



# BEGINNER'S GUIDE TO AI

Top 50 Tech Podcast

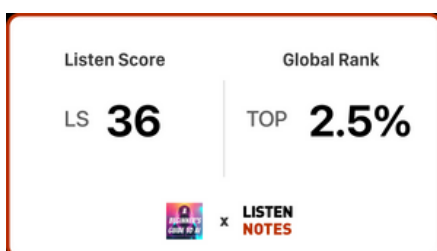
 [beginnersguideto.ai](https://beginnersguideto.ai)

 [podcast@argo.berlin](mailto:podcast@argo.berlin)

## ABOUT THE PODCAST

BGAI is a podcast tailored for beginners in the field, aimed at clarifying essential concepts and topics related to understanding AI. We help beginners get AI going for their company.

## OVERALL STATS



## AUDIENCE

**1570**

Daily  
Listeners

**74K**

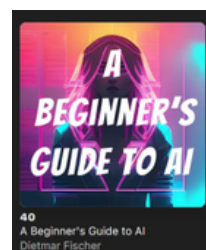
Monthly  
Listeners

**31K**

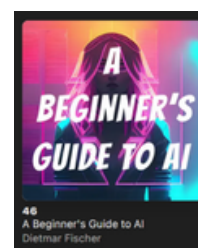
Followers

## ITUNES TECH CATEGORY

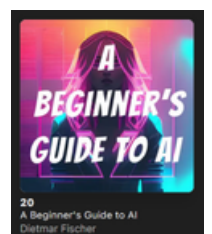
UK



US



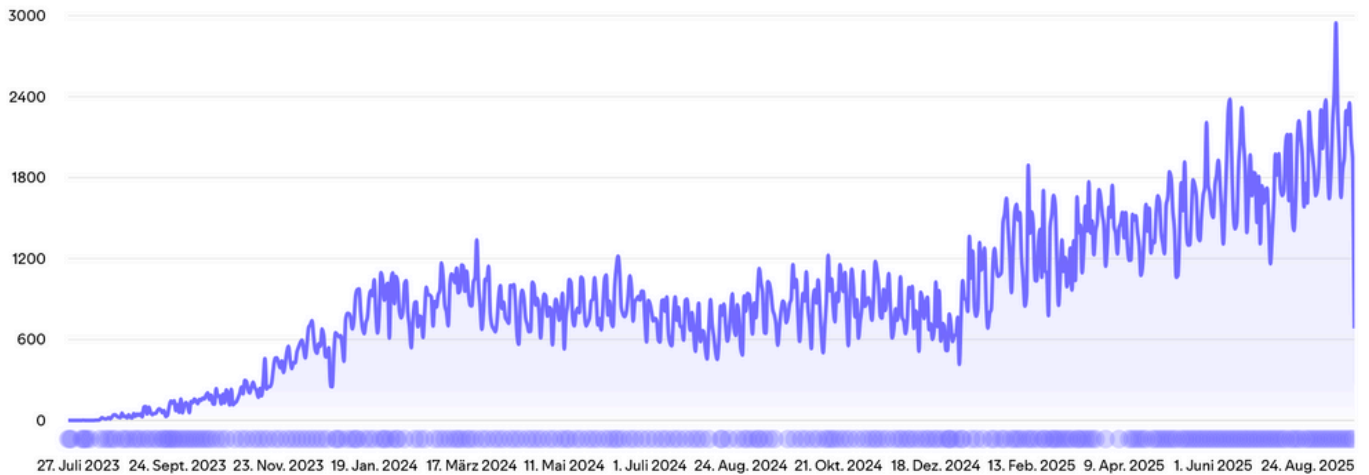
Australia



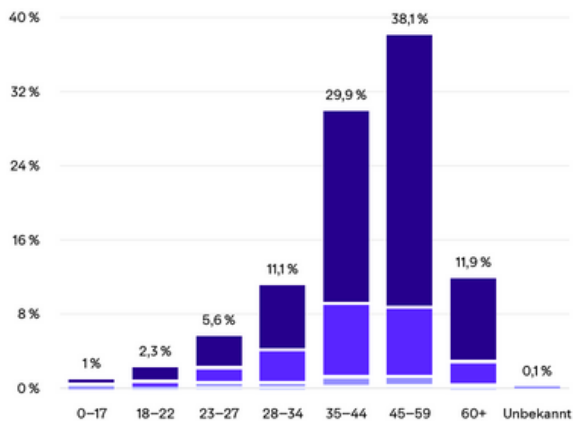


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## DAILY PLAYS

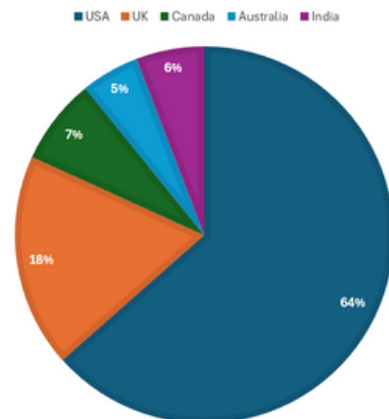


## DEMOGRAPHICS



Male	66%
Female	25.7%
Not specified	8%
Non-binary	0.4%

## AUDIENCE



Spotify	53,1%
Apple Podcasts	42,3%
Sonstiges	4,6%



# BEGINNER'S GUIDE TO AI

## POSSIBLE AD FORMATS

- Pre-Produced Ad from you
- Ad spoken by me or by AI host
- Aha-moments from your interview

## POSSIBLE POSITION OF AD:

- At the start, after the teaser
- Midroll
- Endroll

## PRICE

- Per Episode: 100 Dollars
- If you want exclusive sponsoring, we'll calculate with 150 Dollars.
- The Ad can be inserted in new episodes or in the evergreens.
- Reach of one episode: 1,500 to 2,000 Listeners.

## SPONSORS ON THE POD

- SEMA Software
- Sensay
- Bizzuka
- Section AI
- MillionaireMatch
- Bzingo AI

## BONUS

With booking more than 5 episodes, you'll get an interview with a person of your choice (topic has to be AI, though...)

## VIP OFFER

With booking more than 5 episodes, you'll get an interview with a person of your choice (topic has to be AI, though...)