



54

PIER 54

A GENERAL HOSPITAL FAN PODCAST

Media kit

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2025

About Pier 54

WE'LL MEET YOU AT THE PIER.

Pier 54 is a welcoming space created by two lifelong fans of General Hospital who love reliving stories, celebrating characters, and connecting with the community. Through weekly recaps, 411 deep dives, and fun conversations, **Amanda and Shannon** bring sincerity, humor, and heart to every episode. The show offers a trusted and positive place where GH fans come together to laugh, reminisce, and stay up to date on everything happening in Port Charles.

Tagline

We'll meet you at the pier.

Mission

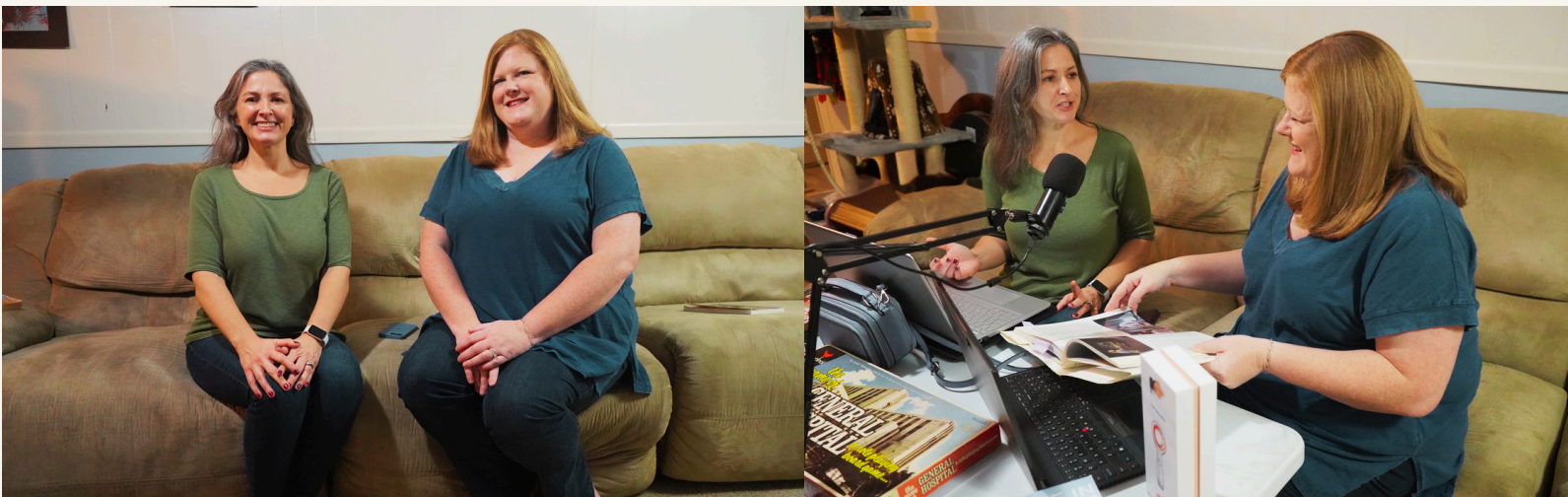
Talking about all things GH, past and present, and connecting with fans in a positive setting.

Tone

Sincere, positive, and funny.

What Makes Us Different

Positive energy, detailed 411 deep dives, and genuine fan connection through listener interaction, events, and the Fan Spotlight.



About the Show



Pier 54 releases two episodes each week, running 45 to 90 minutes. The show blends weekly recaps, GH news, listener moments, and 411 deep dives.

Episode Highlights

- Weekly GH recaps
- 411 deep dives
 - Character and storyline backgrounds
 - Nostalgic GH moments
- Listener questions and memories
- Special GH event episodes

Fan Favorite

411 episodes. Listeners revisit these often and binge older episodes year-round.



pier54podcast.wixsite.com/ghpodcast



@generalhospitalpodcast

Social Presence

YouTube: 243 subscribers
Instagram: 8.5k
Facebook Page: 979
Facebook Group: 828 members
TikTok: 629



pier54podcast@gmail.com

By the Numbers

AUDIENCE & LISTENER OVERVIEW

Pier 54 listeners are passionate General Hospital fans who value entertainment, nostalgia, and community. They appreciate authentic recommendations and feel a strong connection to the relationship between Amanda and Shannon.



By the Numbers:



5,800+ monthly downloads



500 downloads in the first week



Available on all major streaming platforms. Spotify & Apple - top listening platforms

Our Audience:

Pier 54 reaches an engaged community. A mix of longtime GH fans, newer watchers, and nostalgic/casual watchers.

- 75% female
- 19% male
- 3.9% not specified
- 0.9% Nonbinary

Age Groups

- 43.4% ages 45 to 59
- 20.6% ages 35 to 44
- 18.5% age 60 and up

Location

Primarily, the United States

Listening Behavior

- Long tail listening on 411 episodes
- High engagement with weekly recaps
- Listeners often binge older episodes

Listener Feedback Highlights

- Love the hosts' chemistry and relationship
- 411 episodes are a top repeat listen
- Appreciate the positive, family-friendly tone



Advertising Opportunities



Host-Read Ads

A personalized message read by the hosts during the episode. These ads feel conversational and authentic and consistently deliver the strongest engagement.

Pre-Recorded Spots

A short commercial-style audio file provided by the brand. These ads are easy to insert and offer consistent messaging.

Baked-In Endorsements

Ads recorded directly into the episode during production. These remain permanently in the episode and cannot be skipped or updated.

Sponsorship Tiers and Pricing

Signature Sponsor

Price: \$2,500 per season

Ideal for: Brands wanting the highest visibility and listener engagement.

Podcast Ad Placement

- One Host Read Ad in the weekly recap episode
 - Upgrade option available for placement in a 411 episode for increased long-term visibility
- Baked-In Endorsements for long-term visibility
- Optional final call-out at the end of the episode

Brand Visibility

- Featured logo on homepage
- Logo on podcast page
- Logo on episode-specific promotion pages

Social + Community

- One dedicated social post
- Participation in seasonal giveaways
- Discount code distribution
- Inclusion in fan spotlight features

Community Sponsor

Price: \$900 per season

Ideal for: Brands wanting consistent exposure without the full Signature investment.

Podcast Ad Placement

- **One Host-Read** Ad in two weekly recap episodes

OR

- **Two Pre-Recorded Spots** in two weekly recap episodes (brand-provided)
- Ads can be **baked in or dynamically inserted** depending on preference

Brand Visibility

- Logo placement on podcast page

Social + Community

- One shared sponsor social spotlight post
- Option to provide discount codes

Advertising Opportunities



Sponsorship Tiers and Pricing

Supporting Sponsor

Price: \$400 per season

Ideal for: Small businesses, startups, and boutique brands.

Podcast Ad Placement

- **One Pre-Recorded** Spot in one weekly recap episode
 - Brand-provided audio or short script
 - Add-on option: upgrade to a Host-Read Ad

Brand Visibility

- Logo placement on podcast page

Social + Community

- One mention in a social sponsor roundup
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Optional Add-On Opportunities

- **Additional Host-Read Ad:** \$150 each
- **Additional Pre-Recorded Spot:** \$75 each
- **Sponsored Episode Spotlight** (brand featured throughout): \$200
 - A dedicated spotlight episode featuring the brand in multiple touchpoints: intro mention, mid-roll ad, end-of-episode call-out, and sponsor visibility on all episode-related promo materials.
- **Giveaway Feature Add-On:** \$150
 - Giveaways may be provided by the sponsor or curated by Pier 54. All giveaway details will be confirmed in advance to ensure alignment with the audience and brand guidelines.
- **Dedicated Social Feature:** \$150

Sponsorship Term

Sponsorships run for a 12 month period and can begin at any time. This gives partners the flexibility to join the Pier 54 season on a rolling basis and allows the team to maintain consistent opportunities throughout the year.

Recommended Partner Categories

Pier 54 welcomes brands that align with the show's tone and the interests of its listeners. Ideal categories include:

- Lifestyle and pop culture
- Beauty and fashion
- Health and wellness
- Women-centered companies
- Small businesses and artisan boutiques
- Businesses that support or employ people with disabilities

Not a fit: political, religious, or intimacy-focused brands.



Let's Connect

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