

COFFEE & CRIME AU

Australia's Home for True Crime Storytelling

Podcast ♦ Community ♦ Digital Media Platform

WHO WE ARE

About Coffee & Crime AU

Coffee & Crime AU is an Australian true crime podcast and digital media platform focused on long-form storytelling, investigations, criminal cases, and community discussion.

We don't simply publish content.

We create ongoing conversations around every case through podcasts, social media, website content, and audience engagement.

Our listeners don't just consume content.

They return, discuss, share, and engage.

Audience Reach (July 2026)

Facebook

3.6M+ Views

29.5K+ Engagements

15,000 New Followers

13.3K+ Total Followers

25 New Subscribers

Facebook Group

1.2M+ Viewed

2,750+ Comments

16,300+ Reactions

12.9K+ Members

Podcast

17,6K+ Plays & Downloads

37.7K+ Total Streams &
Downloads

3,350+ Listening Hours

1,500+ Total Followers

12 Subscriptions

Website

2.3K+ Monthly Visits

98+ Subscribers

TikTok

37K+ Views

90+ New Followers

1.4K+ Total Followers

800+ New Likes

4.8K+ Total Likes

OUR AUDIENCE

Who Listens?

Core Demographic

Age 25–65+

Australian-Based Audience

True Crime Enthusiasts

Podcast Listeners

Book Readers

Streaming Platform Users

Investigative Content Consumers

Audience Behaviour

Weekly Returning Audience

Long-Form Content Consumers

High Engagement Rates

Community Driven

Multi-Platform Consumption

Strong Brand Recall

WHY PODCAST SPONSORSHIPS WORK

Why Brands Love Podcast Audiences

Unlike social media ads that disappear in seconds, podcast listeners actively choose to spend extended periods of time with content creators they trust.

Benefits:

Higher Attention

Higher Recall

Higher Trust

Longer Exposure

Authentic Recommendations

Strong Conversion Potential

Podcast sponsorships consistently outperform traditional digital advertising for trust and engagement.

WHY PARTNER WITH COFFEE & CRIME AU

Why Coffee & Crime AU?

Highly Engaged True Crime Niche

Multi-Platform Reach

Growing Australian Audience

Community Driven Discussions

Long-Form Storytelling Format

Strong Audience Trust

Authentic Sponsor Integrations

Weekly Content Schedule

SPONSORSHIP OPTIONS

Community Integration

\$150

Perfect for brand awareness testing

Includes:

Facebook Feature Post

Community Discussion Mention

Link Placement

Content Integration

\$450

Most Popular

Includes:

30–90 Second Host Read

Facebook Feature Post

Website Mention

Call To Action

PREMIUM CAMPAIGN

Starting From \$1,200

Full Audience Exposure

Includes:

Podcast Integration

1-2 Episode Placement

Multi-Post Facebook Campaign

Website Placement

SEO Blog Feature

Priority Positioning

Campaign Reporting

MONTHLY RETAINERS

Long-Term Partnerships

Bronze

\$800/month

Podcast Mention

Facebook Promotion

Website Placement

Silver

\$1,200/month

2 Podcast Mentions

Facebook Campaign

Website Placement

Newsletter Inclusion

Gold

\$2,000/month

4 Podcast Integrations

Multi-Platform Campaign

Newsletter Feature

Priority Placement

Category Exclusivity

EXCLUSIVE OPPORTUNITY

Case Of The Week Presented By

Only One Sponsor Per Week

Your Brand Featured As:

"Case Of The Week Presented By [Brand]"

Includes:

Premium Community Placement

High Engagement Visibility

Organic Discussion Exposure

Exclusive Weekly Ownership

Limited Availability

PERFECT BRAND FIT

We Work Best With

Streaming Platforms

Audiobook Services

Publishing Companies

VPN Providers

Privacy Services

Subscription Services

Learning Apps

Entertainment Apps

Australian Consumer Brands

Financial Services

Insurance Providers

Travel Brands

PARTNERSHIP PHILOSOPHY

Authentic Sponsorships Only

Our audience trusts us because we prioritise storytelling first.

Every sponsorship is integrated naturally into content to maintain credibility and maximise results for partners.

No disruptive advertising.

No forced promotions.

Just authentic brand alignment.

LET'S WORK TOGETHER

COFFEE & CRIME AU

Website: www.coffeeandcrimeau.com.au

Email: coffeeandcrimeau@gmail.com

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

Facebook: [Coffee & Crime AU](https://www.facebook.com/Coffee%20&%20Crime%20AU)

Let's create a sponsorship your audience will actually remember.