



Media Kit for The Psych Files Podcast

What Is The Psych Files?

The Psych Files is a blog and podcast produced by myself, Michael Britt. I am an adjunct teacher at Marist College in Poughkeepsie, New York where I regularly teach Introduction to Psychology. I started the Psych Files podcast in January of 2007 and I consistently publish 2-3 podcasts per month, each one lasting 20-30 minutes. The episodes are usually in audio format, but I produce video episodes as well.

The podcast is designed for anyone interested in why we do what we do. It typically attracts high school and college students. I try to give the episodes a relaxed, down-to-earth feeling. These are not lectures – rather I talk to my listeners and share my enthusiasm for learning with them. I also devote some episode to interviews with authors and researchers who have published exciting ideas in the field.

My Mission

The mission of the podcast is straightforward:

- **Engage** listeners in a variety of popular topics concerning human behavior
- **Educate** listeners on how science is used to answer intriguing questions
- **Encourage** critical thinking

Who Listens to The Psych Files?

The graphs below summarize data from a survey that has been available from my website (www.thepsychfiles.com) for the past 6 months. These results are from 312 respondents. The data indicate that the podcast is attracting:

- **Gender:** Females make up 57%, males 43%

- **Age:** About half are high school and college students 18-34 years of age. The other half are 35+ life-long learners.
- **Education:** just over half (51%) are attending or have graduated college; almost a third (29%) have advanced degrees
- **Income:** About a third earn \$50-\$100,000 a year, and almost a third (29%) earn more than \$100,000 a year.
- **Marital Status:** 56% are single, 33% married, 12% widowed or divorced

Additional Data:

- **Subscribers:** Currently Over 22,000 subscribers (individuals who have set up their portable devices or their computer so that each new episode of The Psych Files is automatically downloaded to them).
- **Downloads:** An average of 25,000 downloads per episode
- **Total Downloads:** almost 14 million episodes downloaded worldwide as of September of 2016
- **Engaged Listeners:** 73% of survey respondents listen to the entire episode and another 13% listen to 75% of the episode
- **Website Data (Google Analytics):**
 - The Website receives an average of 600 hits a day
 - 78% of these visits are unique visitors
 - Visitors look at an average of 2.5 pages
 - Visitors spend an average of 3 minutes on the site
- **iTunes:** Consistently in the Top Ten iTunes Higher Education category (often #1) and the top 20 in the Education list
- **Links:**
 - Over 100 college instructors have links from their online syllabi to The Psych Files website. The podcast is used as homework or as additional resources for students.
 - Colleges linking to the Psych Files come from every one of the United States, plus colleges from Australia, Canada, Ireland, Japan and the UK.
 - Over 30 High Schools link to The Psych Files.

How the Psych Files Attracts Its Audience

The audience has been built largely on word of mouth. The following social media sites are also used to attract listeners:

- **iTunes:** The iTunes listing is responsible for the majority of subscribers.
- **Facebook:** The Psych Files Facebook group currently has over 2,700 members (as of Sept, 2016) with at least 1 new member request received every day.
- **Twitter:** I actively promote the podcast and topics around psychology on twitter where I currently have over 2,200 followers.
- **YouTube:** All video episodes and some additional “mini-episodes” are placed on YouTube. 1.9 million channel views to date.
- **Podcast Directories:** Listed in all major podcast directories
- **Yahoo Answers:** since college students are the major group participating in Yahoo Answers, I frequently go to the site to help students with their assignments and research and provide a link to my site. Many students find The Psych Files from Yahoo Answers (answers.yahoo.com)
- **Search Engine Optimization:** website “show notes” accompany every episode. These notes contain carefully chosen keywords, which accounts for the fact that links to The Psych Files appear on the first page of many popular search terms for psychology students.
- **Conference Presentations, Invited Articles and Professional Appearances.** Due to the success of the podcast, I am frequently asked for advice about the use of blogs and podcasting for educational purposes. The result is published articles and presentations bearing The Psych Files logo and contact information.
- **Media:** I have appeared as an expert on the History Channel show, Dark Matters and have been interviewed by NPR.

Episodes

- **Variety** is one hallmark of The Psych Files. While I discuss typical topics one would expect from in psychology, I try to show listeners how psychologists study a variety of topics. Example episode topics:
 - What Does the Movie “Chicken Run” Say About Leadership?
 - Why Olympic Silver Medalists Feel Bummed About Winning
 - Does The “Mozart Effect” Really Work?

- Why Are We Superstitious?
 - What Does Your Car Say About You?
 - Do Subliminal Tapes Work?
 - Does Positive Thinking Really Work?
- **What The Psych Files is NOT:** this show's primary goal is to **educate and entertain**, NOT to provide therapeutic or self-help advice.

Advertising during a The Psych Files Episode

My approach to an in-episode advertisement is typical of most podcasters:

- **The Top of the show:** I mention your product/website at the very top of the show before the theme music ("Today's show is brought to you by XYZ, please visit www.XYZ.com for...")
- **Within the next 75%:** I mention your site/product again within the first 75% of the show (typically within the next 5 minutes). This second part is at least a minute long. I prefer to talk about your site/product extemporaneously, working from talking points that you provide me. A more relaxed, informal ad is more to the liking of my listeners. The best approach is to allow me to take a good look at your site or product and if what you offer is particularly of interest to my listeners then I'll be happy to talk at greater length about it.
- **Logo placement:** I will place your logo in the show notes for the episode. The logo remains on my site for as long as The Psych Files exists.
- **Link:** the logo will be linked to wherever you wish.
- **Sample:** listen to [Episode 252](#) for an example of an in-episode advertisement

In-Episode Ad Cost: I go on a "cost per thousand" basis to determine the charge for an ad. Thus, at \$20 per thousand listeners X current average of 25,000 listeners per episode = \$500 per ad.

Static Website Ad Cost: I would be happy to talk with you about the placement of your logo (including other graphic or textual content) on my website. I can place your ad along the right side of the page (typically 250px wide by 500px height) at a fixed price of \$200/month.

Important: I protect my audience and their loyalty. I will not advertise products to them that they will not find interesting or useful in their daily lives. Thus, I will be very interested in the content and purpose of your product/website to assure that it meets the interests of my listeners.

Your ads will reach:

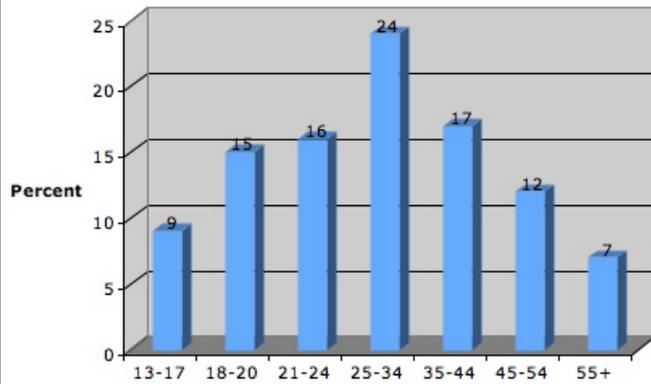
- College students hungry for information, products and services to help them in their daily lives
- Students who are going on to well paying jobs after graduation
- Intellectually curious adults

Contact Information

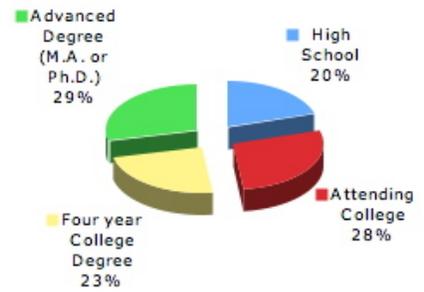
	<p>Feel free to contact me to discuss your interest in more detail. My email is: Michael@thepsychfiles.com</p>
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Michael Britt

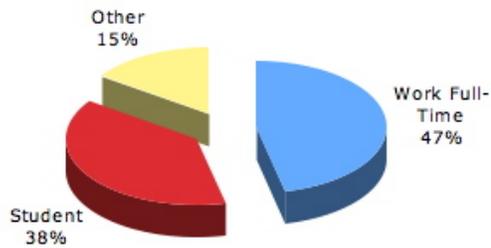
The Psych Files Listeners: Age



The Psych Files Listeners: Educational Level



The Psych Files Listeners: Employment



The Psych Files Listeners: Income

