

FRIGAY THE 13TH

((HORROR PODCAST))

#GETSLAYED

PRESS KIT

WWW.FRIGAY13.COM



WHAT WE DO

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A podcast about horror--in real life *and* in the movies--from an LGBTQ+ perspective.

FriGay the 13th Horror Podcast offers listeners a unique perspective on horror with episodes around topics deeply rooted in the real world and paired with insightful reviews of horror films, providing content from educational, entertainment, and advocacy angles. With a dedicated listenership continuing to scale in big ways, *FriGay the 13th* is uniquely positioned in the horror podcast genre.

THE HOSTS

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Andrew Huff (he/him/his) is our resident horror nerd and hails from the great white North that is Northern Michigan. He now resides with his husband Michael and their fur-baby Sonoma in Chicago, where he works in marketing. He enjoys all things horror, and some of his favorite movies are things like FRIDAY THE 13TH, CANDYMAN, and THE DESCENT, among many others. He enjoys a good cheddar cheese, a run outside, and spending time with his friends.

Matty Zaradich (he/him/his), lives in Dublin, Ireland. He is originally from Indiana, and lived in Chicago for nearly two decades prior to moving to Ireland. Matty is a Senior Manager at Sprout Social, a social media management software company, where he manages two teams in Customer Success. He is a longtime activist in the LGBTQ+ community, working with various organizations to secure non-discrimination protections for LGBT people across the United States. Matty loves traveling, distance running, drinking good wine, and hanging out with his dearest friends and family. He has been known to read poetry in group settings at the drop of a hat-whether folks like it or not. His favorite horror film? Hands down, THE EXORCIST.



WHO LISTENS

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LISTENS

230,000+

on all podcast platforms

AVG. EPISODE DOWNLOADS

4500

FOLLOWERS

20,000+

across all channels

REVIEWS

370

on Apple Podcasts

STARS

4.8

on Apple Podcasts

AUDIENCE DEMOGRAPHICS

GENDER

61% Male
31% Female
8% Transgender or GNC

AGE

26% - 18-30
46% - 31 - 40
23% - 41 - 50

EDUCATION

55% - up to Bachelor's
14% - Master's
11% - Trade School

ORIENTATION

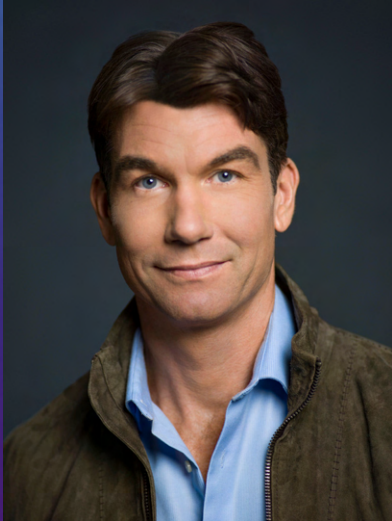
38% - Gay / Lesbian
11% - Bisexual
13% - Queer
31% - Straight

INCOME

40% - \$25-50K
19% - \$50-75K
20% - \$75-100K
21% - \$100K+

GUESTS

From actors to directors to authors to the first team of female sasquatch hunters (yes, they exist), **FriGay the 13th** has welcomed an incredible array of guests on the show



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EPIISODES

Horror isn't just an escape—it's a mirror to the real terrors we find in our world everyday. In each episode, Andrew and Matty tackle a real-life terror, and analyze it from an LGBTQ+ perspective; then, they pair that theme with two horror films that directly connect. The result are episodes that are timely, poignant, hilarious, and often touching.



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AD RATES

Looking for a unique opportunity to reach listeners?

FriGay the 13th has an array of options for your brand.

STANDARD ADS

- Single slot, up to 60 seconds: \$300
- One-episode sponsorship: \$500
- Four-episode package (2 months): \$250/episode, \$1,000 total
- Eight-episode package (4 months): \$200/episode, \$1,600 total
- 12-episode package (6 months): \$175/episode, \$2,100 total

CUSTOMIZED CREATIVE ADS

Andrew and Matty LOVE creating custom, creative ad pieces with brands. From creative opening skits to recurring characters that appear in the show, contact us for customized pricing and creative services.

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