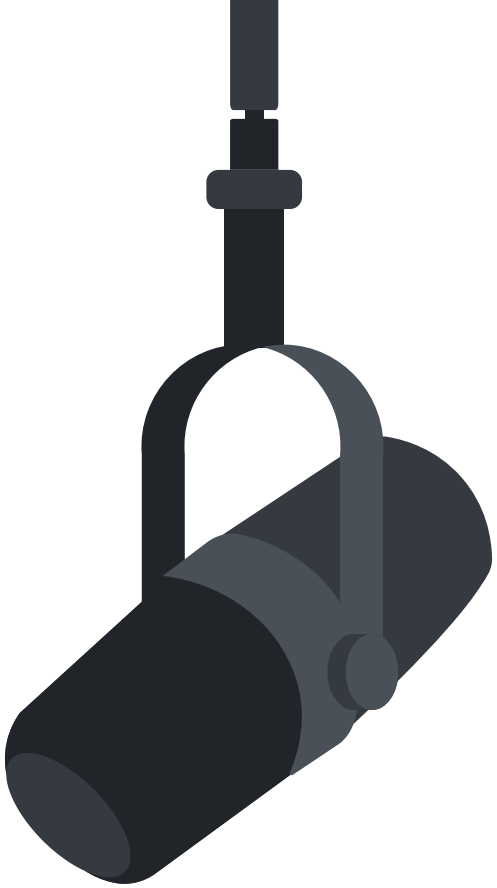
SMALL SHIP CRUISE TALK

PODCAST



MEDIA KIT

MEET YOUR CO-HOSTS: DAN & MIKKEL

Dan and Mikkel Woodruff are seasoned cruise travel writers and the **duo behind Sometimes Sailing**, a trusted resource for small ship and luxury cruise planning. They've sailed on nearly 40 cruises together—primarily on small ships, but their wide-ranging experience across all vessel sizes strengthens their expertise.

As a married couple who travel side by side but bring distinct perspectives to each voyage, **their paired dynamic adds depth and humor to their storytelling**: Dan as an introvert and Mikkel as an extroverted introvert. This balance not only engages listeners but also builds trust and relatability, making their podcast a go-to source for travelers.

AUDIENCE INFO

ACHIEVED 311,000 DOWNLOADS/VIEWS/LISTENS

within its first 16 months, an *outstanding* accomplishment for a niche podcast in its first year

WE HAVE BEEN RANKED:

#8 in Belgium
#9 in Ireland
#10 in Argentina
#11 in New Zealand
#32 in Canada
#25 in Australia
#60 in the United Kingdom
#93 in the United States
#70 in Sweden
#54 in Hong Kong
#116 in the Netherlands
#167 in Italy

on Apple Podcasts Places & Travel

IMPRESSIVE DOWNLOADS

Out of 120,382 podcasts published on Buzzsprout, **Small Ship Cruise Talk ranks in the top 50%** for number of downloads per episode within the first seven days of publishing, according to industry data.

We have a consistently expanding, engaged audience interested in small ship cruise experiences.

Source: Buzzsprout

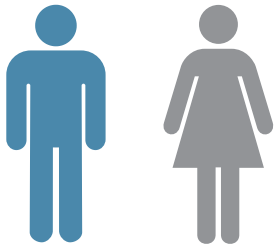
LISTENERS IN 109 COUNTRIES & 2,245 CITIES

83% NORTH AMERICA
5% OCEANIA
2% EUROPE

86%

AVERAGE CONSUMPTION RATE

WITH MANY EPISODES EXCEEDING 100% (RE-LISTENS)



MALE: 57%
FEMALE: 43%

57%

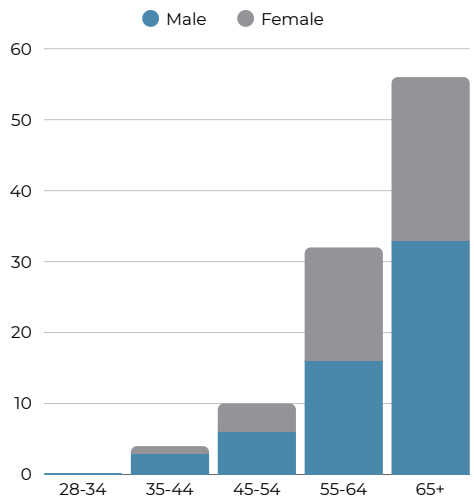
AVERAGE COMPLETION RATE

THIS IS 14% ABOVE INDUSTRY "NORMAL"

LISTENER AGE BREAKDOWN

WE REACH A HIGHLY QUALIFIED, MATURE TRAVEL AUDIENCE

88% of our long-form YouTube audience is 55+



ABOUT OUR PODCAST

FREQUENCY

We publish **bi-weekly on Wednesdays**, with scattered additional **bonus episodes**.

Occasionally, we publish a bonus episode between our regularly scheduled releases.

AVERAGE LENGTH

We publish digestible episodes of around **30 minutes**.

If an episode is significantly longer, we publish it as a multi-part release.

NEWSLETTER

Our **highly engaged newsletter** community maintains an exceptional 51.96% open rate — **more than double the travel industry average** of 22%, according to Mailerlite.

AVAILABLE EVERYWHERE YOU LISTEN TO PODCASTS, INCLUDING:

Apple Podcasts	Spotify	Deezer
iHeartRadio	Amazon Music	Pocket Casts
Castro	PodcastAddict	Podcast Index

Selected as a
2026 AIR AMPLIFY NEW VOICES podcast
— an exclusive program limited to 16 recipients

RATED 5-STARS

Our niche podcast is the only one of its kind. We focus on:

- River, yacht, barge, expedition, and ocean cruises ~1K pax or less
- Ship-within-a-ship classes on big ships
- Cruise port guides
- Packing essentials
- Cruise planning tips

TOP AUDIO EPISODES

1

TOP RIVER CRUISE LINE SHOWDOWN: VIKING VS. AMAWATERWAYS

2

MEKONG RIVER CULTURAL JOURNEY: CRUISING CAMBODIA TO VIETNAM

3

PACKING TIP: 5 ESSENTIALS WE ALWAYS TAKE ON RIVER CRUISES

TOP YOUTUBE EPISODES

@SOMETIMES-SAILING, PODCAST CHANNEL ON YOUTUBE

TOP RIVER CRUISE LINE SHOWDOWN: VIKING VS. AMAWATERWAYS

ALL AMERICAN CRUISE LINES OVERVIEW

CHRISTMAS MARKETS RIVER CRUISE PLANNING GUIDE

TESTIMONIALS

Our 5-star reviews are **proof that our podcast transforms travel skeptics into enthusiastic adventurers by introducing them to small ship cruising alternatives they never knew existed.** We inspire listeners to break out of their vacation routines and pursue more unique, personalized travel experiences. Through our engaging storytelling and expertise, we create highly motivated customers for travel and hospitality sponsors.

★★★★★

Fun and informative!

- JessReviewsAllTheThings

I've never been on a cruise in my life and have always questioned if it's a style of travel I would enjoy, but this show has introduced me to options I never would've known about that sound much more appealing to me than big mainstream cruises. Dan and Mikkel's enthusiasm for cruising is palpable and it makes me excited to explore small ship cruising in my future travels!

★★★★★

Encourages me to lead a more interesting life!!!

- Jamie NB

Dan and Mikkel are encouraging their listeners to lead a more interesting life, leading by example, and to think outside the box when it comes to vacations. This especially resonates for someone like me who basically just books a resort that has a waterpark for my kids on repeat!

I love the funny puns they interject into their dialogue - they're very funny! I didn't know any of the info they share before tuning in and I learn so much from each episode. I highly recommend listening.

★★★★★

A must listen!

- bequita15

This podcast is incredibly informative and so easy to listen to! Their candor is heartfelt and sweet. As a travel advisor, each episode is helping me become more comfortable with another niche and I love listening to their guests as well!

★★★★★

Great podcast to plan your next cruise...

- Bronxboy3555

Mikkel and Dan provide a thoughtful and engaging overview of cruising options - really helpful to think about and plan your next adventure.

★★★★★

Everything I Didn't Know That I Needed To Know!

- Aimlover

This show is AMAZING! I had no idea what a small ship cruise was. I never really had any interest in being on a huge ship in the middle of the ocean with thousands of people and rouge waves. But now I know that there are so many alternatives with beautiful views, great food, A LOT less people, and close to shore. I'm sold! I can't wait to try some out!

★★★★★

So Informative!

- B-WHYB

I didn't realize how incredible small ship cruising could be until I found this podcast. The more I listen the more I realize this HAS to be on my travel agenda. I love Dan and Mikkel's dynamic - and hearing their clear expertise in this mode of travel. I'm hooked!

MARKETING PARTNERSHIP OPPORTUNITIES

WE'LL CREATE A CUSTOMIZED PACKAGE THAT DELIVERS RESULTS FOR YOUR BRAND BASED ON YOUR BUDGET AND GOALS

- **Executive Interviews:** Position your leadership as industry thought leaders through conversations that showcase expertise and build brand authority.

- **Audio Integration**: Seamlessly add your messaging into our content with pre-roll or post-roll placements that feel natural, announced by voices our audience trusts.

- **Adaptive**: Flexible partnership opportunities that change based on season or campaign objectives, tailored to your specific needs, from itinerary launches to brand awareness initiatives.

MARKETING PARTNERSHIPS ARE LIMITED...

& planned in advance, so direct competitors are not mentioned during your sponsorship time. Because of this and for scheduling purposes, we strongly recommend contacting us to secure your spots as soon as possible.

BECOMING A SMALL SHIP CRUISE TALK MARKETING PARTNER BENEFITS YOUR BRAND & CLIENTS

Reach a highly engaged niche audience

Connect with dedicated small ship cruise enthusiasts and adventure-seeking travelers who actively seek new experiences and have the means to book premium vacations.

Leverage our established trust and credibility

As a marketing partner, you benefit from our proven track record of inspiring listeners to take action and the authentic endorsement that comes from being featured on a podcast known for quality travel recommendations.

Maximize your marketing ROI

Our intimate podcast format ensures your message reaches motivated buyers in a trusted environment where recommendations carry real weight.

Deliver your message through voices listeners trust

Your brand benefits from our established relationship with our audience, significantly increasing the likelihood they'll consider and act on your offerings.

Extend your reach across social platforms

Gain exposure to our engaged followers on multiple social channels who actively share and discuss travel recommendations with their networks.

Target your ideal customers precisely

Our audience consists of travelers actively planning their next adventure and seeking the unique experiences your brand provides.

PODCAST EFFECTIVENESS IS RESEARCH-PROVEN

NICHE PODCASTS ARE POWERFUL

❝ It's not just the deep connection that matters to listeners. It's the **deep expertise**. Passionate podcast listeners tune in week after week for **content made for their specific interests**, and this translates into advertiser impact. In fact, **60% of listeners say they're more likely to trust recommendations on niche shows**, and among these niche podcast listeners, 94% have taken action after hearing a podcast ad.❞

- Ad Age Studio 30

AUDIO'S SUCCESS OVER OTHER MEDIA

55% stronger at driving conversions than video ads

28% stronger at driving conversions than search

13% stronger at driving conversions than social media

Source: Nielsen Commspoint, US 2024, All adults, planning insights: Channel ranking, costs included

PODCASTERS ARE TRUSTED

AUDIENCES REGARD PODCAST HOSTS AS MORE TRUSTWORTHY

"While many brands lean on content creators—and social media influencers in particular—to introduce their brand to new audiences, social media influencers don't foster the same level of trust as podcast hosts.

In fact, only 34% of consumers trust social media influencers about social issues, while 43% of audio listeners trust podcast hosts."

Sources: Ad Age April 23, 2025, & Audacy Innovation Tracker, Online survey conducted on Ask Suzy platform, June 2024, A18+, M:F=50:50, n=1,120, Base = Audio listeners

PODCASTERS AUTHENTICALLY CONNECT WITH AUDIENCES IN A WAY OTHER MEDIA OUTLETS CANNOT

44% of listeners think audio makes them feel more connected to people like them, their community, or to artists/podcast hosts they listen to.

46% of listeners describe podcasts as "authentic and trustworthy" versus 5% for broadcast television and 2% for social. Podcasts are a source of unbiased, 360-degree information from multiple perspectives, giving them more insights than traditional sources.

Source: 2024 Culture Trends Report by SiriusXM Media

SOMETIMES SAILING

SMALLSHIPCRUISETALK.COM

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@SometimesSailing

@Sometimes-Sailing