



INTERNAL PODCAST PRODUCTION PRICE GUIDE 2023

Guide Price Per Episode

Pre-Production

Topic & Guest Selection

Topic Research

Episode planning call

Post invitation guest liaison including test call

Scripting

Questions and running order

Format options:

Pre-recorded feature

Production

Host (Sam Pauly) or internal host (supported)

Online recording: Riverside or ZOOM

Post-Production

1 initial edit

1 set of changes post client review

Music from Premium Beat

30 - 60 secs trailer/highlights edit provided as MP3.

MP3 file of podcast for uploading to host platform

Episode transcript

Standalone
Interview

€1,800

Premium
Format

€2,600

×

×

✓

✓

30 mins

60 mins

✓

✓

✓

✓

×

✓

Interview, 1 to 2
guests, 10 to 15
mins

15 to 30 minutes
bespoke format
such as:

- Roundtable
- Q&A panel
- Interview
- Audio diaries

×

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

1

2

✓

✓

✓

✓