



Media Kit

A PODCAST FOR AUSTRALIA'S TRAVELLERS

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Adventures on the Road Podcast

INTRO

An Australian podcast, that covers all things camping and caravanning around Oz. We will chat, places to stay and see, products, tips and tricks. Have a great time, meeting a host of people, well-known and some not so, to showcase our great caravanning, camping and tourism industry, to those travelling within Australia.

Host : Shane Adamson

Editor/Producer and Website: Jodie Adamson (Safe Journey Australia Pty Ltd)

OUR BIO

Jodie and Shane have been campers and caravanning for over 20 years and worked in the industry for the last 10, most of that living on the road, you may have also seen them or know them from the Caravanning Queensland Stand at all the Caravan and Camping shows around Oz, they have been doing "the shows" since 2014. They love the camping and caravanning lifestyle and are passionate about sharing how much fun it can be. So, when they had the idea of a podcast, they thought it was a "no-brainer", but then wondered would people listen? After a bit of market research and talking to lots of their "mates", the answer seemed to be YES! So here they are launching "Adventures on The Road". Shane as your host, will be chatting to a variety of interesting people, some well-known, some not so, on travelling, touring, camping and caravanning right around Australia. Whilst Jodie is the backbone of the show, juggling the scheduling, editing and keeping Shane in line. They love podcasting, so have put these two loves together, to bring fun and information to like-minded travellers. Their Podcast will take an entertaining and informative look at products, destinations, places to stay, great attractions and tips, tricks and travel hacks.

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PODCAST SUMMARY

Podcast format: Magazine style podcast with guests and segments

Podcast available on iTunes, Spotify, Google Podcasts, Stitcher and other podcast apps.
<https://www.adventuresontheroad.com.au/episodes/>

Upload schedule: Bi-Monthly (1 & 15 date)

Genre :Travel

Target Demographic : 18+

The Target Market: Outdoor Type - Traveller in OZ

Camper Caravan/Motorhome etc, Cabin/Motel,

Weekend Camper, 4WDer, Family School holiday Caravan/Camper, Fulltime traveller,
Inbound self-drive traveller.

Accessibility: For hearing impaired listeners.

YouTube: Captioned Video available

Transcripts available via show notes on our website

PODCAST'S CONTACT INFORMATION

E: sponsorship@adventuresontheroad.com.au

FB: @adventuresontheroadpodcast

Insta: @adventuresOTR

Twitter: @AdvOnTheRoadPod

Listen to the podcast on our website

<https://www.adventuresontheroad.com.au/category/episodes/>

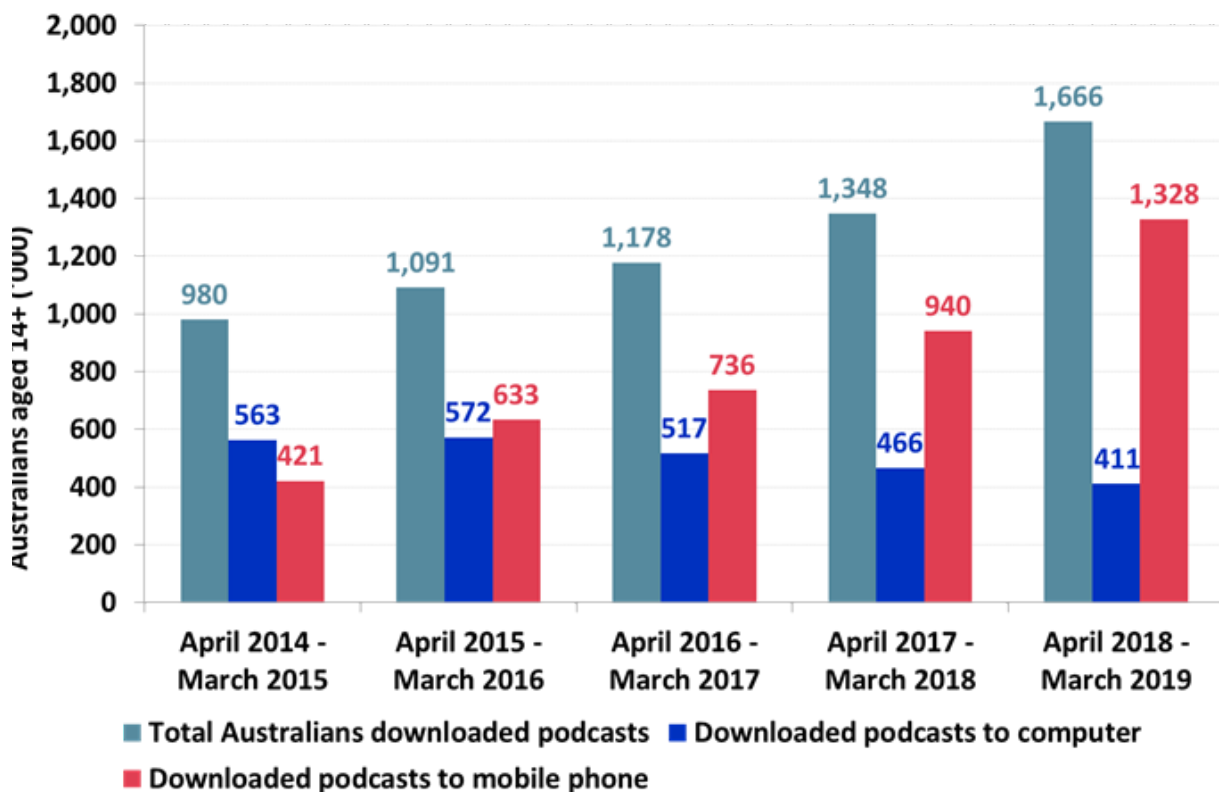
Podcasts growing in popularity in Australia

July 22 2019 Finding No. 8056 Topic: Press Release Country: Australia

Podcasts are growing in popularity in Australia and over 1.6 million Australians now download audio or video podcasts in an average four weeks, up from under 1 million just four years ago. Though this still represents only a small slice (8.1%) of the Australian population aged 14+ this is nevertheless an increase of nearly 700,000 Australians since 2015 and the market has grown by an impressive 70% during this time period.

By way of comparison a year ago Roy Morgan reported that around 2.2 million Australians visited leading streaming music site Spotify in an average four weeks, 1.3 million visited second-placed SoundCloud and just over 520,000 visited third placed Triple M. Driving the growth in podcasts are downloads to mobile phones which have more than tripled since 2015 growing to over 1.3 million Australians today. This is an increase of over 900,000 over the last four years, an increase of over 215%.

Australians downloading podcasts in an average four weeks.



- These are the latest results from Roy Morgan Single Source derived from in-depth face-to-face interviews with 1,000 Australians each week, 50,000 each year.