



54

# PIER 54

A GENERAL HOSPITAL FAN PODCAST

## Media kit

[PIER54PODCAST.WIXSITE.COM/GHPODCAST](http://PIER54PODCAST.WIXSITE.COM/GHPODCAST)  
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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](http://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.

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## 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

**Website:** <https://pier54podcast.wixsite.com/ghpodcast>

**Email:** pier54podcast@gmail.com

