



## MEDIA & SPONSOR KIT

Revised September 1, 2020

**Boring Books for Bedtime** is a weekly bedtime story podcast for the sleepless, the stressed, the anxious, the insomniacs—anyone who struggles with that endless, annoying brain chatter that keeps us up at night.

In each episode, we calmly, quietly read something that's rather boring. Think Galileo, Aristotle, Emerson, and whoever wrote the 1897 Sears Catalog. If you're on Team Sleepless, lie back, take a deep breath, and let us read you to rest.

Insomnia and anxiety are surging problems worldwide. In the U.S. alone, 1 in 10 people are plagued by chronic insomnia. Sleeplessness accounts for \$136 billion in lost productivity every year.<sup>1</sup> This has led to a booming "sleep aids" market that hit \$67 billion globally in 2019, and will exceed \$92 billion by 2024.<sup>2</sup>

While 65% of that market is pharmaceutical, that share is declining in favor of alternate approaches—specialty mattresses and blankets, sleep trackers, behavioral therapies, apps, music, audiobooks, and ... podcasts!

Boring Books for Bedtime grew out of two simple ideas—people need help sleeping, and they love a bedtime story, especially one that isn't *too* interesting.

In each episode, our host, Sharon Handy, calmly and quietly reads from an old book—everything from history to science, philosophy, and oddities like those "terms and conditions" that everyone agrees to, but nobody actually reads. Binaural soundscapes create a quiet background to the flow of words.

The result? A zone of relaxation that gives a busy mind a focal point, allowing the body to rest. Based on listener reactions, and more than half a million downloads, this podcast is perfectly boring in all the best ways!

<sup>1</sup> US Department of Labor/OSHA   <sup>2</sup> Market Data Forecast, August 2019

## THE BASICS

Genre: Mental Health

Release Schedule: Weekly (Mondays)

Style: Episodic (Any Order)

Avg Episode Length: 55 minutes

Launched: October 22, 2018

## THE STATS

Boring Books for Bedtime currently has more than **1 million** downloads across the full catalog, and has recently seen growth of 10% per week.

Each new episode receives an average of **4,300** downloads in its first 7 days, and **7,000** downloads in its first 30 days (IAB certified & 3rd party verified through Libsyn).

65% of our audience is aged 18-34, and 64% of total listenership is female.

60% of listeners subscribe on the growing podcast platform of Spotify, where more than 17,200 people follow our episodes.

The largest listening audience is in the United States (43%), along with a substantial audience in the United Kingdom (35%). Canada, Australia, Ireland, the Philippines, India, and Germany follow. And audiences with more than 200 downloads in the past six months can be found in 48 other countries.

## CREATOR/HOST

Boring Books for Bedtime is (currently) a one-woman show, hosted and produced by Sharon Handy, who previously created and co-hosted the popular Great British Bake Off review podcast, Gin & Cake.



Thank you for this podcast. You brought peace and calm in an extremely distressing period of my life, and helped me feel a little less helpless.

I found your podcast after my sleep doctor (a CBT-I specialist) recommended listening to a boring podcast to keep my busy brain occupied while I try to sleep. I've been telling all my friends and family about it! You have made a real difference in my ability to sleep, and I am very grateful.

I have chronic pain, and these readings give me something else to focus on, like guided meditations, until I drift off. I'm now a patron. Thank you!

I love the flow and cadence you have when reading. It reminds me of how my mother read to me and sang me to sleep as a child.

Thanks so much for what you're doing! I've tried several different sleep podcasts, but I just listen to yours anymore. You found the perfect balance of presentation and content as a listening experience.

A perfect combination of style and substance. Really helps me relax during stressful times.

In Sharon's non-podcasting life, she has spent 25 years as a creative content developer and writer in the weird world of science centers and children's museums. She also spearheads new interactive media for informal education, creating games and multilayered explorations of everything from galleons to garbage gas energy. Boring Books for Bedtime is just one more way for her to indulge a bottomless passion for learning cool stuff, and sharing it with people who never knew they needed it.

## THE LINKS

Website: [www.boringbookspod.com](http://www.boringbookspod.com)

Twitter: [@boringbookspod](https://twitter.com/boringbookspod)

Instagram: [instagram.com/boringbookspod](https://www.instagram.com/boringbookspod)

Facebook: [facebook.com/boringbookspod](https://www.facebook.com/boringbookspod)

Pinterest: [pinterest.com/boringbookspod](https://www.pinterest.com/boringbookspod)

YouTube: [Boring Books for Bedtime Podcast](https://www.youtube.com/BoringBooksforBedtimePodcast)

Patreon: [patreon.com/boringbookspod](https://www.patreon.com/boringbookspod)

## CONTACT

Sharon Handy, Host and Producer

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Call: 727 742-2687

Sharon produces Boring Books for Bedtime in the heart of the Sunshine City—Saint Petersburg, Florida (Eastern Time Zone, GMT-5).

Images available for download here: <https://tinyurl.com/y9gvyyev>

The fact that I have never heard the end of an episode is the best review I can give. Sharon's voice is so soothing, I go straight to sleep.

I've suffered from insomnia most of my life, and when I found your podcast, it was like you made my dream for help come true—a person who clearly reads things interesting enough to keep my brain occupied, but boring enough to put me to sleep. Keep making episodes!

That's it. I'm addicted. Boring Books is my new nighttime drug of choice. Thank you for the boredom, peace and SLEEP!

I sleep to this every night now. The books are expertly chosen—boring, but just interesting enough. I've tried other bedtime story podcasts, but this is ideal. Thank you!

I have an awful time sleeping, and have tried many different sleep and asmr-themed podcasts, but yours is my absolute favorite.

So helpful! This podcast is wonderful. It helps me quiet my mind, and I get a bedtime story. Some days, meditation podcasts just don't work, but I can always drift off to Boring Books for Bedtime.

