

# 7am

Schwartz

## In-depth interviews WITH sharp analysis.

7am is a daily news podcast that dives into the biggest story of the day by unpacking the narrative surrounding it.

Each weekday 7am tells the news through in-depth, energetic interviews and sharp analysis, all in time for the morning commute. It presents new voices and new ways of telling stories; these are conversations you join.

7am takes a single story and unpacks it with Schwartz Media’s award-winning team of journalists and contributors – scenes unfold, detail by detail. Aided by music and archival material, 7am brings together news and narrative to answer the big questions facing our country.

Running for 12 to 18 minutes, 7am gives listeners context, narrative and insight. It is idiosyncratic, accessible, inquisitive and trustworthy.

## 7am is the intelligence of Schwartz Media OUT LOUD.

### Exclusive reach

<b>#1 news podcast</b> <small>Australian Podcast Ranker, Jul 2023</small>	<b>70,000</b> <b>Daily downloads</b>	<b>93%</b> <b>Listen to each episode entirely</b> <small>Apple Podcast analytics</small>
<b>#6 national podcast</b> <small>Australian Podcast Ranker, Jul 2023</small>	<b>1.5 million</b> <b>Downloads per month</b> <small>Australian Podcast Ranker, Jul 2023</small>	<b>Best Current Affairs Podcast</b> <small>2022 Australian Podcast Awards</small>
<b>Walkley Award</b> <b>Finalist</b> <small>2022 Walkley Awards</small>	<b>Top 10</b> <b>Listened news podcasts on Spotify</b> <small>Spotify</small>	<b>★★★★★</b> <b>“Well researched, thorough. An excellent podcast for Australian current and political affairs.”</b> <small>s.melonic, Apple Podcast review</small>

#### Rates

- a) 30-second: \$100 CPM, creative production \$750  
b) 15-second: \$75 CPM, creative production \$600  
*30 + 15-second: creative production \$850*

#### Creative production

With the choice of either our female or male network voice, advertising creative will be produced and recorded, in house, by the 7am team. Scripts are to be supplied by the client.

#### Script specs

- a) 30-second mid-roll: script between 60 and 75 words  
b) 15-second mid-roll: script between 30 and 40 words

Video, audience references or phonetic spelling must be supplied for name pronunciation and foreign language use.

Externally recorded files must be supplied as 320kbps CBR mp3.

Geo-targeting by state is available.

7am Podcast has a minimum spend requirement of \$3k. exc. GST.

**33**  
median age

**75%**  
listen on their morning commute

**59%**  
full-time workers

**54%**  
listen every day

**50%**  
aged 23-34

**86%**  
university educated

**53%**  
are renting

**86%**  
choose brands based on how ethical and sustainable they are