

thinkdigital



THE 1ST KEY OPINION LEADERS PODCAST NETWORK

thinkdigital.net/podcasts

Picture this:

- **1M+ people on a super stadium*** waiting for a big concert to start. But, instead of a big artist or band to start playing, a key opinion leader is talking about a very specific topic to this **100% engaged audience** who's there, for her or him only. And... **your brand message starts the show** only when all the individuals in the audience are asking for that, by pressing the **PLAY** button. It's not a radio commercial playing as a background while you are in a middle of a discussion. It's not a TV ad running while you're checking your phone. It's not your social media ad playing without sound ;) **It's a new breed.** Join us in this new adventure!



**We would need something like 18 National Arenas. Or 7xUNTOLD festival each month.*

The 1st Quality Podcast Network in Romania starts with:

40+

podcasts

17












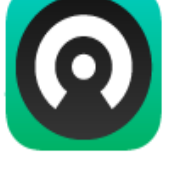
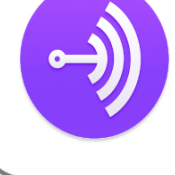

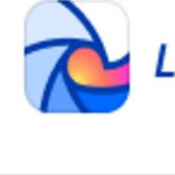






content
categories

700k+

Audio listeners +
podcast **Video Views**
per episode



Your ads will be heard on all the platforms

 Listen on Apple Podcasts	 Listen on Stitcher	 Listen on Spotify
 Listen on Overcast	 Listen on Google Play	 Listen on Pocket Casts
 Listen on RSS Feed	 Listen on Spreaker	 Listen on TapeWrite
 Listen on Android	 Listen on Google Podcasts	 Listen in Castro
 Listen on Anchor.fm	 Listen on Podbean	 LISTEN ON Breaker
 Podcast Addict	 LISTEN ON Castbox	 Listen on Soundcloud
 LISTEN WITH RadioPublic	 Chartable	 LISTEN NOTES

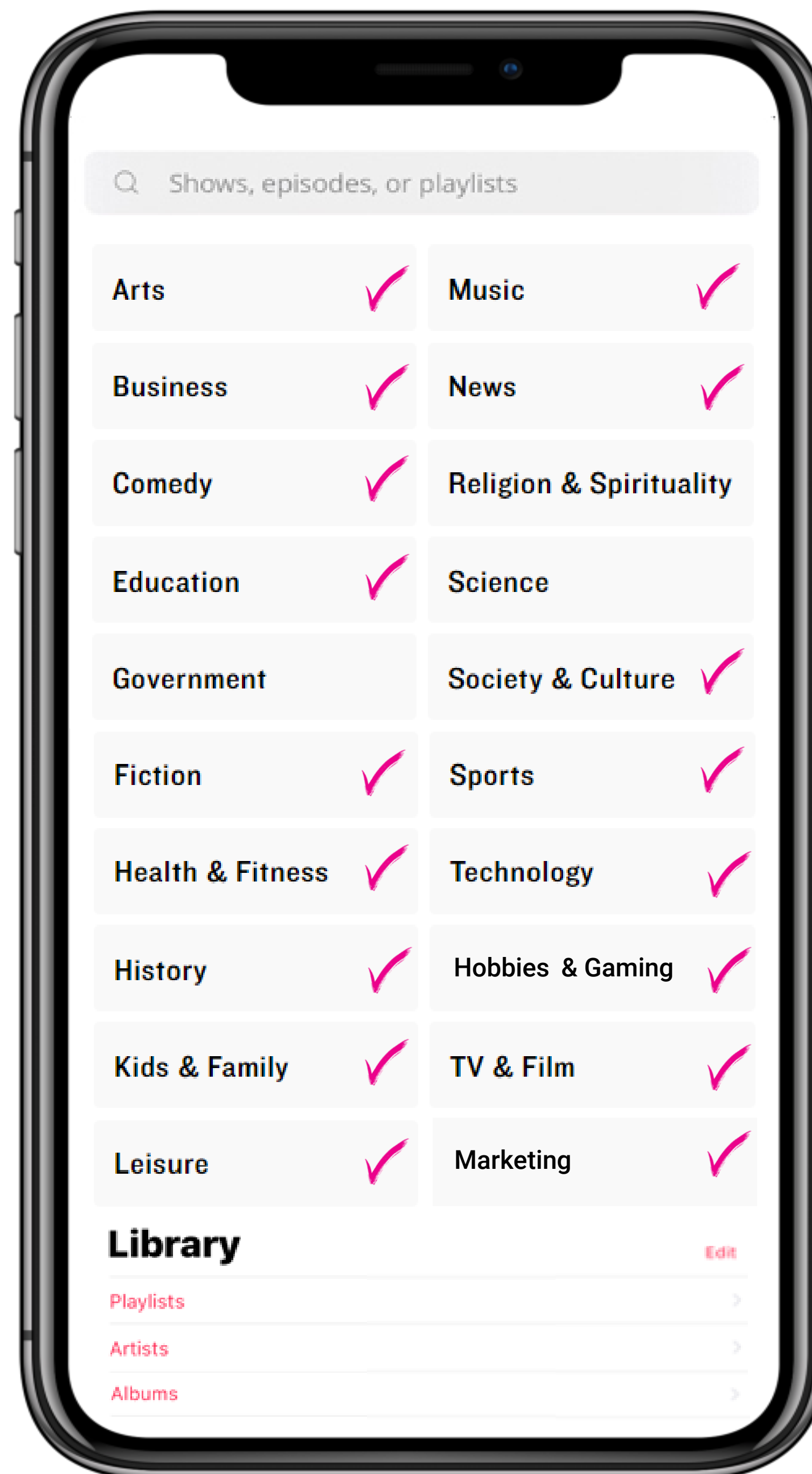


Our Categories

Our podcasters attract and connect with **loyal listeners**.

Diverse in topic, tone, and production, the shows share a distinctive style, a commitment to exceptional craft and an entrepreneurial drive.

It's wise not to adhere too strictly to a category. Don't assume that comedy audiences for example aren't also for entrepreneurs...



"Oh, the irony!"

*In a crowded advertising world that fights for our **eyeballs**, the **audio** content will be the next big thing..."*

AdAge



All that matters in podcasting are the brains. Thoughts. Ideas. Not the looks. Not the fancy Instagram pictures or the funny Youtube videos.

That's why top key opinion leaders are the early adopters and pioneers of podcasting in Romania.

Business, media and smart entertainment personalities serve both as hosts and guests on podcasts, sitting down together to have meaningful conversations between two mics.

Grab a seat, relax, and meet our podcasters:

WHO'S IN?



Podcastu' lui Katai
Robert Katai



Fain&Simplu
Mihai Morar



Andi Moiescu Podcast
Andi Moiescu



Vocea Nației
Dragoș Pătraru



UPGRADE 100
by Dragoș Stanca



ZeroPlus
Andrei Roșca



Vorbitorincii
Cătălin Striblea & Radu Paraschivescu



Starea Nației
Dragoș Pătraru

WHO'S IN?



RSS Reloaded
Iulian Tănase, Constantin Bojog
& Alex Tocilescu



Antreprenori care Inspira
Florin Rosoga



Podcast de criză
Ionuț Ancuțescu



Finante FM
Daniel Tanase



Startup Mashup by start-up.ro
Vlad Andriescu



Podcastul de EQ
Zoltan Veres



Banii vorbesc
Sorin & Andreea Amzu, Laurentiu Mihai

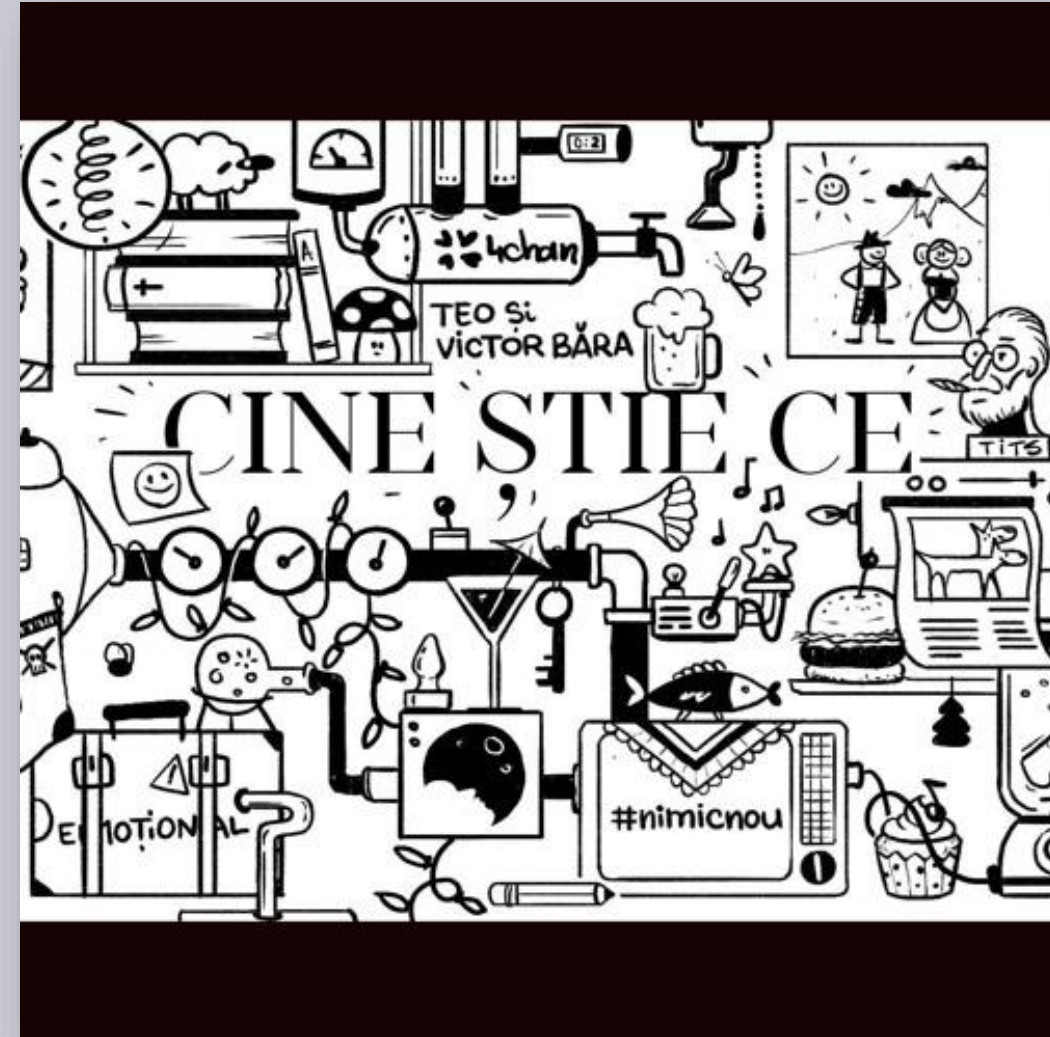


Morning Podcast
Gabriela Ilie

WHO'S IN?



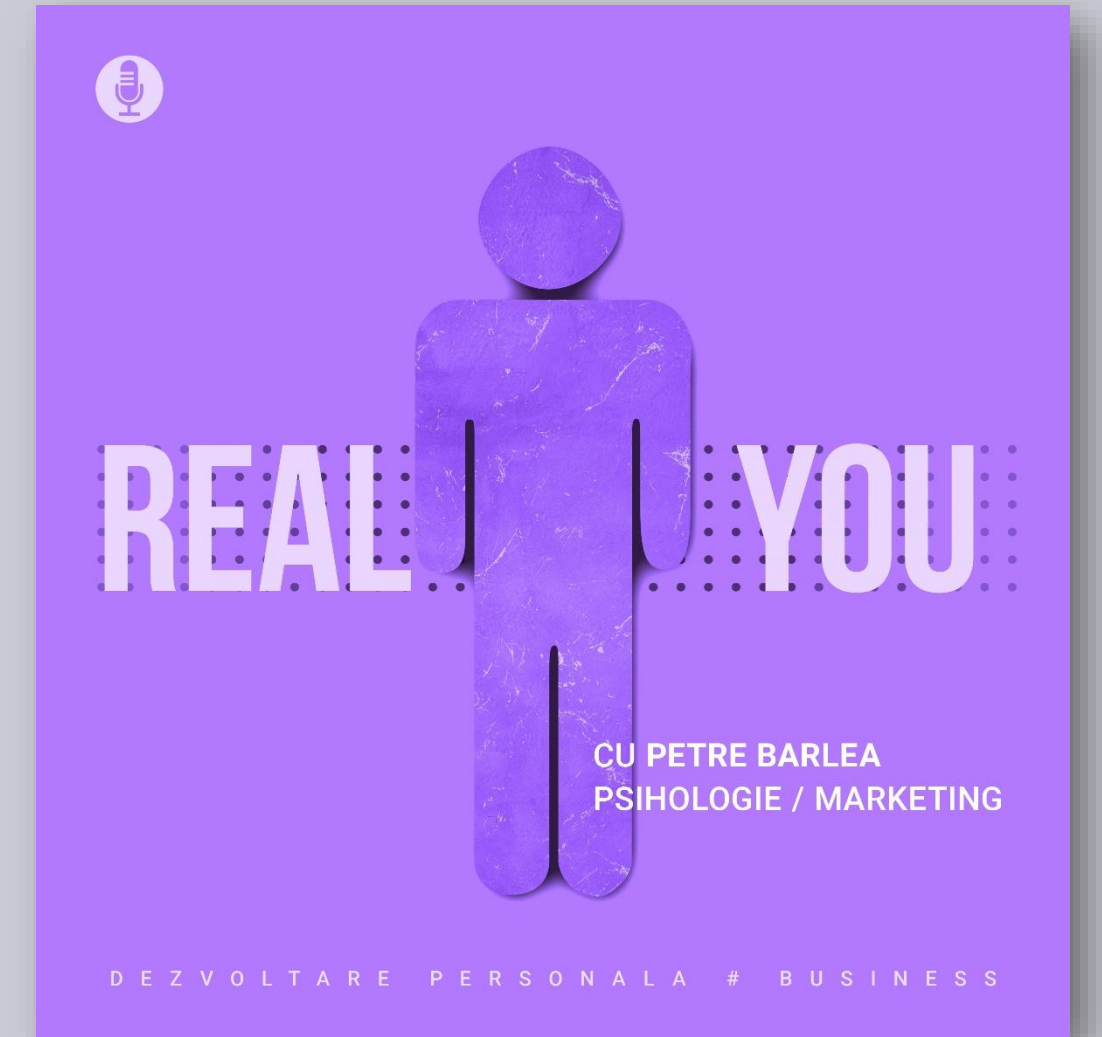
Între showuri
Teo, Vio și Costel



Cine Știe Ce
Teo & Victor Băra



Tackle Show
Dan Dracea



The Real You
Petre Barlea



Podcast ceva mărunț
Sergiu Floroiaia, Toma Alexandru,
Sorin Pârcălab & Cristi Popesco



Niște Podcast by Niște Oameni
Bogdan Drăcea, Virgil Ciulin, Dragoș Mitran,
Sergiu Mirică, Ioana Luiza and Victor Băra

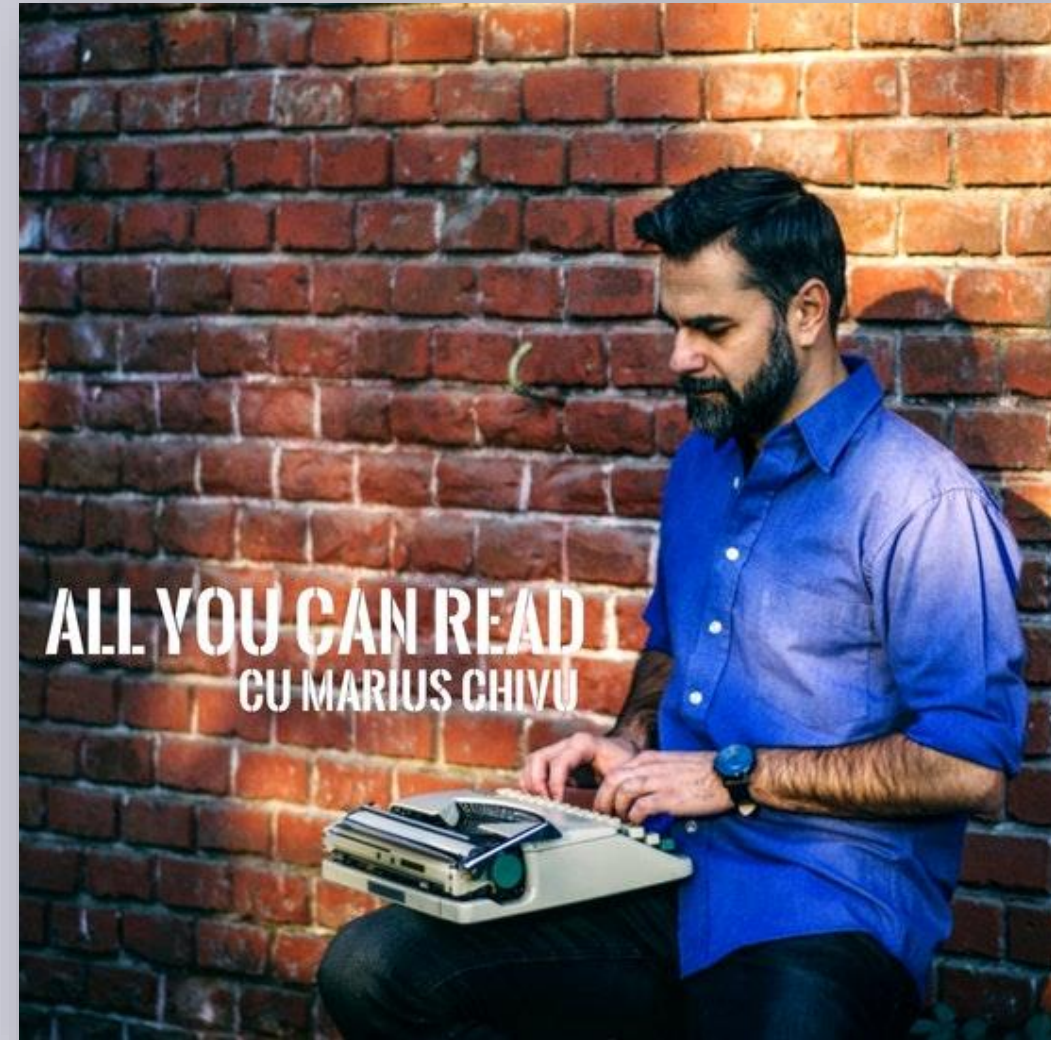


Oameni mici și mari
Mihai Oprean, Silviu Rusti, Adrian
Ardelean, Rona Bungardean

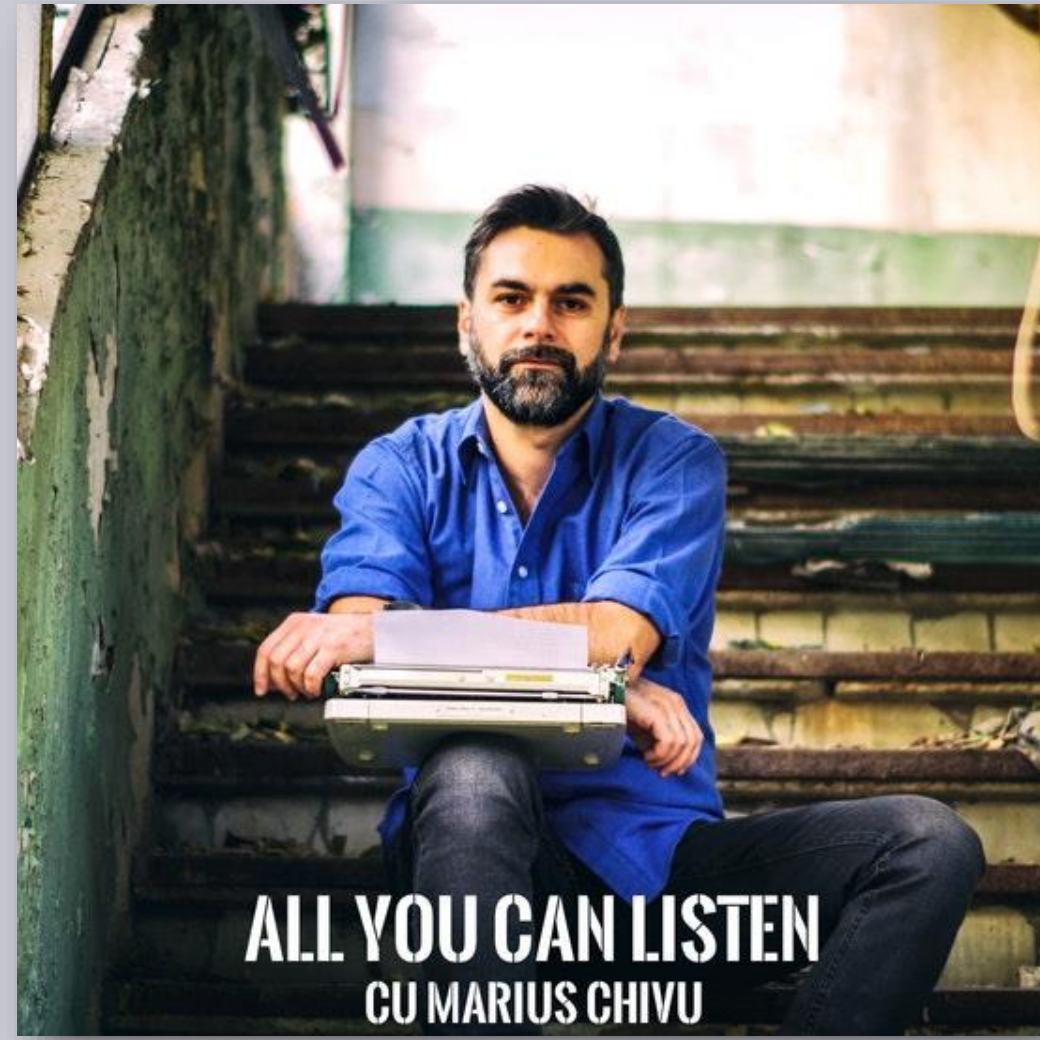


Bufonul de serviciu
Alexandru Brad, Andrei Țigănaș,
Mihai Oprean

WHO'S IN?



All you can read
Marius Chivu



All you can listen
Marius Chivu



Urban Sunsets Radio Show
Bogdan Stratulă



Lista lui Dinu
Mihai Dinu



Deep Chill
OLSKXX



Right time
Andra Nicula



Primii trei ani
Alex Ciucă

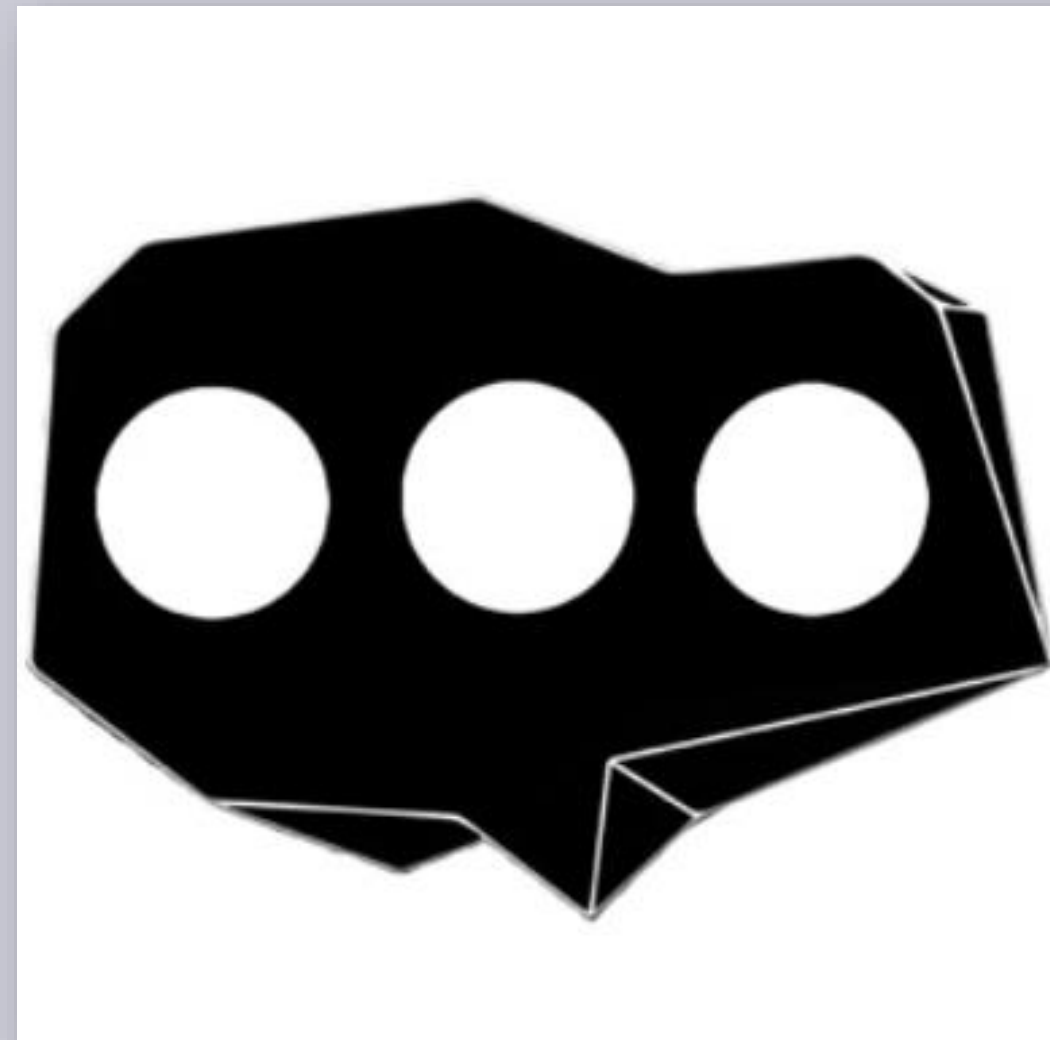


Un român în Londra
Manuel Cheța

WHO'S IN?



Rețeaua CityPodcast 9 shows
Adrian Boioglu



Gossip Podcast
Dumitrache Radu-Stefan



DOI
Anca Blaga



Pătratul Roșu
Dana Alecu & Răzvan Băltăreșu



Față/Verso
Simina Popa & Claudiu Sfirsi-Lăudat



Ce mai faci?
Marius Ciurariu & Ina Constantinescu



The Gratitude Podcast
Georgian Benta



Thinking Made Visible
Mădălina VasIU

WHO'S IN?



Intervin
Geo Iordache



Subcast
Subsign



BurzCast
Razvan Burz



micON
Răzvan Burz & Adrian Boioglu

ZUNIVERS PODCASTS

ZUNIVERS
PODCASTS



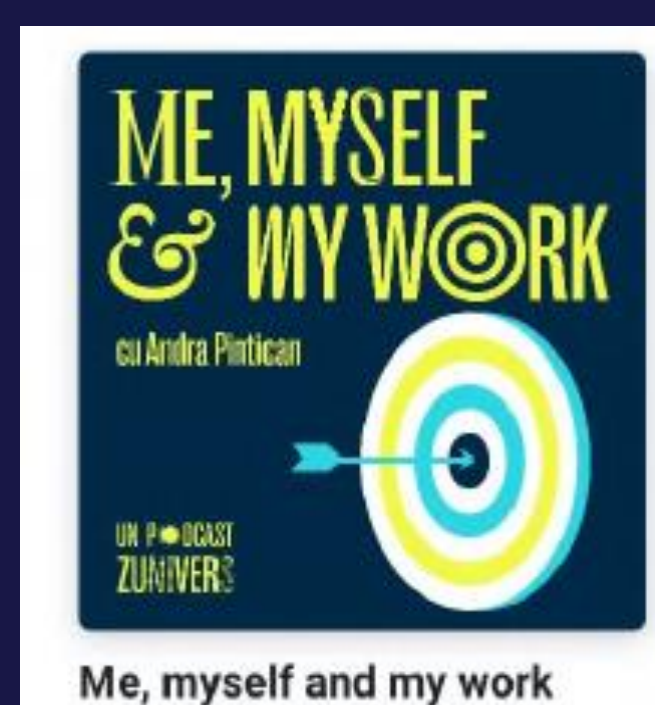
Fain & simplu



Urban Flex



DILEMMA



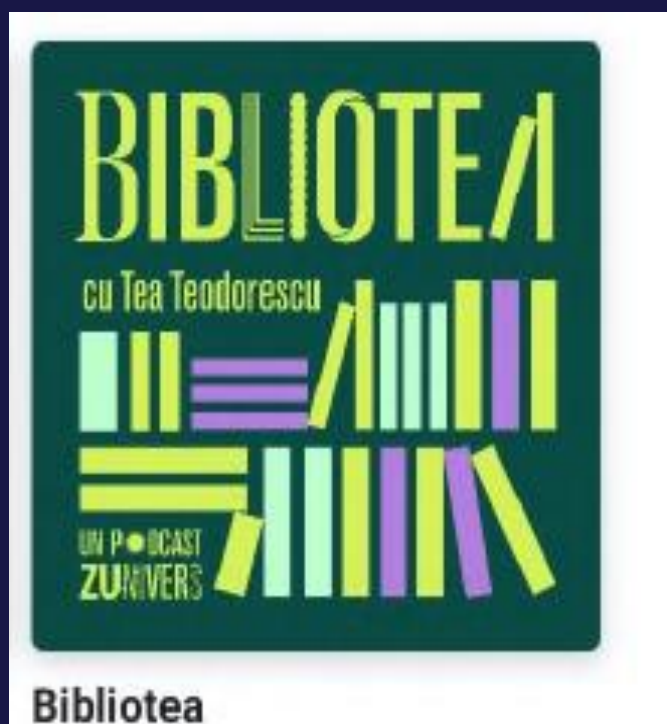
Me, myself and my work



RESET



Istoria pe răzătoare



Biblioteca



Astrolov



Intervista



Părinți Cuminiți

- 68% Female 32% Male
- 18 – 24 y.o. 15%
- 25 – 34 y.o. 34%
- 35 – 44 y.o. 24%
- 45 – 54 y.o. 15%
- 55 – 64 y.o. 8%
- Avg time spent per ep. 15 min
- Views 5,900,000
- Unique users 180,000

Each podcast was chosen thoughtfully based on the host, quality, audience, and category. We only offer podcasts that are a proven success or show a great potential for our advertisers.

There are the detailed infos about each of them...



Antreprenori care inspiră host Florin Roșoga

Florin is an experienced moderator with a demonstrated history of working in the education industry. Skilled in search engine optimization, market research, podcasting and online brand building.

“Antreprenori care inspiră” (Entrepreneurs who inspire) is a podcast that provides access to hundreds of interviews, articles, book summaries and online courses on entrepreneurship, online marketing and personal branding.

Every week, Florin interviews Romanian entrepreneurs, from Romania or the diaspora, and discovers their unspoken story. What are the elements behind their achievements?

[Listen to the latest show](#)

Topics
covered

Business

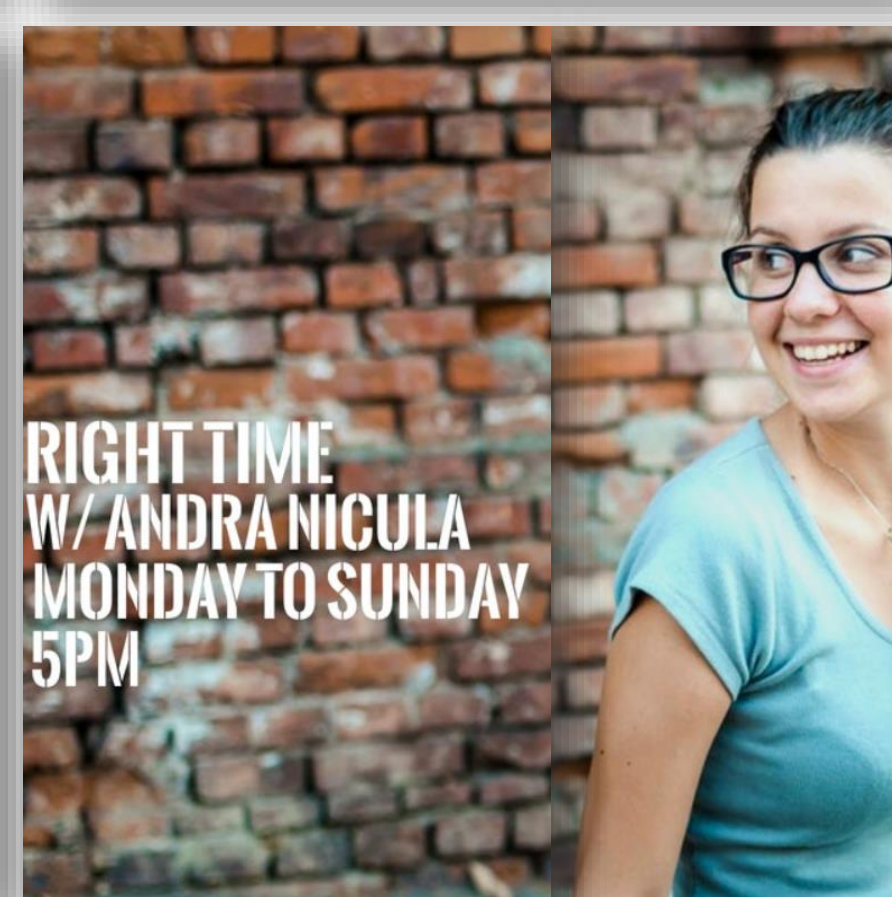
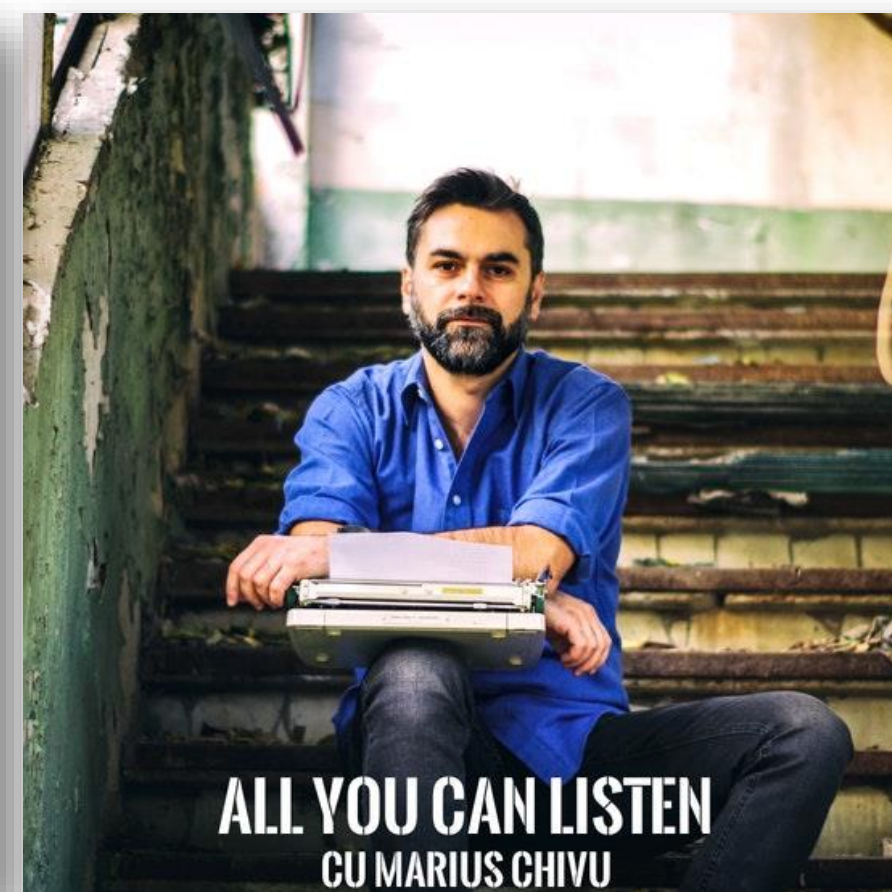
Marketing

Average listeners
per episode

15.6k

Social Media
community

41k



URBAN SUNSETS

hosts Bogdan Strătuță, Marius Chivu, Mihai Dinu, Andra Nicula, Alex Ciucă

Urban Sunsets mission is to provide high quality entertainment focused on music, literature and photography, a place where the city can breath @ Sunset Hours Shows:

[All you can listen](#) it's about your favorite music that everyone listens to at home or on the street in headphones, by **Marius Chivu**

[All you can read with Marius Chivu](#) is now an archive with over a hundred dialogues about literature, music and films with writers (plus a few artists) from all generations, both Romanians and foreigners.

[Urban Sunsets Radio Show](#) it's a relaxation exercise, a journey through time and space made by **Bogdan Stratulă**.

[Lista lui Dinu](#) is a very subjective selection of musical novelties made by **Mihai Dinu**.

[Primii trei ani](#) is a show about beginnings in entrepreneurship made by **Alex Ciucă**. When it comes to music, there is always the [Right Time](#) to listen to it. By **Andra Nicula**.

Topics covered

- Music
- Arts

Average listeners per month

15k

Social Media community

29k



Fain&Simplu

host Mihai Morar

Club for mind, body and soul.

[Listen to the latest show](#)

Topics covered

Society & Culture

Education

Health & Fitness

Average listeners per episode

6K (listeners)

200k (YT views)

Social Media community

1.45M



Starea Nației

host Dragoș Pătraru

Dragoș Pătraru is a former managing director at Prahova TV, a journalist by profession, at Digi24 and TVR1. In 2013, he proposed the broadcast ‘Starea Nației’ (The state of the nation) to the management of the Romania TV station, where he was a journalist. The ratings of the show have been steadily rising. Since 2014, the ‘Starea Nației’ show has moved to TVR - the Romanian National Television.

The philosophy of the program ‘**Starea Nației**’ is the following: in a world where the press deviates easily and repeatedly from the status of democracy, the show sanctions both the rampages of politicians and the press, seriously contributing to its healing, by bringing forth the real facts.

[Listen to the latest show](#)

Topics covered

News

Society & Culture

Average audience per episode

5k (listeners)

40k (YT views)

Social Media community

620k



Vocea Nației

host Dragoș Pătraru

Dragoș Pătraru is a former managing director at Prahova TV, a journalist by profession, at Digi24 and TVR1.

The philosophy of the program **“Vocea Nației”** is the following: in a world where the press deviates easily and repeatedly from the status of democracy, the show sanctions both the rampages of politicians and the press, seriously contributing to its healing, by bringing forth the real facts.

[Listen to the latest show](#)

Topics covered

News

Society & Culture

Average audience per episode

5k_(listeners)

40k_(YT views)

Social Media community

620k



SHOW *entre* URI

CU TEO, VIO
ȘI COSTEL

Între showuri hosts Teo, Vio și Costel

[“Între showuri”](#) is a podcast recorded by Teo, Vio and Costel between their Friday and Saturday shows at Club 99, their own stand-up comedy club located in Bucharest. On their YouTube channel, the comedians have garnered over 63 million views.

Teo, is one of the most famous stand-up comedy artists in Romania and one of the veterans of this kind of show. Teo has an outstanding experience on stage and his comedy topics are very diverse and well documented.

In this formula, **Vio** likes to describe himself as a Daddy Caddy of the stand-up band. He makes honest jokes, inspires Costel and is a humor barometer for his colleagues' jokes. If Vio laughs it means that the joke is good.

One of the most popular Romanian comedians, **Costel**, is a storyteller and a fine observer of human attitudes, dispositions and concerns, as well as a performer with frothy and sometimes absurd humor, who manages to get close to the public every time.

[Listen to the latest show](#)

Topics covered

Comedy

Average audience per episode

3.5k_(listeners) 130k

35k_(YT views)

Social Media community



The Gratitude Podcast host Georgian Benta

Most of us have to make a conscious effort to be grateful, we need an experience or some contrasting story that we hear about to remind us that we can be grateful and that we really should be.

Georgian's goal with this project is to inspire those that find it harder to be grateful, to choose to live a life filled with gratefulness or at least to get a boost of this amazing feeling when things don't seem to go the right way.

Gratitude is the one thing that helped **Georgian Benta** most in his life from all the personal development and spiritual practices that he did and that's why he wanted to inspire 100k people to discover how to feel grateful more often and live a happy life. He did this by interviewing successful people and getting them to share fascinating stories about how gratitude has helped them get to where they are now. The podcast is addressed to the English speaking market (US, AU, UK, CA).

[Listen to the latest show](#)

Topics covered

Health & Fitness

Average listeners per episode

3.5k

Social Media community

1.8k



Andi Moiescu Podcast host Andi Moiescu

Puțină speranță și un strop de inspirație.
Într-un dialog echilibrat și prietenos.
Fără asperități și încordări inutile.
Întotdeauna ceva neașteptat și relevant.
Doar cu invitați PREMIUM.
ANDI MOIESCU Podcast.

[Listen to the latest show](#)

Topics covered

Society & Culture

Arts

News

Average listeners per episode

3K (listeners)

140k (YT views)

Social Media community

1.6M



Ceva Mărunt

hosts Sergiu Floroaia, Toma Alexandru, Sorin Pârcălab & Cristi Popesco.

Toma and Sergiu have created the “**Ceva Mărunt**” project that includes a webcomic, stand-up comedy shows, roasts, funny sketches, a wonderful podcast and a lot of other things.

The comedians are now joined by their colleagues: **Sorin Pârcălab** and **Cristi Popesco**. They have uploaded some more of their projects on YouTube, where they have garnered over 25 million views.

Sergiu is a stand-up comedian for about 13 years. Head comedy writer at Comedy Central’s Evening Show. Ex-morning show host at Kiss FM. Co-host of this Podcast.

Toma is a creative artist, proficient in a wide range of (very different) fields, driven by the desire to innovate. His expertise include graphic design, 3D modelling, animation, writing, storytelling, public speaking, comedy and programming.

[Listen to the latest show](#)

Topics covered

Comedy

Average audience per episode

2.2K_(listeners)

Social Media community

744k

27k_(YT views)



RSS Reloaded

hosts Iulian Tănase, Constantin Bojog & Alex Tocilescu

RSS Reloaded is a comedy show & infotainment, the equivalent of radio talk shows, where the filmmakers discuss life, books, movies, and comment on the main events of week, although not necessarily.

Iulian: writer & former radio host, Costel: actor & stand-up comedian, Alex: writer & copywriter.

[Listen to the latest show](#)

Topics covered

Comedy

Average audience per episode

2K (listeners)

500 (YT views)

Social Media community

75k



Vorbitorincii

hosts Radu Paraschivescu & Cătălin Striblea

We are **Radu Paraschivescu** and **Cătălin Striblea** and we gladly invite you to a once-a-week talk about our society.

This is a podcast about our passions and our thoughts. And it is made to make you think.

We talk about common sense, truth and freedom, books, football and food. With no bias and temperance.

[Listen to the latest show](#)

Topics covered

Sports	Music
Arts	News
TV & Film	Society & Culture

Average listeners per episode

3k (listeners)

600 (YT views)

Social Media community

110k



UPGRADE 100 host Dragoș Stanca

Dragoș Stanca is an entrepreneur, digital media expert with 20+ years of experience, the founder of **UPGRADE 100**, the managing partner of TDG - Think Digital Group of companies (in Romania) and the President of BRAT - The Romanian Transmedia Audit Bureau. Dragoș also acts as a mentor and/or early-stage angel investor in tech start-ups.

UPGRADE 100, an annual festival landmark regional festival in CEE, dedicated to the impact of digital and technology transformation in business and society, **a weekly Radio Guerrilla show + podcast**, a digital and tech news platform and a community app that includes updates, a “virtual festival” featuring world class speakers and experts to showcase their knowledge, and a consultancy company that creates custom events and digital transformation programs for its clients.

[Listen to the latest show](#)

Topics covered

Business

Marketing

Technology

Average audience per episode

1.8k (listeners)

900 (YT views)

Social Media community

25k



Podcastul de EQ host Zoltan Veres

With over 10 years of experience in the study of human nature, **Zoltan** has dedicated his life to discovering and understanding the “mathematics of emotions” in the human body.

He is Speaker, Trainer & Coach at REFLEQT and has proposed that through his activity, he will develop the 21st century ability - emotional intelligence, in as many people.

“**Podcastul de EQ**” (The EQ podcast) includes extensive interviews, about emotional intelligence, applied in everyday life.

[Listen to the latest show](#)

Topics covered

Education

Society & Culture

Business

Average listeners per episode

1.6k

Social Media community

56k

NIȘTE OAMENI

Niște Oameni

hosts Bogdan Drăcea, Virgil Ciulin, Dragoș Mitran, Sergiu Mirică, Ioana Luiza and Victor Băra

Niște Oameni is a group of 6 young comedians. Together they have a podcast, a vlog and perform stand-up comedy shows.

The Niște Oameni podcast is a hectic, unpretentious and funny chat among friends. Although they have very different personalities, they thrive as a unit. The relaxed pub-like tone of the podcast is exactly why it appeals to its community - it gives the viewer a sense of belonging, as if they were out grabbing a beer friends.

The unfiltered topics of discussion range from pop culture, current events and internet trends to embarrassing stories, gossip and banter.

The group members are Bogdan Drăcea, Virgil Ciulin, Dragoș Mitran, Sergiu Mirică, Ioana Luiza and Victor Băra - all of whom are comedy writers and performers.

[Listen to the latest show](#)

Topics covered

Comedy

Average audience per episode

1.5K (listeners)

Social Media community

39k

5.5k (YT views)



KATAI

host Robert Katai

Robert Katai leads the way at home and abroad when it comes to content marketing.

He's one of the first to experiment with new formats and generously shares his insights with the digital marketing community.

He wears many hats but his favorite are Content Marketing Manager at Bannersnack, a professional online graphic design tool for designers and marketers, and host [The Katai Podcast](#), one of the most popular Romanian podcasts.

Robert's work has been featured in Adweek, Entrepreneur, Marketing Profs, Content Marketing Institute and other publications where marketers go to learn."

[Listen to the latest show](#)

Topics covered

Business

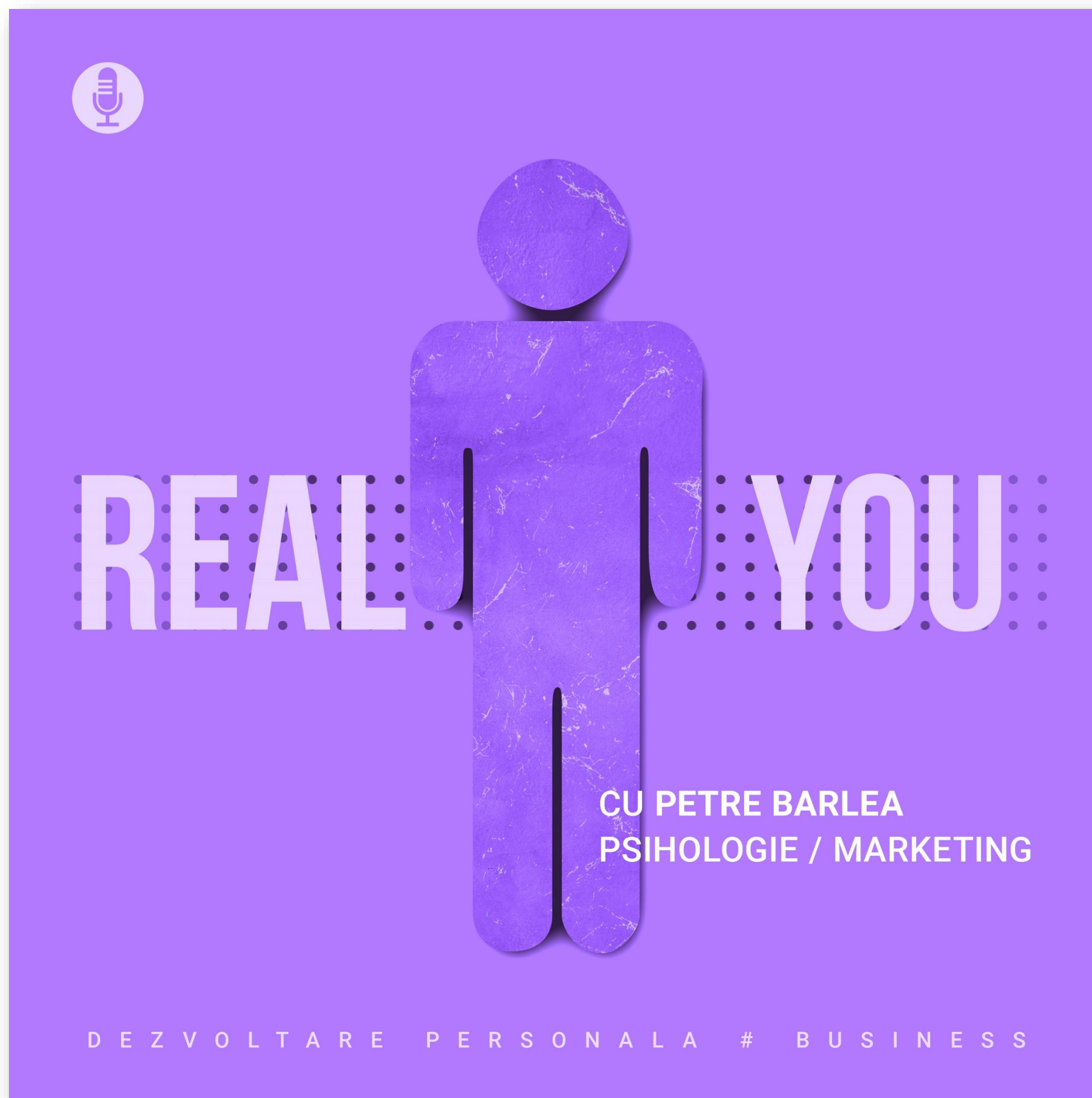
Marketing

Average listeners per episode

1.5k

Social Media community

10k



The Real You host Petre Barlea

The Real You podcast gives its listeners a deeper insight into themselves and the world they live in – by exploring the depths of psychology and human behaviour, while dispelling myths and going beyond the holograms projected by pop culture and marketing.

Every episode is thought out to give listeners *practical, actionable* insights they can use immediately to improve their life and business. Topics covered range from relationship dynamics to personal finances and from overcoming panic attacks to executive coaching.

Petre-Tudor Barlea is a psychologist and digital marketer with 6 years experience as a psychotherapist both in private practice and in a mental health clinic. Digital marketer since 2007 with experience ranging from media (Kiss FM) to cryptocurrency/ blockchain (TheMine.io). Landscape photography enthusiast and neuromarketing geek.

[Listen to the latest show](#)

Topics covered

Business

Psychology

Average audience per episode

1.1k_(listeners) 6.5k

2.7k_(YT views)

Social Media community



Thinking Made Visible host Mădălina VasIU

Thinking made visible este un context. Un context în care mi-am propus să aduc la un loc oameni minunați, care creează și aduc în plan fizic idei.

Un loc în care să vorbim mai des despre ce pare că nu vorbim suficient: *CUM? Cum ai ajuns aici? Cum ai făcut? Și, mai ales, cum ai gândit?*

Thinking Made Visible e locul în care discut cu oameni din domenii diverse, despre contexte punctuale în care să-și facă gândirea vizibilă.

Vânzări, Spiritualitate, Business, Relații, Bani, Vise, Frici, Emoții, Călătorii, Sport, și multe alte subiecte vor fi făcute vizibile prin conversațiile din Thinking Made Visible.

Are la baza un principiu: **Fă-ți gândirea vizibilă!** – și acest principiu e fundația fiecărei conversații pe care o vei descoperi, de acum încolo.

[Listen to the latest show](#)

Topics covered

Business

Society & Culture

Education

Average listeners per episode

1.1k

Social Media community

10k

PĂTR ATUL ROȘU

Pătratul Roșu

host Dana Alecu & Răzvan Băltăreșu

The first Romanian podcast focused on sex education and a safe space where we can talk about all the things that invade your mind when it comes to intercourse, relationships and sex life which are still considered taboo in our country.

Both hosts have a background in journalism: **Dana Alecu** is Web Content & Social Media Manager at VICE Romania and **Răzvan Băltăreșu** is editor-in-chief at PLAYTECH and contributing editor at VICE Romania.

[Listen to the latest show](#)

Topics covered

Society & Culture

Average listeners per episode

1k

Social Media community

5.9k



ZeroPlus

host Andrei Roșca

ZeroPlus is a podcast about psychology and strategies for changing things in your life, so that you can become a better version of yourself!

Andrei Roșca, the author of the podcast, has been an entrepreneur for all his life and has founded projects like bookblog.ro (the most important book blog and one of the first collective blogs in Romania) and Spada (one of the first social media agencies in Romania).

Since 2014, Andrei devoted most of his time to being a "change strategist". That is, he works 1 on 1 with people who want to make changes in their lives, helping them speed up their development processes, through a personal mix of strategic interventions, coaching and consultancy. He has studied with experts like Tony Robbins, Richard Bandler and Cloe Madanes.

[Listen to the latest show](#)

Topics covered

Business

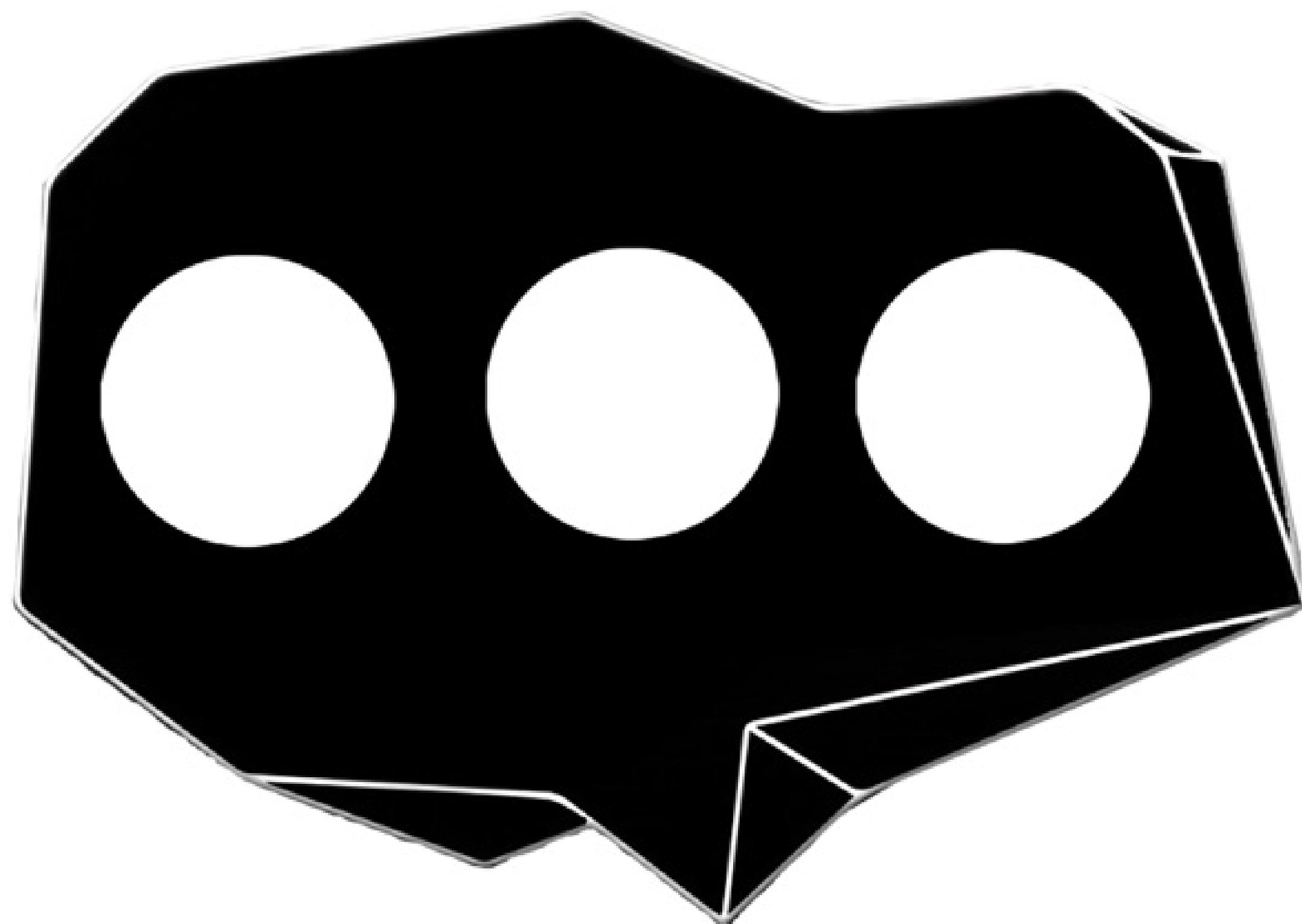
Education

Average listeners per episode

700

Social Media community

10k



Gossip podcast

host Dumitrache Radu-Stefan

[Gossip podcast](#) is dedicated to gaming. We will meet together from streamers, pro players but also people from the "back" of gaming in Romania.

Radu Dumitrache is a civil engineer, an Esports caster, Twitch streamer, gamer, photographer, videographer and host of the Gossip podcast, started in 2018 (November).

On Twitch, Radu has a weekly live stream, he has ~2k views/ month and is in top 40 as a streamer in Romania: twitch.tv/itsgossiplol.

[Listen to the latest show](#)

Topics covered

Hobbies & Gaming

Average audience per episode

700 (listeners)

650 (YT views)

Social Media community

3.2k



Oameni mici si mari

hosts Mihai Oprean, Silviu Rusti, Adrian Ardelean, Rona Bungardean

The world of stories is one that we keep almost regardless of age, to escape from time to time from everyday life, to feel like princes and princesses, or invincible in the most difficult days.

Come with us to this world. We meet new people, once every 2 weeks, on Friday night, and with those you already know, whenever you miss them, press PLAY.

We prepare Romanian stories, but we also come up with surprises from time to time. Whether you like stories to read or the ones performed with pathos, or you miss puppet theater, we have everything for everyone.

[Listen to the latest show](#)

Topics covered

Kids & Family

Average audience per episode

600 (listeners)

2k (YT views)

Social Media community

7.8k

Finanțe.FM

host Daniel Tănase

Welcome to Finance FM, an audio-show hosted by **Daniel Tănase**, entrepreneur, business consultant, author and public speaker.

In this podcast, you will find a mix of entrepreneurship, business finance, personal finance and social media.

You will be able to listen to episodes with invitations in which we debate and offer practical solutions, interviews, recordings from events, as well as episodes in which I speak from my own experience and perspective.

[Listen to the latest show](#)



FINANȚE.FM

CU DANIEL TĂNASE

Topics covered

Business

Average listeners per episode

600

Social Media community

15k

MORNING PODCAST



cu Gabriela Ilie

Un podcast despre ritualurile si obiceiurile
oamenilor de succes

Morning Podcast host Gabriela Ilie

In the **Morning Podcast**, you will find out what are the morning routines or rituals of successful people. Success is not necessarily defined by money or social status, but by other values such as courage, balance, mindfulness, or evolution.

The host is **Gabriela Ilie**, an internationally accredited coach with a background of over 15 years in management and entrepreneurship. She is also a psychologist in training and a strong believer that anyone can build their life the way they want starting with small steps, and the first can be a morning routine.

[Listen to the latest show](#)

Topics
covered

Business

Education

Society & Culture

Average listeners
per episode

500

Social Media
community

5k



DOI

host Anca Blaga

DOI is a podcast that puts in a psychological context the stories from relationships, about which we don't talk much.

Anca Blaga, the host, is a Psychologist, passionate about the dynamics of relationships.

[Listen to the latest show](#)

Topics covered

Education

Psychology

Average listeners per episode

500

Social Media community

4k

burzcast[™]

-  Tehnologie
-  Productivitate
-  Management
-  Lifestyle

cu Răzvan BURZ

Burzcast host Răzvan Burz

The Romanian podcast **Burzcast** is made by **Răzvan Burz**.
Romanian podcast about technology, productivity, management & lifestyle, made weekly, since 2014.

Răzvan is a husband and a father, an entrepreneur, owns a number of consulting brands, services and software products that he manages with the teams from Romania, the United Kingdom and the USA.

Since 2006 working in the IT field, Răzvan has accumulated knowledge in the most varied niches he talks about and in the podcast, alone or with his guests.

[Listen to the latest show](#)

Topics covered

Business

Technology

Average listeners per episode

500

Social Media community

790



Subcast

hosts Bogdan Apetrii & Georgiana Bobu

Subcast is an almost weekly Podcast with and about Marketing made by Subsign, an award winning digital content agency. They create marketing strategies and content that bring real business results.

The hosts are **Bogdan Apetrii**, creative partner at Subsign, and **Georgiana Bobu**, digital strategist at Subsign and communication specialist at The MXP.

They have a weekly discussion about Marketing and the world around it. Besides being the hosts of the podcast, they are in charge of creating and sharing the content formed around it in order to reach a broader audience.

[Listen to the latest show](#)

Topics covered

Marketing

Average listeners per episode

500

Social Media community

8k



BANII VORBESC

Banii Vorbesc

hosts Sorin & Andreea Laura Amzu, Laurentiu Mihai

Banii Vorbesc is a weekly podcast helping Romanians understand the mysteries behind credit cards, loans, savings and much more. We bring in experts and discuss financial topics in easy to understand terms.

Sorin Amzu is the co-founder of the podcast and currently is the head of Performance at Evonomix, a full-service digital agency and Chief Marketing Officer at ProductLead, a martech ecosystem that helps brands make smarter online choices.

Andreea Laura Amzu is the co-founder of the podcast and web designer at Touch-Media, a communication and development agency. She's started writing and speaking about the importance of a brand and the empowerment of women.

Laurentiu Mihai is the most read financial blogger in Romania and the founder of The Pharmacy, a Performance Agency and *Laboratorul de Online*, the digital marketing course he's been teaching for the past 6 years.

[Listen to the latest show](#)

Topics covered

Business

News

Average listeners per episode

450

Social Media community

16k



CityPodcast Network host Adrian Boioglu

Adrian Boioglu is a former news correspondent at Pro TV, Adevarul, Realitatea TV, a journalist at two local stations, he is the founder and podcast host at CityPodcast, and Tech & Travel blogger at boio.ro.

CityPodcast is the first network of podcasts in Romania that talks about technology, travel, culture, media, Amazon sellers and good deeds.

[Listen to the latest shows](#)

Topics covered

- Technology
- Society & Culture

Average listeners per episode

500

Social Media community

8k



Podcast pe Legale

host Ana-Maria Udriste

Podcast pe Legale (Podcast on legal) is avocato.ro's podcast, top three platforms in Romania regarding legal information.

Each episode brings legal insights for entrepreneurs and experts with a focus on natural language and daily activities. The host of the show is **Ana-Maria Udriste**, founder of [Avocato.ro](https://avocato.ro), Forbes 30 under 30 generation, one of the New Europe 100: eastern Europe's emerging technology stars according to Financial Times, specialized in business law and digital law.

[Listen to the latest show](#)

Topics covered

Business

Psychology

Average listeners per episode

360

Social Media community

45k



Față/Verso

hosts Simina Popa & Claudiu Sfirschi-Lăudat

Față/Verso (Recto/Verso) encourages reading and good mood, putting them together in a podcast that aims to promote contemporary writers and the new voices of the editorial world.

Two well-read readers – Simina Popa and Claudiu Sfirschi-Lăudat – discuss freshly published fiction books with guests of which: writers, translators and personalities outside the literary world, while also offering a snippet of the book, in the interpretation of actors. This way you can pull away from the noises of the world, to hear the voice of books – and some chuckles.

Simina is a translator, a organizer of cultural projects and the Portuguese language is a stable partner in her professional life. She is a member of ARTLIT – Romanian Association of Literary Translators.

Claudiu is the director of the Greek Cultural Foundation. In parallel, he carries out a translator activity, publishing throughout the time the translations.

[Listen to the latest show](#)

Topics covered

Arts

Society & Culture

Average listeners per episode

350

Social Media community

1.6k



Startup Mashup by start-up.ro host Vlad Andriescu

Vlad is a senior journalist with experience in analyzing startups and technology trends and the editor-in-chief of start-up.ro, the main source of information on startups in Romania. Vlad has been following the local startup ecosystem for the past few years and is more interested in failures than success stories because he considers there's more to be learned from the sincerity of a defeat. Vlad is constantly looking out for local unicorns and doesn't think Romania has its own Steve Jobs yet.

[Startup Mashup](#) is a podcast about entrepreneurship in Romania hosted by start-up.ro, the go to website for info about startups, entrepreneurship and small business in Romania.

[Listen to the latest show](#)

Topics covered

Business

Average listeners per episode

286

Social Media community

31k



Tackle Show

host Dan Dracea

Like many great ideas, **Tackle Show** started over a few beers, during a meet-up in which football was widely discussed. The ideas and discussion flowed naturally, and they thought it wouldn't be a bad idea to record their insights and turn it into a podcast. They talk about current events and matches taking place in English football - Premier League, FA Cup and everything related to them.

The host of Tackle Show is **Dan Dracea**. A sports journalist and digital media specialist, Dan is involved in a range of sports projects, collaborating among others with Eurosport, Tackle.ro and PitStops.ro, as well as writing for his own sports blog. Dan was one of the founding members of the podcast, alongside Vlad Bogos, Mihai Ianoși, Vladimir Pagu and Mihai Rotariu. The host role sometimes switches between the founding fathers of the podcast.

[Listen to the latest show](#)

Topics covered

Sports

Average listeners per episode

250

Social Media community

7k



Podcast de criză

host Ionuț Ancuțescu

Podcastul de criză is a series of dialogues with entrepreneurs and CEOs about the challenges of the current economic downturn and the solutions that everyone finds out.

After the COVID-19 crisis, Ionuț intend to ask his guests about lessons learnt from failures and mistakes.

[Listen to the latest show](#)

Topics covered

Business

Average listeners per episode

200

Social Media community

15k



*CE
MAI
FACI ?*

Ce mai faci?

host Marius Ciurariu & Ina Constantinescu

Un podcast de dezvoltare personala, in care cautam sa aflam de la oameni faini si dragi noua, povesti care reies frumos din lucrurile la care ei se pricep cel mai bine. Fie ca este vorba de invatare, cariera, leadership, coaching sau relatii, noi ne dorim ca in fiecare episod sa gasiti acel un lucru cu sens, pe care sa il luati cu voi si sa il incercati, fie acasa, fie la birou.

Marius Ciurariu, Director de Resurse Umane intr-un IFN, coach acreditat ICF.
Ina Constantinescu, trainer intr-o organizatie IT.

[Listen to the latest show](#)

Topics covered

Business

Society & Culture

Education

Average listeners per episode

200

Social Media community

40k

BUFONUL DE SERVICIU

Bufonul de serviciu

hosts Alexandru Brad, Andrei Țigănaș, Mihai Oprean

In the beginning, it was the pandemic... Then, it was the lockdown, financial problems and people got scared. We didn't give up and no matter the times, Romanians must laugh and have fun. This is how the idea appeared.

Bufonul de serviciu (The service jester) is a humor podcast that brings you, in your headphones, twice a month, the most important news and events interpreted differently.

The hosts, Alexandru Brad and Andrei Țigănaș, with their guests, will give you reasons to laugh.

[Listen to the latest show](#)

Topics covered

Comedy

Average audience per episode

110 (listeners)

Social Media community

594

1.2k (YT views)



micON

hosts Răzvan Burz & Adrian Boioglu

micON is a weekly podcast recorded by two of the most experienced podcasters in Romania – **Răzvan Burz** and **Adrian Boioglu**.

micON is mainly about tech (Apple, Microsoft, Facebook, and tech companies in Romania), but the subjects range from productivity to entrepreneurship.

micON is regularly updated, new episodes come out every Thursday afternoon.

[Listen to the latest show](#)

Topics covered

Business

Technology

News

Average listeners per episode

100

Social Media community

50

Matching podcasters with advertisers

Remember:

- It's produced by key opinion leaders but it's not influential marketing only
- It's audio but it's not like radio
- It's online but it's not a digital ad

It's a combination of all the above. A new breed...





1. A Single Point Of Contact

Each podcaster is using a different audio platform to connect with his/her audience. Or more than one. Our mission is to offer a single easy-to-use point of contact to work with all the relevant podcasters for your brand.

2. A Fair Standard Price

Since there's no marketplace, nor any standards, we will create together a benchmark for matching the demand and the supply for this new advertising platform in Romania. Here's our first [ratecard](#).

3. The Network Effect

Using us you can create the network effect using the whole power of **The Thinkdigital Podcats Network** and coordinate this with other various media you're using in your campaigns.

The Right Medium and The Right Message

Through the podcasts we want to help brands to reach more affluent, engaged listeners and deliver the brand message through the purest form of **native advertising** in a format that is economical and repeatable for brand lift as well as direct response campaigns.

1. Full Endorsement

Most podcasts are present in various platforms, so we can provide a full endorsement using (for example) the hosts's social media presence.



The Right Medium and The Right Message

Through the podcasts we want to help brands to reach more affluent, engaged listeners and deliver the brand message through the purest form of **native advertising** in a format that is economical and repeatable for brand lift as well as direct response campaigns.

2. Host-Read Ads

Ads that are read by the podcast host or a familiar voice. With ads read by the podcast host you get authentic endorsements in a native, seamless format.

3. Sponsored Segment (or Show)

Where applicable, your brand can be the story. Up to 10-15 minutes of interview or a full show if the topic is interesting enough for the podcaster's audience.

Podcast advertising on target and on point.

Maintaining a seamless advertising experience is often more essential for podcasts, which tend to be consumed in a more engaged mindset vs. the passive consumption of traditional radio or streaming music services.

The **sponsor-produced ad** is similar with a traditional radio spot, with high production value and various thematic elements, like music or sound effects.

Since these ads are inserted after the episode is complete, they also have a shelf life, limiting the effectiveness of any time-sensitive campaigns.

4. Standard Audio Ads

A static ad or jingle may be included as part of the file. These ads are part of the content and included in the audio file that is downloaded.

Standard Ads Positioning / Options

Simply put, spot position is about choosing where in the show to run the ad: at the beginning, the middle, or the end. Each position has distinct advantages.



This is an ad that runs at the very start of a show, typically just before or just after the episode's intro. It's a shorter read (up to 10 seconds).

Advantage: Most listeners hear it and don't skip; lower cost than mid-rolls.

This is an ad that runs (a max of 60 seconds) in the middle of the program, once the primary content has started. The hosts are more likely to integrate them directly into the flow of the show, injecting them with a little more creativity and spark.

Advantage: The longest available spots—two to three times longer than the other positions; best show integration.

This is an ad that runs at the end of the show, usually between the last content segment and any closing material. They are often purchased in combination with a pre- or post-roll spot in the same show to help reinforce a message introduced earlier in the episode.

Advantage: Reaches the most dedicated listeners; most affordable spots; reinforces pre- or mid-roll spots.

Metrics and definitions

- **Downloads**, in the context of podcasting, refers to the number of times an episode was listened to
 1. A listener hit the download button and downloaded a whole episode.
 2. A listener hit the play button on an episode in a web browser or podcast app.
- **Unique Download** refers to a unique file request that was downloaded using the same app from the same IP address, all within a 24-hour window. This includes complete file downloads as well as partial downloads. If a unique download is divided into multiple file requests, for example if a user plays the first half of an episode using a website audio player, clicks pause, and then resumes a half-hour later, then that should still be counted as one unique download.
- **Listeners** often download more than one episode and often from more than one podcast or multiple devices. A listener may download a podcast and not listen to it. A measure of how many people downloaded episodes can be used to describe the reach of the podcast or group of podcasts.
- **Subscriptions** are how many people are subscribed to the RSS feed and will automatically receive updates from the site, including new episodes.
- **Social Media Engagement** it gives the opportunity to reach out and engage with the audience and expand the reach.

If you are a podcast host, apply to join our community of great podcasters

If you are an advertiser, work with us and reach dedicated listeners for your brand through the top talent in podcasting.

LET'S ROCK!
hi@thinkdigital.net

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