

Last Cast Podcast - Media Kit

A show about fishing and something something something . . .



Each week, Matthew and Jamey go out fishing while wearing a pair of lapel mics, and later they edit down about fourteen hours of audio to thirty minutes of catching fish and quipping. It's a podcast that explores pop culture and the sport of fishing, seasoned by ribald swearing and some sick burns. It's the world's first podcast vérité fishing improv-comedy documentary. Every episode begins with a futile attempt to describe what the podcast is about, and ends with an attempt to convince themselves "That Wasn't That Bad." It's a show for fisherpeople and the fishing-curious alike.

What people are saying about *Last Cast Podcast*

"Matthew and Jamey really do have a chemistry"

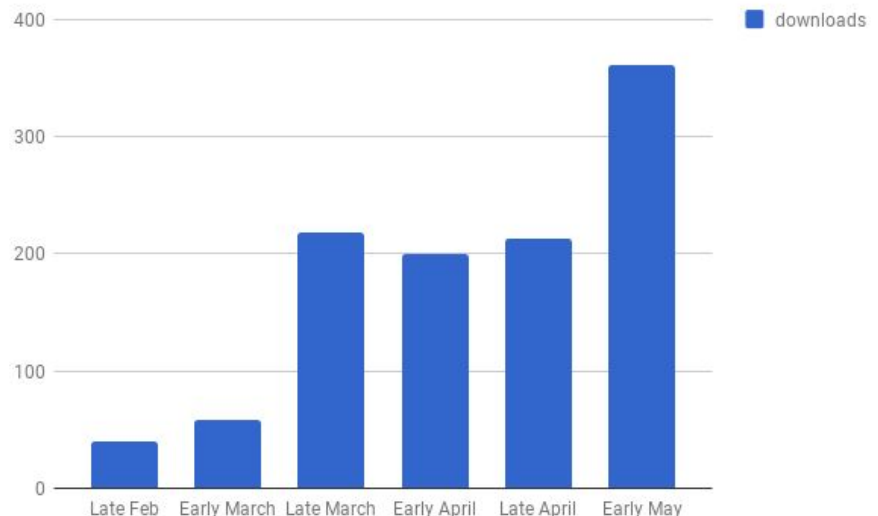
-Karen

"I like to listen and try to guess which lure names they're just making up"

-Kristy

An audience with exponential growth

In the first year, *Last Cast Podcast* grew to exceed **7000 downloads**. If the current rate of growth continues, in three years it will have as many downloads as there are stars in our galaxy¹.



¹ Actual math

Your fishing products in real-world podcast situations

Unlike other fishing podcasts, *Last Cast Podcast* takes your products out of the studio and gets them dirty, allowing potential customers a vicarious test run.

Samples

Send fishing products to Matthew at the address below. If Jamey and Matthew like the stuff, they will mention it during a fishing trip.

Episode Sponsorship

Current rates for sponsorship and a reading of advertising copy (*mise en scène*) start at \$50 per episode. Rates will climb with growth of the audience.

Talk to Matthew about your outreach needs

Send product samples to:

Matthew Bey
1222B Delano St.
Austin, TX 78721

Send sponsorship requests to Matthew Bey at:

ask@lastcastpodcast.com