

2 0 2 6   S P O N S O R S H I P   M E D I A   K I T

# Science, *with a smirk.*

A chiropractor and a physical therapist walk through the evidence — one honest episode at a time.

Dr. Jason Young, DC · Dr. Kathy Lynch, DPT

Corvallis, Oregon

95%

US LISTENERS

[ptchpodcast.com](http://ptchpodcast.com)

70.7%

COMPLETION

13.6×

YOY GROWTH



# "That sounds confident... *but is it actually true?"*

— *The question at the heart of every PTCH episode.*

PTCH is a health podcast co-hosted by a chiropractor and a physical therapist who've spent decades treating patients. The show slows down the internet's confident-sounding health claims, looks at the evidence, and tells you honestly what it says — including when it says "we don't know yet."

*No wellness-influencer theatrics. No industry talking points. Back pain, rehab, strength training, recovery, mindset, medical myths — steelmanned, stress-tested, and delivered with humor.*

**54+**

EPISODES RELEASED

**WEEKLY**

RELEASE CADENCE

**~55 MIN**

TYPICAL LENGTH

**TOP 15%**

VIDEO PODCASTS (SPOTIFY)

# Two clinicians. One microphone.

*Between them, decades of hands-on patient care.*



*Photo: The PTCH Podcast studio, Corvallis OR*

DR. JASON YOUNG

## Chiropractor · Educator

Evidence-based chiropractor with a focus on biomechanics, sports medicine, and patient education. Creator of @bodyofhealth on TikTok. Known for defending what chiropractic does well while challenging the myths in the same sentence.

DR. KATHY LYNCH

## Physical Therapist · Movement

Doctor of Physical Therapy specializing in rehabilitation, movement analysis, and strength-based recovery. A gift for explaining complex movement concepts in ways normal humans understand. Function over fear. Strength over fragility.

# Small audience. Extraordinary engagement.

*At this scale, retention matters more than reach.*

## 70.7%

APPLE COMPLETION RATE

*Listeners finish 70% of a ~55-minute episode. Industry average is 45–55%. A host-read in the middle actually gets heard.*

## 15:19

AVG SPOTIFY LISTEN

*Spotify listeners average over 15 minutes per play — this isn't background noise, this is sustained, focused listening.*

## 95%

US AUDIENCE

*Blended Apple + Spotify geography. 97% of Apple plays and 92% of Spotify plays are in the United States.*

## 13.6×

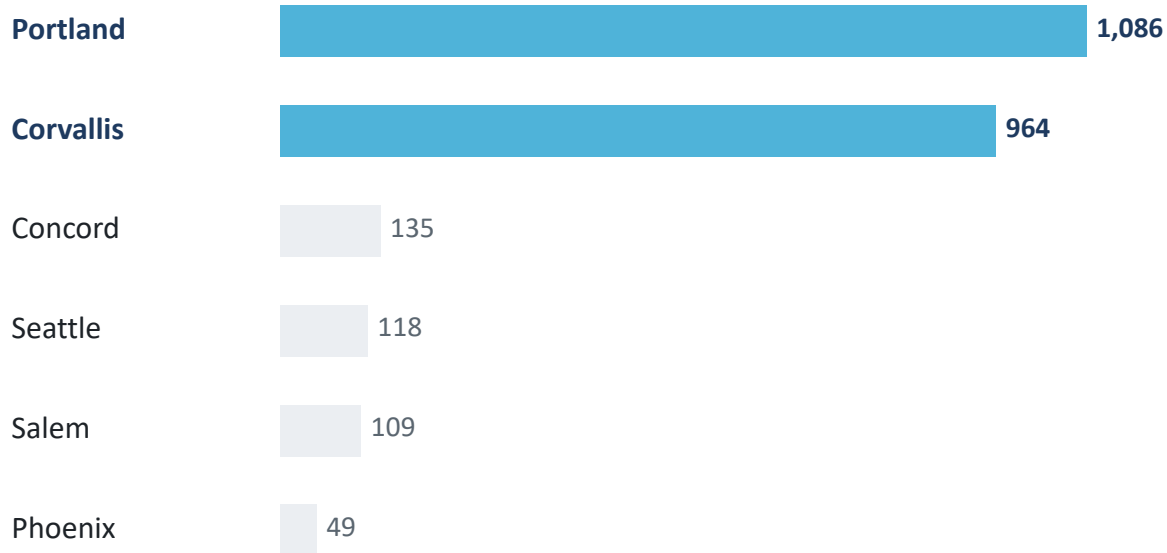
YEAR-OVER-YEAR GROWTH

*Spotify plays grew from 17 in Mar 2025 to 232 in Mar 2026. March 2026 set a monthly record on every platform.*

# 66% of our audio audience is in Oregon.

*This is a Willamette Valley podcast with a national tail.*

## APPLE PODCASTS — TOP CITIES BY PLAYS



## CORVALLIS IS OUR MOST ENGAGED CITY

# 11:07

*average Corvallis listen per play*

Our 156 unique Corvallis listeners on Apple Podcasts alone have logged 179 hours of listening — more watch time than Los Angeles.

*For a local sponsor, that's a guaranteed hyper-engaged audience in the only market that matters to your business.*

*Portland (1,086) + Corvallis (964) = 2,050 plays — 66% of the entire US Apple Podcasts audience for the show.*

# Where your ad will live.

Top-performing episodes by unique Apple Podcasts listeners.



Cardio vs Weight Lifting

EP 53 · Jan 2026



Exercise Snacks

EP 52 · Mar 2026



Pelvic Floor Therapy with Dr. Kerry Boysen

EP 26 · Oct 2025 · 25 UNIQUE

## THE CONTENT PATTERN

6 of our top 12 audio episodes by unique listeners are women's health, movement, and recovery topics — yoga, pelvic floor, menopause (×2), motherhood & strength, and stretching myths. Our engaged audio audience consistently shows up for thoughtful women's-health and midlife-movement content.

# What you can't buy from a bigger show.



## Credentialed hosts

A chiropractor and a physical therapist reading your ad carries clinical credibility you can't fake and can't buy at a higher-reach show. Listeners hear two licensed clinicians, not influencers.



## Hyper-local dominance

Portland + Corvallis = 66% of our audio audience. For any Willamette Valley sponsor, this is a concentrated hometown audience you can't reach as efficiently with any other channel.



## Listeners who stay

70.7% Apple completion rate and 15+ minute average Spotify listen means host-reads don't get skipped. Your message is heard in full by nearly everyone who hits play.



## You're early

13.6× year-over-year Spotify growth. March 2026 was our strongest month on every platform. Sponsor now, lock in rates before the audience doubles.

# Built for the long-term relationship.

All packages include 4 episodes/month. Annual commitments discounted 10%.

	★ MOST POPULAR		
STARTER	GROWTH	AUTHORITY	WV EXCLUSIVE
<b>\$600</b>	<b>\$1,200</b>	<b>\$2,000</b>	<b>\$2,500+</b>
/ month	/ month	/ month	/ month
<ul style="list-style-type: none"><li>● 4x mid-roll host-reads</li><li>● Show-note link (YT + Spotify)</li><li>● Monthly performance report</li><li>● Promo-code tracking</li></ul>	<ul style="list-style-type: none"><li>● 4x pre-roll host-reads</li><li>● Website sponsor listing</li><li>● 1x boosted @ptchpodcast post (TikTok + Instagram)</li><li>● Monthly performance report</li></ul>	<ul style="list-style-type: none"><li>● 4x pre + mid-roll host-reads</li><li>● Website sponsor listing</li><li>● 2x boosted @ptchpodcast posts</li><li>● Blog / show-notes feature</li><li>● Quarterly strategy call</li></ul>	<ul style="list-style-type: none"><li>● Everything in Authority</li><li>● Category exclusivity</li><li>● Willamette Valley focus</li><li>● Guest-appearance consideration</li><li>● 90-day minimum term</li></ul>

Affiliate commissions layered on top of any package. Custom builds quoted separately.

# From first call to first campaign in 2–3 weeks.

01

## Discovery call (30 min)

We learn your product, your positioning, and the claim you want to make. If it's not something we'd recommend to our patients, we say so.

02

## Campaign brief & script

You share product details, promo code, vanity URL, and exclusions. We translate into the hosts' voice. You approve every script before we record.

03

## Contract & invoice

Simple SOW via HelloSign. 50% deposit books the flight. Net-15 on the balance. Paid via Stripe or ACH.

04

## Campaign flight

Host-reads ship in 4 consecutive episodes. Monthly social post goes live. Tracking is active from day one. You get a midpoint check-in.

05

## Renewal conversation

We review code redemptions, URL clicks, and what we both learned. Most sponsors renew on a longer term at rates they helped shape.

# Let's build *something honest.*

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We're selective about who we partner with — the audience trusts us because we are. If your product holds up to an honest evidence conversation, let's talk.

BOOK A 30-MINUTE DISCOVERY CALL

[sponsors.ptchpodcast.com](https://sponsors.ptchpodcast.com)

@ptchpodcast on YouTube, Spotify, Apple · @bodyofhealth on TikTok