

# ON THE PIPE

*Media*

2024 MEDIA KIT





On The Pipe's (OTP) roots were formed by recognizing a need for coverage in the off-road world to rival the coverage typically only seen in Moto. In our 6-year tenure, we have since transformed from "just" a podcast to a full-service media company that transcends the sport and has become the largest off-road media content provider in the industry.

With over one million total social media followers, OTP has reached tens of millions of people across the world in just 2023 alone via the sport's most listened to podcast, as well as photos and videos created all in house by show Host and Owner, Tyler Shepardson.





# WHO'S FOLLOWING...

**Total followers by platform:**



**770,000+**



**805,000+**



**130,000+**



**85,000+**

# WHO'S WATCHING...

Total video views by platform:

**Over One Billion Total  
Views in '23/'24!!**



**407.6+ million**



**634.5+ million**  
**4.52+ million...**  
hours of watch time




**119.9+ million**



**89.4+ million**

Totals from 1/23 - 10/24



OTP provides a unique, unrivaled opportunity to get your products and brand in front of a massive group of dedicated listeners in the highly specified niche of off-road racers. OTP is a destination media channel; Meaning that everyone consuming our product has actively sought us out. We have seen this lead to higher than typical engagement and calls to action to provide you with a much higher ROI rate vs more broad and traditional marketing avenues.

In addition, OTP can offer many ways to advertise via the podcast, social media, long and short form videos, published articles, and can provide event contributions to extend your company's reach to the events we attend regularly. Below are some of the ways we can partner together, but the sky is the limit, and we are open to any additional ideas you may have!

**Sponsorship Opportunities**

# ***PARTNERSHIP OPPORTUNITIES***

- Title Sponsor “\_\_\_\_\_’s On The Pipe Podcast”
- Presenting Sponsor “On The Pipe Podcast presented by \_\_\_\_\_”
- Official \_\_\_\_\_ of On The Pipe Podcast (Manufacturer, Helmet, Gear, Tires, etc.)
- Show Segment Sponsor “This guest is brought to you by \_\_\_\_\_” / “The \_\_\_\_\_ Rant of the Weekend”
- YouTube Race Recap (logo on screen for YouTube race highlight videos)
- Product/Logo Placement on set of Podcast
- Ad Read on Podcast
- Social Media Advertising Post/Reel/Video
- Product Review Videos/Posts Contingent on Product Value
- Anything Else You Can Dream up!

# Contact Us at OP

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Our Fans