

ASSASSINATIONS PODCAST

EXPLORING THE DARKER
SIDE OF HISTORY

www.assassinationspodcast.com



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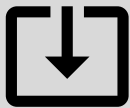
ABOUT

Assassinations Podcast is a history and true crime podcast focused on exploring the stories, mysteries, and conspiracies surrounding history's most notorious political killings. Each week, our host, a Scottish historian, uses his unique brand of storytelling (and tons of research!) to investigate assassinations throughout history. With over 200,000 downloads and a dedicated monthly audience of 12,000+ we are growing quickly—and we're just getting started!

OUR VALUES

We are an independent podcast, a passion project started in April 2018. We believe that history matters, and we try to engage with our listeners by making history come alive. We're committed to facts, and we do a ton of research to give an in-depth picture of historical events. Above all else, it's important to us to treat our subjects seriously and with respect— true crime is about real people and real victims, and we try to do them justice.

OUR REACH



200,000+
total downloads



4,500+
30 day downloads
for new episodes



12,000+
monthly listeners



1,750+
twitter followers

AUDIENCE STATISTICS

ASSASSINATIONS PODCAST AUDIENCE:

- Largely 18-45, affluent, educated professionals
- Over 40% live in a household earning 100K or more per year
- Often listen at work or on public transportation
- Predominantly male
- Listen while connected to the internet

"The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you—they could be just sitting there, chuckling and listening... there's nothing like that.. "

-Marc Maron, Host of WTF with Marc Aaron

INDUSTRY STATS



PODCASTING STATS & FACTS

2019 US PODCAST STATISTICS



51%

OF US POPULATION HAS LISTENED TO A PODCAST

49%

OF PODCAST LISTENING IS DONE AT HOME

22% OF LISTENING IS DONE IN THE CAR



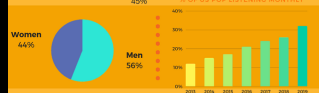
PODCAST LISTENERS ARE LOYAL, AFFLUENT & EDUCATED



80% LISTEN TO ALL OR MOST OF EACH PODCAST EPISODE AND LISTENS TO AN AVERAGE OF 7 SHOWS PER WEEK



3% OF US POP LISTENING MONTHLY



WWW.PODCASTINSIGHTS.COM/PODCAST-STATISTICS/



**HOST:
NIALL COOPER**



**PRODUCER & EDITOR:
LINDSEY MORSE**



**ORIGINAL MUSIC:
GRAEME RONALD**

OUR TEAM

NIALL COOPER

Niall is the host and creator of Assassinations Podcast, and he's always been fascinated by the darker side of history. He has previously worked as a museum curator and a small business owner, but he found podcasting in 2018 and hasn't looked back. He brings a love of research, a knack for storytelling, and his Scottish brogue to each and every episode.

LINDSEY MORSE

Lindsey manages the show and oversees recording sessions. She's an art historian cum baker cum writer, and her creative eye (and ear) help give the podcast its signature sound.

GRAEME RONALD

Our wonderful theme music was created by Graeme Ronald. Graeme Ronald is an artist, composer and sound designer working in audiovisual art, film score and video games. Graeme is most widely known as the founder of Remember Remember and has opened for Mogwai, Yann Tiersen and Franz Ferdinand.