



# PODCAST *Brunch* CLUB

like book club, but for podcasts

## Media Kit



# About Podcast Brunch Club

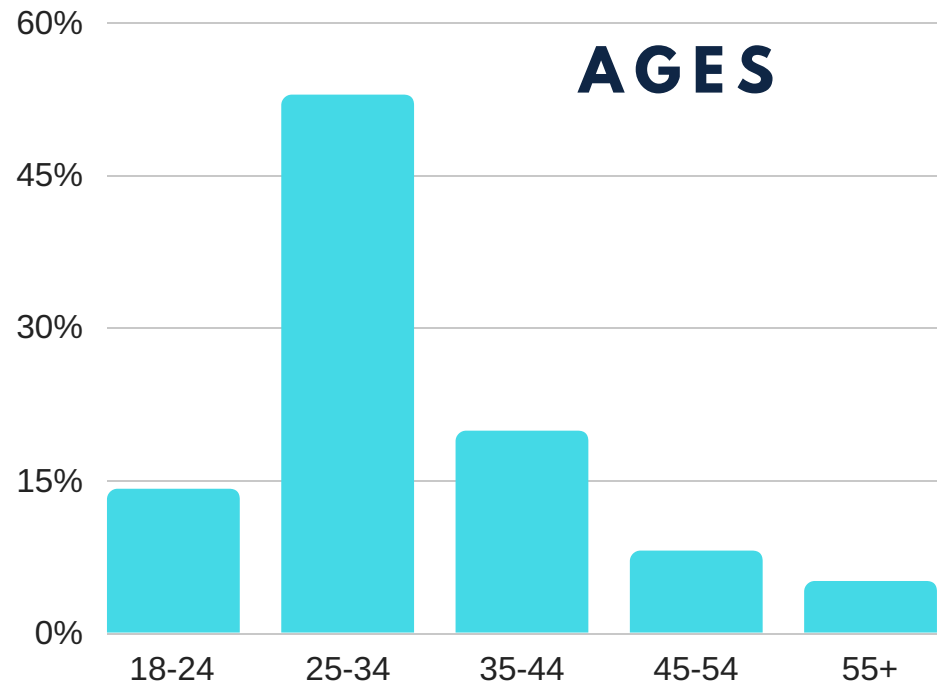
## LIKE BOOK CLUB, BUT FOR PODCASTS

PBC is a community of engaged podcast listeners.

Conversation and dialogue are at the heart of PBC and we bring people together in real life for thoughtful discussion around a theme. Every month we explore a theme by way of 2-5 hours of podcast listening selections. Members listen to the episode selections on their own time and then meet in person in local chapters around the world to discuss.

# PBC Community

From over 40 cities across 5 continents, the PBC community is a group of avid podcast listeners who are constantly in search of new podcasts. They are super listeners who want to get together with others to talk about it. And they don't stop there. They talk about these great finds to their family and friends and via social media.







# PBC is Global

**5 CONTINENTS.  
11 COUNTRIES.  
40+ CITIES.  
AND GROWING.**

AFRICA: South Africa

ASIA: China, Hong Kong

EUROPE: Amsterdam, Paris, Switzerland, UK

OCEANIA: Australia, New Zealand

NORTH AMERICA: Canada, United States

# Social Reach



3,385 followers



1,345 members



2,017 subscribers, 35% open rate



3,902 pageviews/month



490 downloads/month

# Media Buzz.

**Influencers everywhere are talking about PBC**

- Forbes article, "7 Podcast Communities To Join (And Why You Need Them)"
- The Big Listen podcast, "Episode 15 - The Brunch Bunch"
- The Bello Collective, "Apple isn't going to fix podcast discovery, so where can you go instead?"
- Discover Pods, "How To Join The Growing Podcast Listening Movement"
- WOWT 6 TV News segment in Omaha
- Books in Shanghai, "Literary Clubs, Writing Groups and Book Clubs"
- Next Act for Women, "Let's Hear From an Expert: Adela Mizrachi, Podcast Brunch Club"
- The Bello Collective, "Here's 12 Facebook groups about podcasts you can join"
- Smallville, "Book Clubs are SO 1997"
- More podcast interviews: The Podcasters Coach, Pod to Pod, Ask Win



## PBC FOUNDER: ADELA MIZRACHI

Hi. I'm Adela. I'm a curious human, always looking for new ways to explore the world. I've traveled the globe, needing new pages for my passport and living in Ethiopia for a year. My background is international education, but I now work as a communications specialist at Northwestern University.

I am a huge podcast fan, but one day while I was listening to one of my faves, it occurred to me how solitary podcast listening is. Much like reading a great book, you might find yourself laughing out loud, crying with true empathy, or stunned by people's (fill in the blank here: kindness, ingenuity, audacity, etc.). You're left looking around to share it with someone only to realize that you are listening alone. For a true podcast enthusiast, you ultimately try to weave these pieces into conversation, just for sake of trying to connect the people you care about with the audio content you care about. That is, until a friend points out that the last three sentences you said started with "that's like this one podcast I listened to...." Technology has brought some great things, but person-to-person interaction has become more difficult. I founded PBC to bring people together in an increasingly digital world.

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