

NZZ*one*

The new USA-Podcast

The analytical view of the USA



2024

Form	Interview / Conversation
-------------	--------------------------

Duration	25 minutes
-----------------	------------

Release	Weekly (Wednesdays)
----------------	------------------------

Launch	21.08.2024 (to mark launch week, there will be an additional episode on 24.08. From January 2025: transfer to geopolitical podcast)
---------------	--

Downloads	50 000 per month (forecast)
------------------	--------------------------------

Key facts & classification

USA-Podcast



Every week, we take an **in-depth analytical look at the USA**, initially through the lens of the election campaign (highlight: election 5th November 2024). In doing so, we investigate **the key social issues**:
How secure is my job? How should I pay for my next visit to the doctor? Which school should I send my

children to? How can I pay my rent?
In addition to the political establishment, people who don't have time for the American dream because they have to organise their lives also have their say - where possible. They represent **the major phenomena and problems** in the USA.

Content Concept

USA-Podcast



Our expertise

USA-Podcast

Hosting

David Vogel and Marlen Oehler take turns to host the podcast. They are informed and interested hosts who guide listeners through the podcast in a focussed manner – and whose curiosity and fascination for the USA facilitate identification for the listeners.

Guests

Our **USA correspondents** are the dialogue partners. They have carried out research on site and/or have the ability to analyse structures: Isabelle Jacobi, Marie-Astrid Langer, Christian Weisflog and David Signer. External guests are also possible.

Content differentiation from NZZ Akzent

The «NZZ Akzent» podcast is more concerned with the current events surrounding the US elections (primaries, election campaign, political debate, other current US topics), **while the «USA-Podcast» provides a deeper insight into the structures** behind them.

Pre-roll



Podcast



Mid-roll



Podcast



Promotional opportunities

Audio message at pre-roll and mid-roll

Pre-roll

- Position before the actual podcast
- Approx. 15–20 words
- Wording: «**This podcast is brought to you by...**»

Mid-roll

- Position after the first third of the content (approx. between minutes 8 and 10)
- Max. 350 characters incl. spaces; max. 20 seconds
- Wording: **TBD with the promotional partner**

Production of the spot

- The production of the commercials is always carried out by NZZone
- Third-party produced spots are possible in consultation (voice only: without background music, without further sound effects, etc.)
- «Native integrations» are not possible

Voice-over artists

Professional speakers are available to record the audio message

Selection of voices

- From a running time of five weeks, at least two spot texts must be supplied
- We recommend that you use one female and one male voice

Aurel



Ben



Emma



Karl



Laura



Robert



Roy



Susanne



Yael



Pricing for advertisers

Bookable monthly

Number and approval of spots:

- Bookings for a maximum of four weeks:
at least one spot
- Bookings for five weeks and more:
at least two different spots
- If requested, the promotional partner will receive three versions (voice timbre) of each spot/text for selection and approval of the finished spot
- Change requests after the start of production will incur additional costs of at least CHF 250.–

Duration one month: Over 50 000 cumulative downloads per month

Service	Gross price
Promotion: pre-roll and mid-roll for 4–5 broadcasts	CHF 6 000
Production costs: creation of at least one spot	CHF 600
Total gross price	CHF 6 600

Guidelines timeline

The following schedule must be maintained to meet booked dates



1. Selection of voice(s) by the advertising partner
2. Selection of advertising text
3. Production of the spots

4. Selection/release of the spots by advertising partners

5. Reporting