
Inside Home Recording

www.insidehomerecording.com

the longest-running podcast on home and project studio recording :: since 2005



with **Paul Garay and Derek K. Miller**



Podcast & Website Information Sheet

January 2008

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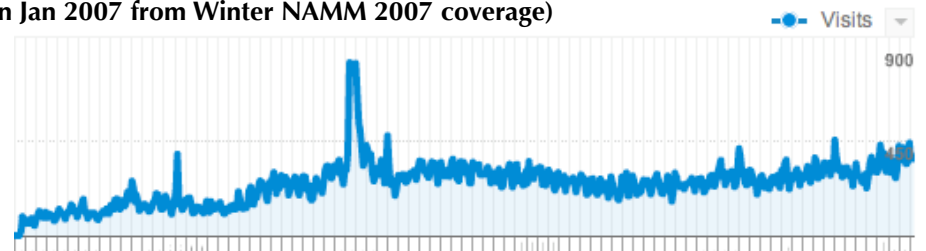
ABOUT INSIDE HOME RECORDING



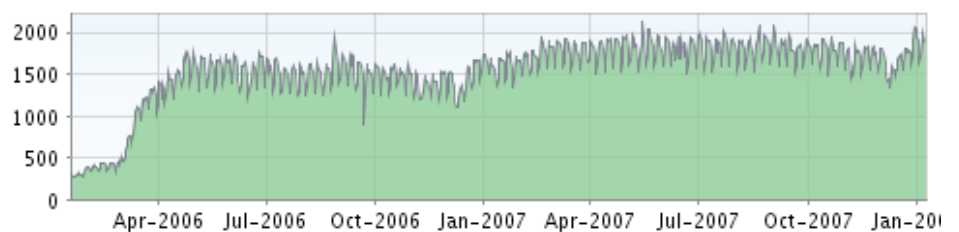
Inside Home Recording (IHR) is **a podcast**, released every two weeks, plus **a website**, updated several times each week, and available at insidehomerecording.com. We cover the latest in home studio recording. Your hosts are keyboardist and music producer **Paul Garay**, and web guy, drummer, guitarist, writer, and editor **Derek K. Miller**. Both Paul and Derek are Canadian professional musicians involved in teaching, composing, producing, engineering, and recording music. Together, they provide a wealth of expertise, information, and entertainment to thousands of listeners and site visitors from around the world each month.

Paul launched the IHR podcast in August 2005, when podcasting was barely one year old, and it grew quickly. Now the show receives over 3,500 downloads per episode, and the website sees hundreds of individual visitors every day to the home page blog, shownotes, archives, and the active listener forum and photo pool. People come from around the globe to read and hear what Paul and Derek have to say, to listen to the show on their computers and iPods, to comment, and to contribute to the podcast and site community. For potential advertisers and sponsors of Inside Home Recording, the show and site offer **an opportunity to reach thousands of passionate home recording enthusiasts** keen to learn about and buy new products and services.

Daily unique website visitors: Jul 2006–Jan 2008 (spike in Jan 2007 from Winter NAMM 2007 coverage)



Daily podcast feed requests: Jan 2006–Jan 2008



Apple chose Paul—because of both IHR and his long experience as a home-based producer and engineer, as well as a recording instructor at Vancouver Film School—as one of its co-hosts for “The Podcast Recipe,” its free online podcasting seminar at seminars.apple.com (the other two co-hosts were international voiceover personality Joe Cipriano and Pete Alcorn, business manager of Apple’s iTunes Podcast Directory). Paul is also an experienced trainer for in-person recording seminars across North America, and online tutorials at websites such as macProVideo.com.

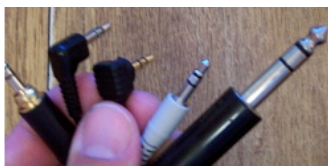
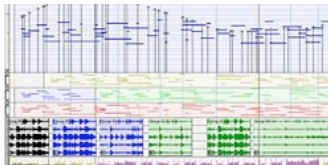
Derek, a performing musician since 1989, has provided background and theme music to hundreds of top podcasts in the world, including the popular “Windows Weekly” with Paul Thurrott (part of the This Week in Tech network at twit.tv) as well as writing technical articles for publications such as *Macworld* magazine. He has been in demand as a speaker about the Internet since 1992.

In 2008, Inside Home Recording will be launching a new companion podcast series of short video tutorials. IHR is also a founding member of the **Home Recording Network**, a group of podcasts about home and project studio recording, each with its own focus and style, and listed at homerecordingnetwork.com, and of the respected **Blubrerry Network** at blubrerry.com. Derek and Paul appear regularly as recording experts on *The Lab With Leo* (labwithleo.com), tech personality Leo Laporte’s cable television program, seen from Canada to Australia.

MORE ABOUT PODCASTING

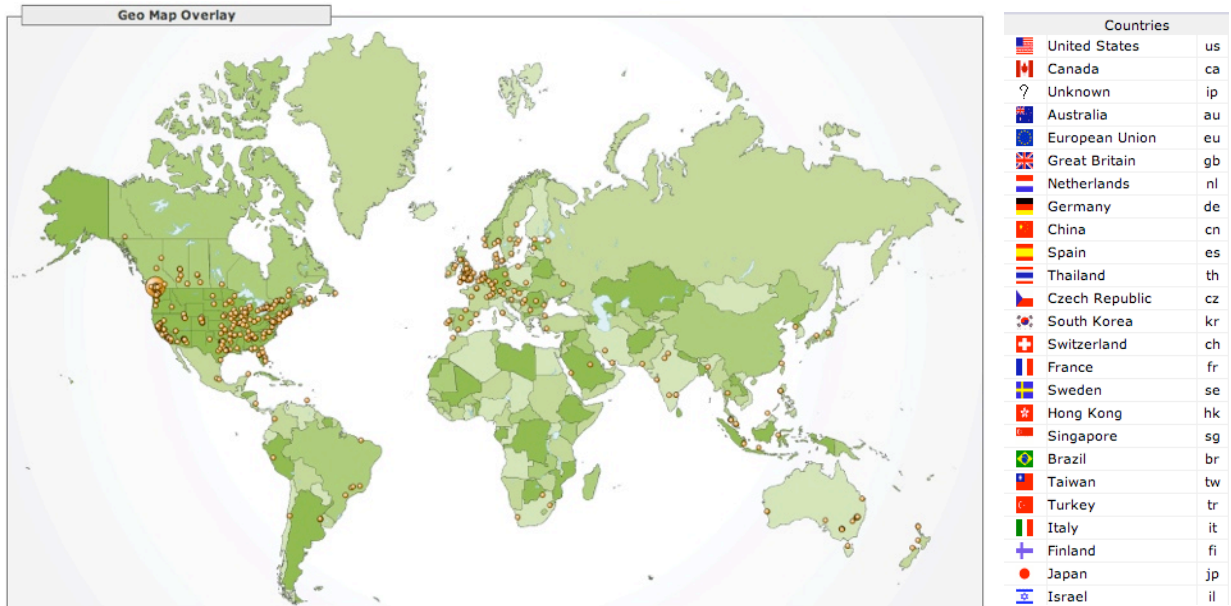
Podcasting is, in effect, on-demand Internet radio. The word is derived from Apple’s *iPod* and *broadcasting*, and in late 2004 it became the latest revolutionary technology to emerge from the Internet. Podcasting is now supported by a wide variety of devices beyond the iPod, from Microsoft’s Zune players to the Apple TV set-top box and TiVo personal video recorders—plus any computer user can listen to them online in a web browser. Both independent publishers such as IHR and major worldwide media companies now offer podcasts to a global audience.

Podcasting is a different way of publishing media, because listeners receive new episodes automatically by subscription, usually at no cost. Unlike radio or streaming media, podcasts are time-shifted, meaning that **listeners have control over when—and where—they hear each show**. This new medium has exploded, with hundreds of thousands of audio and video podcasts now available from sources as diverse as your local teenage music fan and the venerable BBC. IHR fills a key niche in podcasting, as the oldest continuously published podcast on home recording, a topic of keen interest both to musicians and to thousands of other podcasters. Paul and Derek have established themselves as authorities in the field.



THE INSIDE HOME RECORDING AUDIENCE

Worldwide Inside Home Recording listenership and visitor location snapshot



From its inception in August 2005, Inside Home Recording has grown to be the pre-eminent and longest running podcast on home recording in the world. While they could choose to listen to the show on the website, **over 96% of IHR listeners subscribe so that they don't miss a single episode.** For our listeners, home recording is their passion, enthusiasm, and hobby—and in some cases their job. They spend their free time learning about recording, working on their studios, engineering music, and evaluating equipment, software, and services. They are educated, sophisticated customers who are interested in quality products.

According to our audience survey, Inside Home Recording listeners are typically:

- Married men in their 30s, working full time
- Well educated, earning over \$50,000 per year
- Spending \$1000–\$3000 on recording equipment and \$1000–\$3000 on computers each year
- In: USA 64% - Canada 14% - Europe 10% - Australia 7% - Other 5%
- Have listened to at least 8 episodes of Inside Home Recording

While most of our listeners are in North America and Europe, our audience is worldwide. Each week, they contribute dozens of emails, website comments, and forum posts to help the entire IHR community learn more about recording, and so we can improve the show and site.

They also enter our **regular giveaway contests**, where we offer quality recording equipment and software from industry sponsors, or which we purchase with advertising revenues, in exchange for the audience's recording stories, original music, remixes, and other projects that keep them interested in and interacting with the show and site. Paul and Derek share our audience's enthusiasm for home recording, and we want to keep that interaction strong.

WHAT INSIDE HOME RECORDING OFFERS TO ADVERTISERS

Advertisers and sponsors who want to reach the IHR audience have a cost-effective and very efficient way of finding savvy, educated, interested, and passionate users of technology, who want to learn more not only about digital home recording, but also about a wide range of other subjects from making music to improving their lives and those of their families.

There are a small number of extremely popular podcasts with audiences of 150,000 or 200,000 listeners, but those are shows of general interest, without the fine focus of more specialized programs such as Inside Home Recording. IHR's thousands of site visitors and podcast listeners are not mere *consumers*, but *customers*: active participants who want to help podcasts such as ours, and forward-thinking manufacturers who support this new medium, to succeed. **They want to see relevant advertising and sponsorship messages from quality companies.** And we at IHR want to maintain their trust by only working with advertisers and sponsors whose products and services we would use ourselves. That offers many benefits:

Issue	Print	Radio	Podcasting
Shelf Life	Until Next Issue	Only if Audience is Listening	Indefinite
External "Noise"	Any visual or audible distraction	Dial surfing reduces effectiveness	Subscribed listener is either listening on iPod or at computer to a show he or she specifically requested, with fewer distractions
New Exposure for Old Ads and Sponsorship Messages	Limited	None	When new subscribers download the show, many choose to download all past episodes, or to re-listen. Website provides additional exposure.
Qualified Audience?	Scattered at best	Time sensitive, most not in the target market	Highly qualified listeners who actively seek out information about relevant products and services, and who welcome appropriate advertising from quality companies
Cost	Likely High (\$thousands+)	Definitely High (\$tens of thousands)	Nominal (\$hundreds+)
Competition	Overwhelming (many ads)	Well established	Minimal (still a new medium)

FIND OUT MORE

To find out more about Inside Home Recording, we of course suggest that you visit our website at www.insidehomerecording.com, where you can also listen to our current and past podcast episodes, read our blog and forums, view photos, and subscribe to the show. We also have a specific page for potential sponsors and advertisers, which highlights key information about the show in one place, at www.insidehomerecording.com/marketing.

Each **podcast episode** includes feature segments such as IHR 101 (basic recording and mixing techniques), gear reviews, listener mail, guest interviews, and our editorial. We have covered topics from vocal and drum recording through mixing and mastering techniques, reviewed software and speakers, discussed arranging and effects, and talked to knowledgeable personalities including Paul White from *Sound on Sound* magazine, well-known Canadian songwriter and recording artist Craig Northey,



and recording and technology innovator Thomas Dolby. We have also traveled to provide special coverage of the annual Winter NAMM Show in Anaheim, where manufacturers and distributors introduce and highlight the latest in audio technology and instruments. **IHR is renowned for our high production values and informative content.**

The **website** itself complements the show with daily updates between episodes about happenings in the industry, new equipment, and strange and unusual links to recording-related locations across the web. The **listener forums** feature questions and answers from IHR hosts and listeners alike: both Derek and Paul check in every day, and we've learned a lot from our listeners too.

JOIN US IN DEFINING A NEW MEDIUM

Inside Home Recording is open to sponsors and advertisers, either directly with IHR or in conjunction with other home and project studio recording podcasts. We are currently involved in a small number of advertising campaigns and equipment sponsorships, but we also believe that there are **great opportunities that benefit other potential sponsors, the show, and our audience alike**, on the podcast, our website, or both.

Find out more by contacting us at sales@insidehomerecording.com or +1 (604) 765-0579.

We look forward to hearing from you. Happy recording!

Paul Garay and Derek K. Miller

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Main portrait photo by Kris Krug (kriskrug.com)