

ADVERTISE WITH THE

# cloth diaper podcast

2020 PRICING, VALID UNTIL  
FEBRUARY 2021



# ALL ABOUT THE **cloth diaper podcast**

The Cloth Diaper Podcast is a cloth diaper education and empowerment space that evolved over the past two years thanks to dedication and passion of Bailey Bouwman. What started out as a fun way to collaborate with cloth diaper businesses and families, has turned into an international thought leader in the cloth diaper niche and community.

I create unique content to inspire and encourage others to cloth diaper in their own way. I recognize that the cloth diaper journey is unique and we all bring our own lived experiences that may not jive with what we think should happen. I hold space for that, and recognize it's not my job to control the conversation, but support it to be an inclusive space of diverse experiences.

My content goes viral.

My content gets translated.

My content inspires others.

Advertising with the cloth diaper podcast is not just about advertising, but about sponsoring the continuation of this community. I also believe in relationships, and your advertisement is never just an advertisement, but the beginning of a friendship. I want to continue past the invoice, and reshare, support, and cheer you and your brand/business on.



STATS - UPDATED NOVEMBER 2020

# cloth diaper podcast

## Instagram

@ClothDiaperPodcast connects with almost 9,900 parents and retailers around the world. The audience is primarily based in the United States, Canada, and the United Kingdom. 96% of my demographic is women, with the majority between the age of 25-34. My content is regularly reshared and reposted by smaller accounts .

## Podcast

Available on Spotify, Apple Podcasts, Podbean, and occasionally YouTube, The Cloth Diaper Podcast has surpassed 29,000 total downloads, with an average of 350 downloads within a month of release. Shows average 35 minutes.

## YouTube

Cloth Diaper Podcast publishes reviews, opinions, and how to support on YouTube to audience of over 1,600 subscribers. Reviews can easily get 200-300 watches in the first week, and some have surpassed 1,500 watches.

## Facebook

Connect & engage with over 2,000 followers on Facebook. This small but mighty audience is ready to be developed over the coming months.

ADVERTISE WITH THE

# cloth diaper podcast

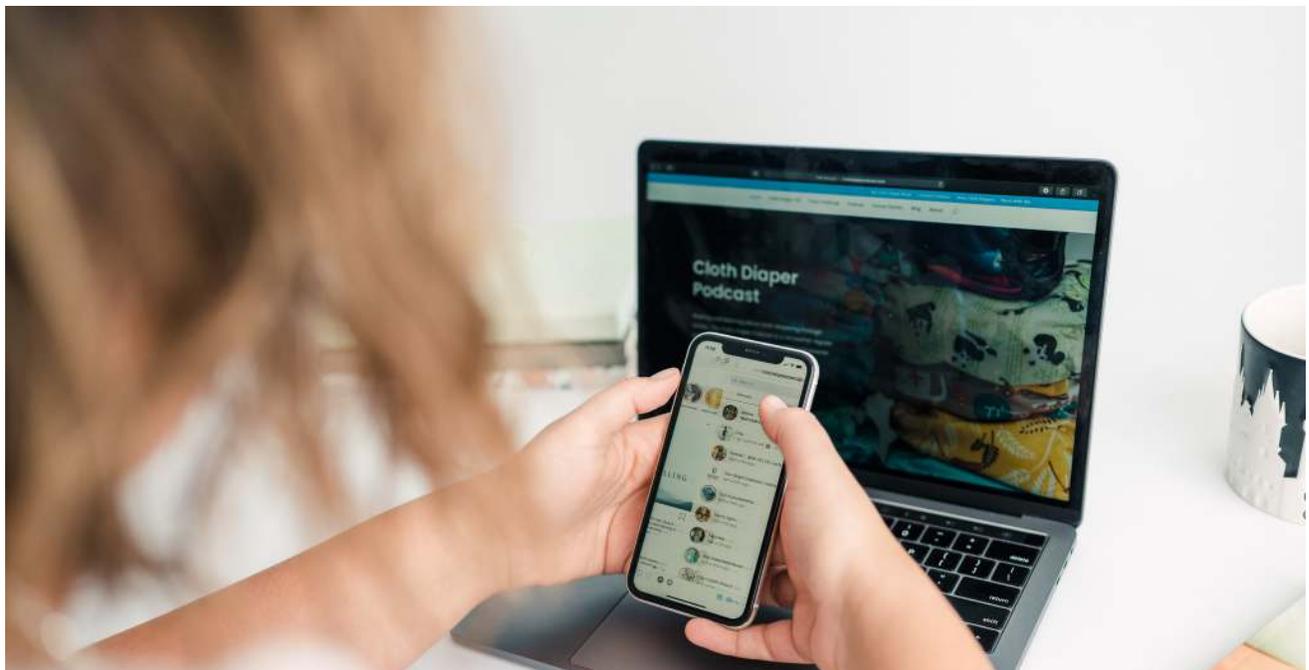
## Sponsor a Podcast - \$300

The Cloth Diaper Podcast is an independent podcast releasing two shows a month reaching over 300 listeners around the world within the first month of release. Podcast sponsorship helps cover the costs of production and release.

30-60 second exclusive sponsorship at the beginning of one show.  
728x90 advert banner on the show notes and newsletter (150 subscribers with 40% open)

Sponsorship shout out on Instagram stories.

One sponsorship available per month. You can exclusively sponsor your own show, and you will receive an optional giveaway or Instagram feed post.



Prices in US Dollars, Paid via PayPal

If Canadian, ask me about paying eTransfer for a Discount,

@CLOTHDIAPERPODCAST -- WWW.CLOTHDIAPERPODCAST.COM

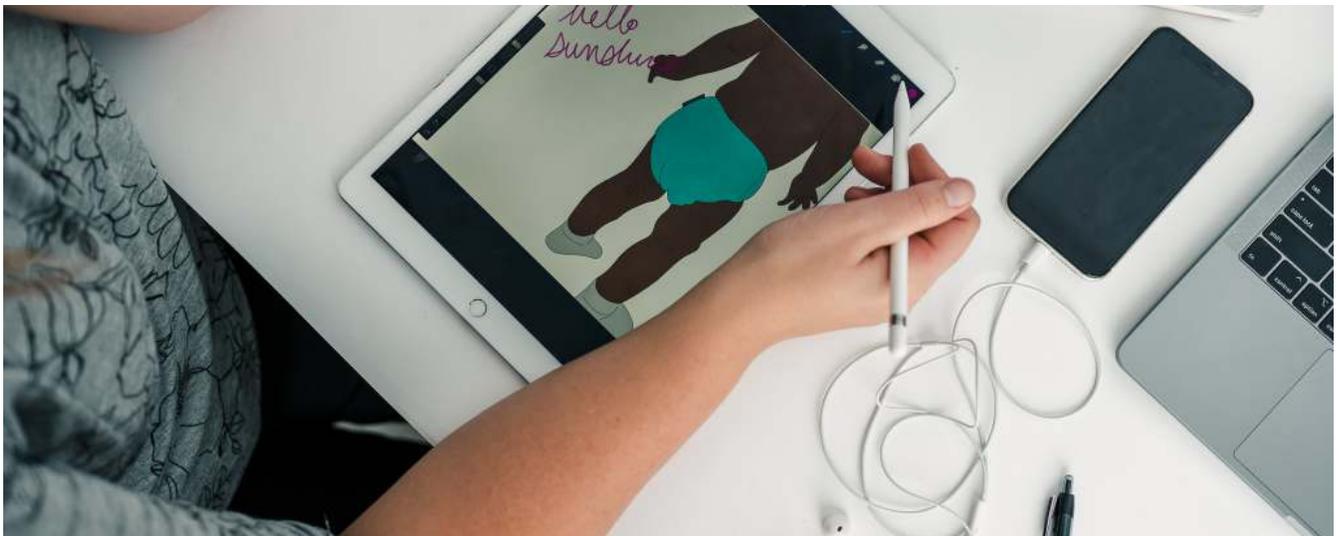
# ADVERTISE WITH THE **cloth diaper podcast**

## Instagram Post, starting at \$200

Want to advertise a new print, launch, or just remind people you are amazing? Let the Cloth Diaper Podcast get you in front of 10,000 cloth diaper followers.

This includes custom created Instagram graphic if images are not provided or suitable, captions, and hashtags tailored to the Cloth Diaper Podcast Instagram. I don't want to just share your image, I want to hand craft content that aligns with my followers interests and gets them excited to check you out. We'll work together to ensure the content will reach who it needs to reach. You may have to provide product and give the ability to mark you as the paid sponsor of the post.

Includes a minimum \$25 CDN Credit to boost to Audience on Instagram. Maximum 1/week



## Instagram Stories, starting at \$50

Need a quick and easy way to get in front of active followers of the Cloth Diaper Podcast?

Sponsor an ad-break of up-to 3 story slides at the Cloth Diaper Podcast featuring your product. Instagram stories disappear after 24 hours, and you will have the choice to choose day and time, within reason and advertisers. One per week.

ADVERTISE WITH THE

# cloth diaper podcast

## Instagram Video, starting at \$100

Sponsor video content on Instagram. We can discuss video options including IGTV, Reels, or video in feed. You will need to provide product, and allow for one week of production time. Email me to discussion options that best support your brands business goals.

## Facebook Post, starting at \$75

Sponsored content shared on Facebook starts at \$75, includes \$10 in promotional boosts. This can includes upcoming sales, new product releases, and other content. This is not custom designed content, and you will need to provide the copy and or image.

## Newsletter Sponsorship - \$50

With 150 subscribers and 40% open rate, the Cloth Diaper Podcast newsletter is a growing resource for connecting with cloth diaper families around the world.

Sponsor a newsletter by sharing a recent product update or other related news for only \$50, this price will change, and only available every 3 months.

## Giveaways - \$75

Get access to the Cloth Diaper Podcast Instagram following with an exclusive giveaway. Giveaway needs to include a prize valued at \$25 USD, and have no additional cost to the winner (ie you can't make the winner pay for shipping)

This includes graphic promotion, shares in stories, and drafting out the terms and conditions which is limited to tagging friends, liking your account, and liking mine. I reserve the right to run the giveaway on my schedule, and no more than 2 sponsored giveaways per month

Prices in USD Dollars, Paid via PayPal and include associated fees  
If Canadian, ask me about paying eTransfer for a Discount,

@CLOTHDIAPERPODCAST -- WWW.CLOTHDIAPERPODCAST.COM

ADVERTISE WITH THE

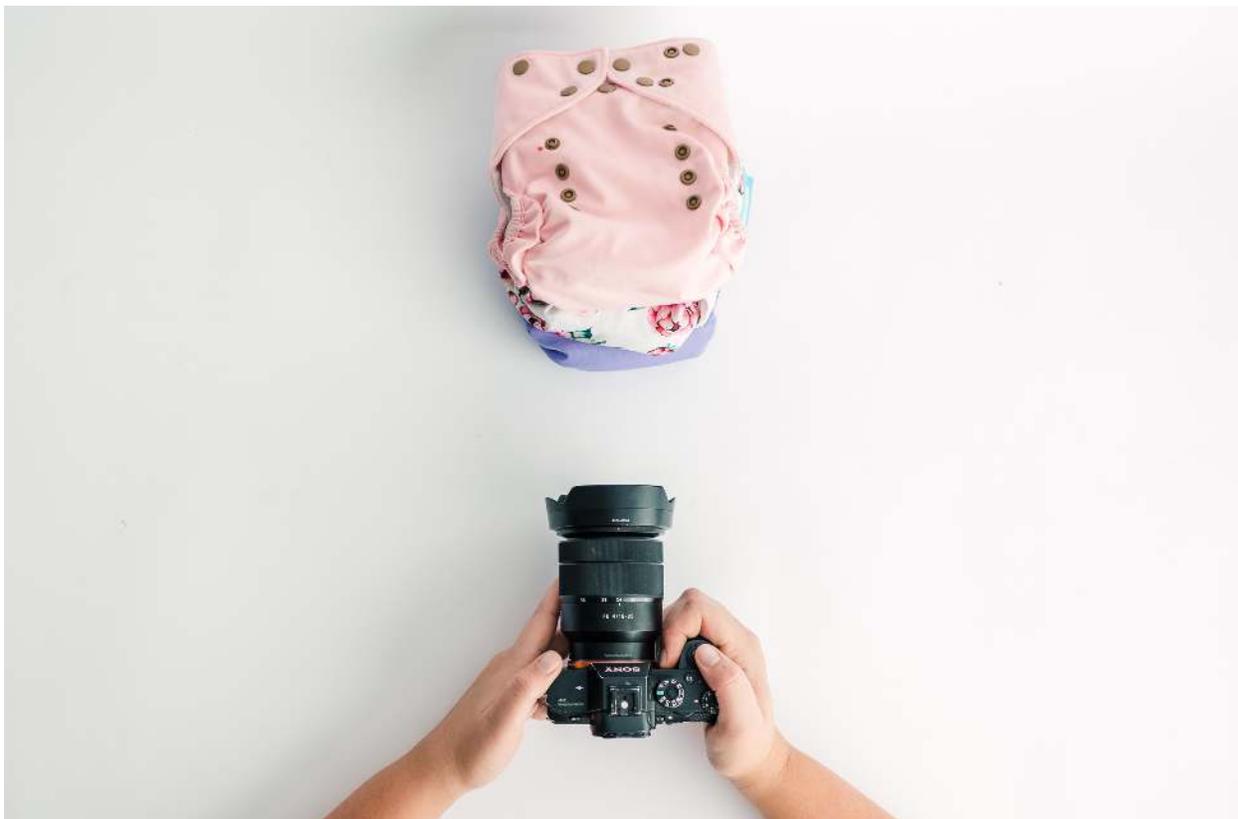
# cloth diaper podcast

## Blog Review - \$400

SimplyMomBailey is Baileys' personal website for cloth diaper reviews and all things parenting. This website garners over 17,000 page views monthly and is tied close to well-performing Pinterest account and google ranking. The product will be demo'd and reviewed by Bailey with over 5 years of cloth diapering experience. It will not be tested by a child, additional tester fees can be requested, or connected with bloggers with a child.

Exclusively get your cloth diaper reviewed within 2 weeks of receiving product. This cost includes at least 8-10 high quality images, keyword and SEO, shared promotion on the Cloth Diaper Podcast Facebook at least twice within 4 months, one image share on IG, 2 unique Pinterest Pin

You will need to provide product, shipped to Canada.



ADVERTISE WITH THE

# cloth diaper podcast

## Video Review - \$500

5-10 minute video demonstration of your product, including comparisons, absorbency testing published on the Cloth Diaper Podcast YouTube Channel with over 1,500 subscribers. Includes a written blog review published at [www.simplymombailey.com](http://www.simplymombailey.com) and embedded video into the blog post.

Includes everything in the full blog review: IG post, FB shares, 3 Pinterest Pins.  
BONUS: mention in bi-weekly newsletter to CDP fans.

This full service package is everything you need to get your product out on the search engines and visible to cloth diaper parents around the world.

You will need to provide product, shipped to Bailey in Canada.



Prices in USD Dollars, Paid via PayPal

If Canadian, ask me about paying eTransfer for a Discount,

@CLOTHDIAPERPODCAST -- [WWW.CLOTHDIAPERPODCAST.COM](http://WWW.CLOTHDIAPERPODCAST.COM)

BE ON THE SHOW

# cloth diaper podcast

## what is a podcast?

A podcast is an audio recording shared on the internet. They are downloaded via different servers and applications and listened to in the comfort of your own home or car, or wherever. There are over 700,000 active podcasts in the world and only a handful within the Cloth Diaper Niche. Over 50% of Americans have listened to a podcast.

## why me?

because your story is important.

I started podcasting because storytelling is powerful marketing tool. Telling your story about why you do what you do is something that connects with peoples hearts and souls and gets them excited about your brand. It's not just your product but why you do what you do that resonates with people.

## do i need anything?

not really. Just a microphone and maybe internet.

I record using Zoom. It's an online program that you can call into or easily connect by dialing in on your web browser/app.

## does it cost money

telling your story is my life work and to be a guest costs nothing.

If you want your show to be exclusive, without advertising, I charge \$250.

## how much of my day?

shows average 30 minutes but carve out an hour of your day to chat. I don't care if theres children who stop in for a moment. We'll make it work.

book today: <https://clothdiaperpodcast.as.me/>

NEED MORE HELP???

# cloth diaper podcast

Do you need help your brands social media presence and content? I can help with that too. I offer hourly and monthly packages for social media content creation and curation, including Pinterest Strategy, Instagram captions, blogs, graphics, and product photography.



As a social media enthusiast with a background in Public Relations, I can help coach you in learning the ropes. I won't be a brand ambassador or public figure/admin, but we can arrange social media coaching for the cloth diaper niche. I can set you up with a content plan, direction, and help you understand where you should put your focus. I've been involved in the cloth diaper social space for over 4 years and always learning.

**Email me directly at [bailey@simplybailey.ca](mailto:bailey@simplybailey.ca) to schedule a call**