# Helum Radio Network 

## 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 HIRN

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

道In 2020 alone，we had over 7 million unique visitors come through our website，with hundreds of thousands of downloads monthly．
贯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．
盒 We＇re able to provide valuable assistance with Promotional Products such as business cards，T－shirts，hats，USB storage drives and more．
县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．
酉Take advantage of our Podcast Marketing software．
骨 Get a hold of our Automated Podcast Syndication software，available on over 20 different networks．

2 ｜Listenership Breakdown

## P:AK HOURS (EST)



# THURSDAYS, FRIDAYS, SATURDAYS <br> (1) 11AM-1PM $(\bigcirc$ 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

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

## clobAl listeners By COUNTRY

| United States (69\%) | Australia (0.73\%) |
| :---: | :---: |
| India (3.39\%) | Argentina (0.68\%) |
| China (3.27\%) | Netherlands (0.54\%) |
| Phillippines (2.03\%) | South Africa (0.52\%) |
| UK (2.11\%) | singapore (0.45\%) |
| Hong Kong (1.95\%) | Taiwan (0.33\%) |
| Nigeria (1.88\%) | United Arab Emirates (0.31\%) |
| canada (1.64\%) | Japan (0.29\%) |
| France (1.22\%) | Pakistan (0.24\%) |
| Germany (0.94\%) | Ukraine (0.24\%) |
| Malaysia (0.81\%) | Ireland (0.22\%) |
| Kenya (0.76\%) | Indonesia (0.19\%) |



## NATIONWIDE LISTENERS BY STATE

| Florida (13.53\%) | Maryland (1.56\%) |
| :---: | :---: |
| New York (11.2\%) | Washington (1.54\%) |
| California (8.81\%) | Tennessee (1.51\%) |
| Texas (4.33\%) | Arizona (1.42\%) |
| Oregon (4.26\%) | Missouri (1.31\%) |
| Pennsylvania (2.78\%) | Michigan (1.20\%) |
| New Jersey (2.74\%) | Kansas (1.03\%) |
| Illinois (2.72\%) | Minnesota (0.98\%) |
| Ceorgia (2.39\%) | Connecticut (0.88\%) |
| Ohio (2.24\%) | Colorado (0.83\%) |
| Massasschusetts (2.06\%) | Wisconsin (0.81\%) |



## FLORIDA LISTENERS BY CITY

| Tampa (12.37\%) | Seminole (1.19\%) |
| :---: | :---: |
| St. Petersburg (11.48\%) | Trinity (1.12\%) |
| Miami ( $5.44 \%$ ) | Riverview (1.04\%) |
| Orlando (5.29\%) | Spring Hill (0.97\%) |
| Palmetto (4.25\%) | Jacksonville (0.89\%) |
| Pinellas Park (2.98\%) | Kevstone (0.89\%) |
| Brandon (2.53\%) | Cainesville (0.82\%) |
| Palm Harbor (2.24\%) | Ocala (0.82\%) |
| Largo (2.16\%) | Safety Harbor (0.82\%) |
| Clearwater (1.64\%) | Oldsmar (0.75\%) |
| Bradenton (1.34\%) | Wellington (0.75\%) |
| Land 0' Lakes (1.19\%) | Hollywood (0.67\%) |



## DEVICE BREAKDOWN



## AN NUAL TALLIES

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

## MONTHLY LISTENERS* <br> 611,042

## PODCAST OWNLOADS* 7,745

## PODCAST PLAYS*



## AIVERTISING OPTIONS



## $\checkmark$ Banner Ads

$\checkmark$ Audio Pre Rolls
$\leadsto$ Video Pre Rolls
~ Audio Commercials
~ Player Branding
$\leadsto$ Podcast Sponsorships

# Helum Radio Network 

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Exploring the Pharmacy Industry Our Tracks Are Hot

