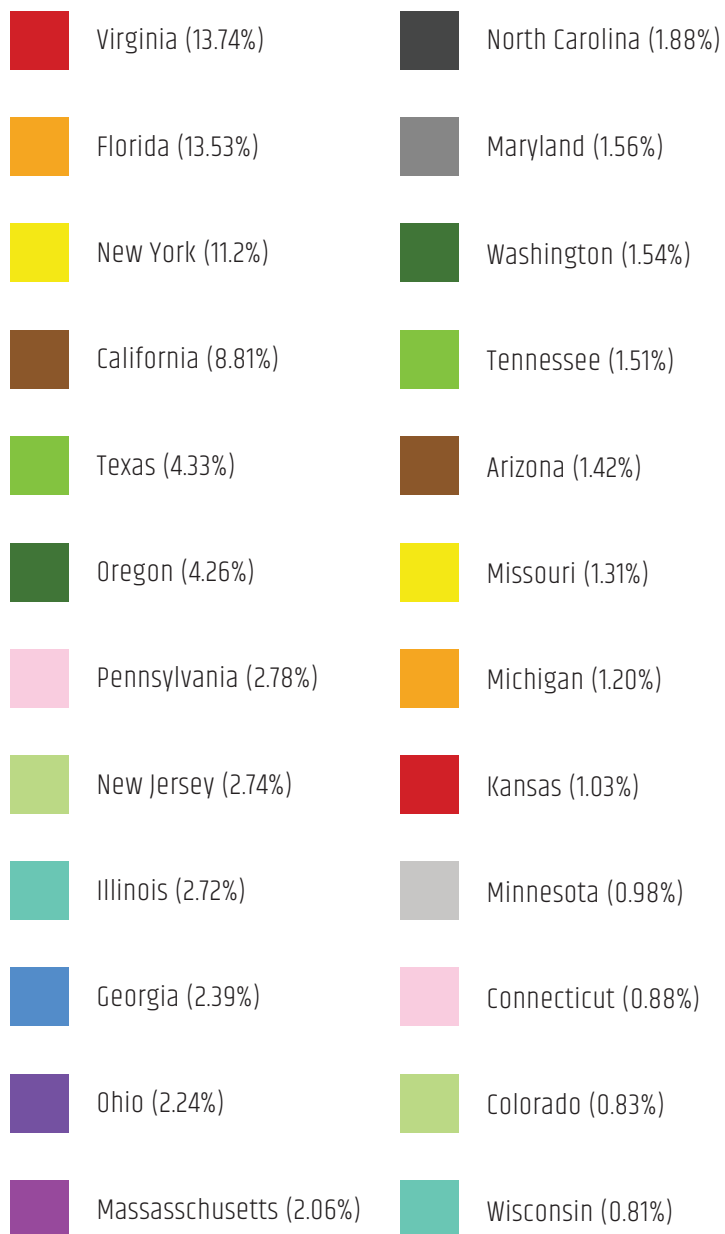
Male | 18-55 Years of Age | Single without Children  
Non college-educated | Under \$50,000 Household Income

# GLOBAL LISTENERS BY COUNTRY

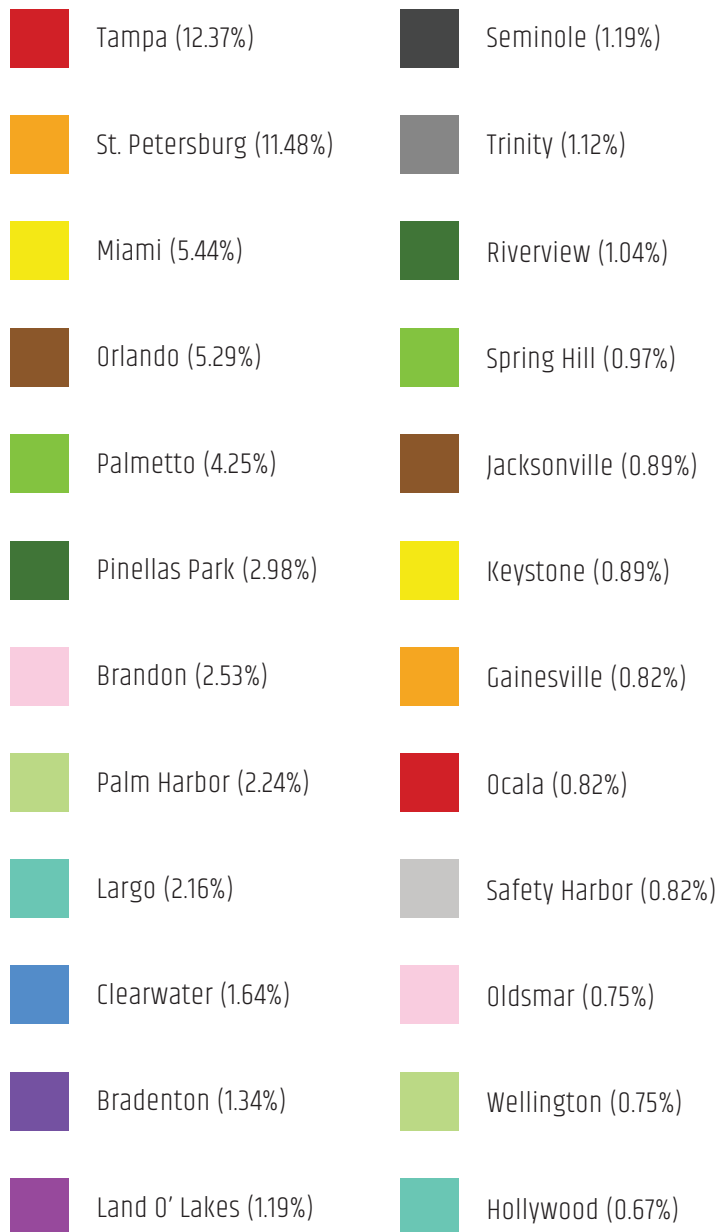




# NATIONWIDE LISTENERS BY STATE



# FLORIDA LISTENERS BY CITY





# DEVICE BREAKDOWN



■ iOS (5.9)   ■ Android (14.2%)   ■ Desktops (77.7%)  
■ Alexa (1.9%)

# ANNUAL TALLIES

\*Disclaimer: Asterisk denotes averages taken from our website and affiliate networks such as iTunes, Spreaker, Soundcloud, and Mixcloud.

TOTAL  
TUNE-INS

7,332,498

WEEKLY  
LISTENERS\*

141,010

MONTHLY  
LISTENERS\*

611,042

PODCAST  
DOWNLOADS\*

7,745

PODCAST  
PLAYS\*

1,482,518



# ADVERTISING OPTIONS



✓ **Banner Ads**

✓ **Audio Pre Rolls**

✓ **Video Pre Rolls**


✓ **Audio Commercials**

✓ **Player Branding**

✓ **Podcast Sponsorships**



# Helium Radio Network

 1-833-4HELIUM

 [support@heliumradio.com](mailto:support@heliumradio.com)

