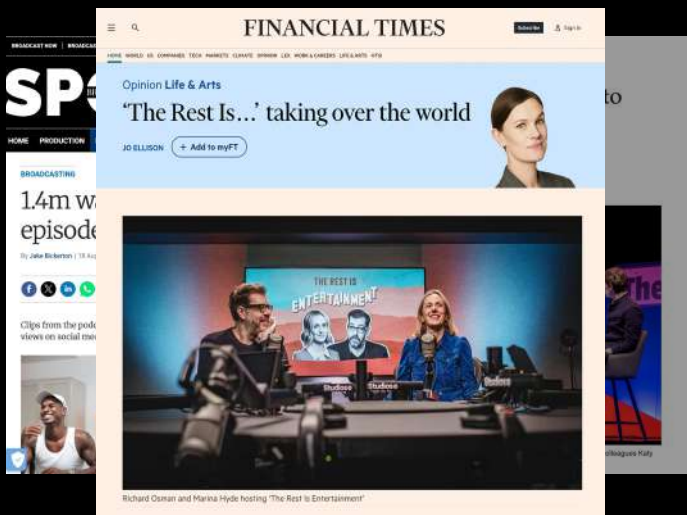


GOALHANGER

Partnership Opportunities



Where BIG CONVERSATIONS BEGIN.



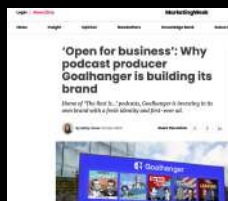
Goalhanger is the UK's fastest-growing independent media company, a talent-powered, culture-first engine reshaping how people consume stories, ideas and entertainment.

We operate across formats and platforms: podcasts, longform video, social storytelling, newsletters, documentaries, and sell-out live events.

From Gary Lineker and Alan Shearer breaking down the Champions League to Tom Holland and Dominic Sandbrook unpacking the French Revolution, we make smart content that people trust, share, and build rituals around.

Making Headlines

DRIVING CULTURE.



Winning the attention recession.

45mins

Average retention rate across the various Goalhanger podcasts

65m

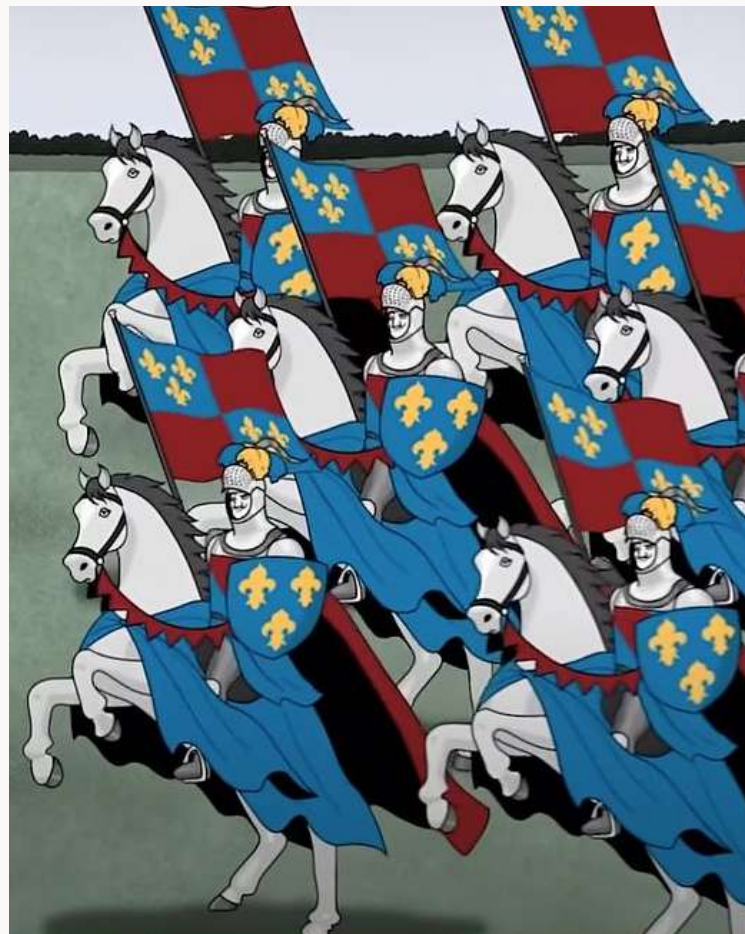
Monthly show full episode streams across the Goalhanger network

150m

Monthly video views across the Goalhanger Network

250k

Paying members engaged across the Goalhanger network



GOALHANGER

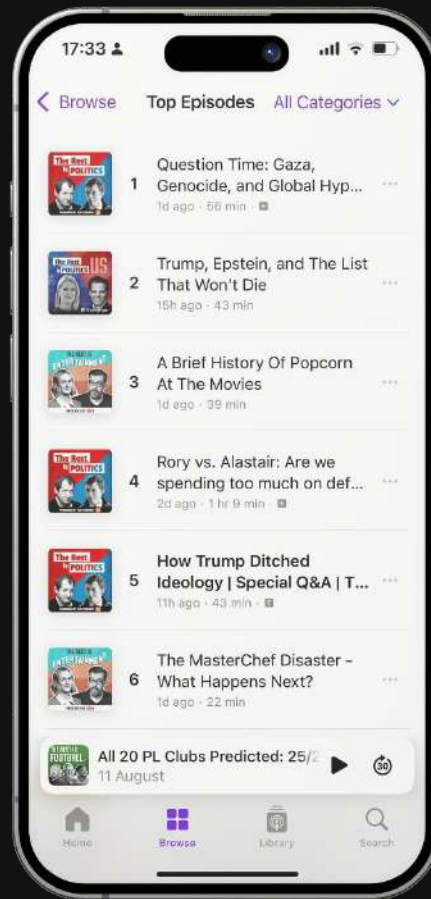
Over

ONE BILLION

full episode streams.

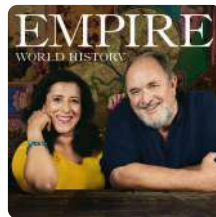
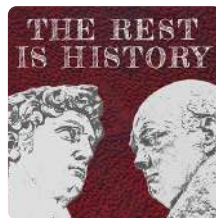
We're behind the UK's TOP RATING SHOWS.

Goalhanger doesn't just dominate the UK podcast charts it consistently holds multiple top-ranked shows, rivalling the biggest hits on TV, cinema, and radio in terms of streams and views. With millions tuning in every week, our shows don't just compete with other podcasts; they sit shoulder-to-shoulder with the UK's most-watched entertainment across every medium.



IP that shifts the cultural zeitgeist.

Across genres and generations, our shows don't just reflect the moment, they shape it.



Our Talent.

Trusted by millions. Respected by peers. Loved by listeners.



Access to a powerful global audience.

With directline access to affluent, culturally curious listeners who exude purchasing power and wield disproportionate influence.

Our reach even extends to high-profile fans from Bob Iger to Matthew McConaughey to Ayo Edebiri to Rupert Murdoch.



81%

of Goalhanger listeners influence household purchasing decisions and 57% influence workplace spending.



Hosts that move culture and product.

68%

of Goalhanger listeners
act on ads-**nearly double**
the industry standard.

More than Podcasts.



Full length podcast episodes released on audio platforms.



Full video episodes broadcasted through YouTube and Spotify.



Social videos and digital episodes activated across social.



Connecting with communities offline at sold out live events.

Fast track to a hard to reach audience.

Baked-In & DAI Host Reads

Host Reads are our premium ad format-60-second spots voiced by trusted show hosts. They deliver unmatched effectiveness in podcasting because they carry the authority and credibility of the talent themselves. Brands can run them dynamically across a campaign period to target specific geos, or lock them into episodes forever as part of the content.

Community Integrations

Reaching the most loyal Goalhanger audience through custom integrations that are included within the monthly newsletters with further information on the big moments of each show and bespoke CTA messaging driving back to your brand's channels.

Live Events

Curate custom experiences or sponsor one of our flagship live shows or festivals



Custom Segments

Custom Segments that live within the editorial of each podcast, tailored to the tone of voice of each show, which will enable the hosts to talk in more detail about their excitement of the biggest moments that are coming up.

Branded Content on Social

Platform agnostic cutdowns of the custom segments that live across the shows' digital platforms, engaging audiences beyond the full length podcast episodes with prominent branding, logos and bespoke CTA messaging.

Talent Amplification & Licensing

Amplification of the content via our talent's own channels with massive incremental reach as well as opportunities to license the content and use across your channels.

GOALHANGER

The 2026 Goalhanger Slate



The Rest Is History

The cult podcast that became a mainstream phenomenon.

The world's most popular history podcast, with Tom Holland and Dominic Sandbrook. The leading historians interrogate the past and attempt to de-tangle the present with some very bad accents along the way.

#1

World's most listened to history podcast

21m

Monthly full episode streams

65%

Of our audience is under 44 years of age



The Rest Is Politics

The podcast that became a political movement.

Two men who've been at the heart of the political world - Alastair Campbell and Rory Stewart - join forces from across the political divide. The Rest Is Politics lifts the lid on the secrets of Westminster, offering an insider's view on politics at home and abroad, while bringing back the lost art of disagreeing agreeably.

13_m

Monthly full episode streams

58%

Of our audience is under 44 years of age.



The Rest Is Politics US

Insider lens on America today.

As the US enters a defining new chapter - in the Trump era, the world is asking what comes next. The Rest Is Politics: US, hosted by Katty Kay and Anthony Scaramucci, takes listeners inside the aftershocks: fractured parties, shifting power blocs, and the future of America's role on the world stage. With voices from the heart of Washington and Wall Street, the show unpacks the forces reshaping the US, and why they matter everywhere else.

44%

Of our audience earn
over 75k

7m

Monthly full episode
streams



The Rest Is Politics: Leading

Interview spin-off of the UK's biggest podcast.

Rory & Alastair interrogate, converse with, and interview some of the world's biggest names - from both inside and outside of politics.

2.5m+

Monthly full episode streams



The Rest Is Science

A video-first look at the world of science

Join mathematician Professor Hannah Fry and science creator Michael Stevens (Vsauce) as they dig into the weird scientific questions that often go unexplored. Whether you're a lifelong science fan or just naturally curious, The Rest Is Science will change your perception of reality, and prove that the biggest questions are always the most fun

4m

Monthly full episode
streams

10m+

Monthly Social Views



The Book Club

The books that shaped the world,
explained

Hosted by historian Dominic Sandbrook and producer Tabitha Syrett, this weekly podcast explores one great book at a time, unpacking its story and historical context through lively conversation. Blending classic and modern titles, it offers a fresh, accessible take on the book club format.

#1

Arts & Books show
across 20+ countries

50/50

Gender neutral
audience



The Rest Is Football

Three legends.
One game.
Endless stories

Gary Lineker, Alan Shearer and Micah Richards deliver strong opinions, debate and behind-the-scenes tales only they could tell.

#1

Sports podcast
in the UK

7m+

Monthly full episode
streams



The Rest Is Football: Daly Brightness

Two Lionesses go beyond
the game.

The Rest Is Football: Daly Brightness takes you inside women's football like no one else can. Hosted by Lionesses Millie Bright and Rachel Daly, it's part match analysis, part dressing-room banter, and part cultural conversation because this game is bigger than the pitch.

#1

new show
in April 2025

500k

Monthly Views



The Rest Is Entertainment

The show that gets to the heart of pop culture.

The Rest Is Entertainment pulls back the curtain on television, movies, journalism and more with Richard Osman and Marina Hyde using their years of knowledge, enviable contact book and wit to bring you what's hot, and what's not in the world of entertainment.

50/50

Gender neutral audience

6m

Monthly full episode streams



The Rest is Money

The show that put money on the cultural map.

Robert Peston and Steph McGovern follow the money to bring you insightful stories from the world of business and finance. Who's making money and who's spending it? Who's investing, and who's innovating? The Rest Is Money answers these questions and decodes the jargon to help make sense of the financial world.

#1

Finance podcast in the UK

1m+

Monthly full episode streams

3x

More likely to earn 100k+ compared to UK public



The Rest is Classified

Stories of spies and espionage.

The Rest Is Classified takes you into the murky world of spies and espionage. Hosted by former CIA analyst now-turned-spy novelist, David McCloskey, and veteran security correspondent, Gordon Corera, they've experienced this field first-hand.

#1

UK podcast
on launch

2.5m

Monthly full episode
streams



Empire: World History

Where yesterday's empires explain today's world.

Every headline today has an origin story. Empire is where you find it. William Dalrymple and Anita Anand dive into the empires that shaped our world - mixing scholarship with storytelling, turning history into something alive, urgent, and cinematic.

3m

Monthly full episode streams

Top 1%

Global history podcasts



We Have Ways of Making You Talk

No battle will go uncovered.

Comedian Al Murray and historian James Holland discuss all things Second World War. We Have Ways Of Making You Talk is a weekly show exploring the war in a forensic and entertaining manner.

4.5k

Annual Festival Attendees

2m+

Monthly podcast full episode streams

20%

Listeners are Armed Force veterans or serving



GOALHANGER

Case Studies



Our Partners

National
Theatre



Google



Cadbury

sky



7Wise



London
Business
School



Revolut × Goalhanger

Driving business through trusted voices

THE CHALLENGE

Revolut set out to reframe itself - shifting from consumer brand to business partner.

OUR APPROACH

We placed Revolut inside the UK's most influential political conversations:

- **Host-Read Integrations** across *The Rest Is Politics* ensured Revolut's brand was baked into trusted voices.
- **YouTube Integrations** reached audiences where they increasingly consume longform content.
- **Talent-Led Amplification** leveraged Rory Stewart and Alastair Campbell's credibility to deliver Revolut's message with authority.
- **Timely Contextual Placements** capitalised on fast-moving geo-political moments, embedding Revolut in cultural conversation.



THE RESULTS

7.5m

Podcast impressions

86%+

Over delivery vs target

58k

YouTube engagements

Top 5

2 episodes ranked in the Apple Podcast Top 5

Bulldog × Goalhanger:

Owning the Dry January Conversation

THE CHALLENGE

Bulldog wanted to break through the noise of “Dry January” starting conversations about men’s skincare with wit, relevance, and cultural resonance.

OUR APPROACH

We placed Bulldog inside the conversations that mattered:

- Host reads + custom segments across *The Rest Is...*
- Platform-agnostic activation spanning YouTube, newsletters, and social cutdowns.
- Smart targeting via Goalhanger’s highly engaged member base, ensuring Bulldog reached influential 25–44 year-old men in the right cultural context.

And with 81% of our audience trusting Goalhanger hosts to recommend brands - and 68% taking action after hearing an ad - Bulldog’s message didn’t just land, it converted cultural conversation into consumer behavior.



THE RESULTS

5.5m+

Total Video Views
(exceeding target by 10%)

4m+

Audio Impressions
(vs. 3.25M target)

25k+

Cross-Platform
Engagements

DAZN × Goalhanger:

Bringing the FIFA Club World Cup to Fans Everywhere

THE CHALLENGE

DAZN wanted to amplify its role as the home of premium football coverage during the FIFA Club World Cup - reaching fans with authority, cultural relevance, and trusted voices.

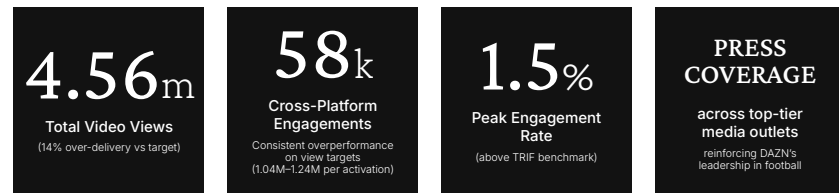
OUR APPROACH

We integrated DAZN directly into The Rest Is Football universe, ensuring their brand lived inside the most credible football conversations:

- **Four Key Activations** tied to tournament milestones, each featuring branded content and video integrations.
- **Talent-Led Amplification** from TRIF's trusted hosts - Gary Lineker, Alan Shearer, and Micah Richards - bringing DAZN into fans' feeds with authenticity.
- **Earned Media Buzz** with widespread coverage in The Times, The Independent, TalkSport, BroadcastNow, and more.



THE RESULTS



Samsung

How the Galaxy Tab S10 became a part of the conversation

THE CHALLENGE

Samsung wanted to engage affluent millennial men, spotlight the standout AI features of the Galaxy Tab S10, and drive consideration and purchase intent in a crowded tech market.

OUR APPROACH

- **In-Show Segments** on *The Rest Is Entertainment* and *The Rest Is Football*, spotlighting Galaxy AI tools.
- **Host Reads + DAI** delivered through trusted voices.
- **YouTube & Social Amplification** to push beyond audio.
- **Newsletter Integrations** reinforcing visibility across formats.

The campaign drove real brand lift: 9% of audiences wanted to learn more about the Galaxy Tab S10, 60% recalled its long-lasting battery, 56% remembered AI Note Assist - and Samsung was recognised by 86% of respondents, second only to Apple. Proof that Galaxy AI cut through.



THE RESULTS

7.5m

Impression across video and audio

37%

Over delivery vs target

60%

Recall

9%

Brand uplift

Tinder × Daly Brightness

Owning the Women's Euros Conversation

THE CHALLENGE

Tinder wanted to connect with young, engaged football fans during the 2025 Women's European Championships - building brand relevance in culture.

OUR APPROACH

We embedded Tinder directly into *The Rest Is Football: Daly Brightness*:

- **Baked-In Host Reads & Custom Segments** across 14 episodes, including 2 featured on the main TRIF feed.
- **YouTube & Social Amplification** delivering high-reach video integrations.
- **Tournament-Timed Activations** capitalising on the Lionesses' run to maximise cultural resonance.
- **Community Growth Engine** driving major follower and engagement spikes across TRIF DB's channels.



THE RESULTS

5.4m

Views

450%

Increase in social views
in the campaign period

18k

Social engagements

3.8m

Segment views

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Appendix: Demographics



Audience Trust.



Trusted Voices

81%

of listeners trust Goalhanger hosts to recommend brands

Influence at Home

81%

81% influence household purchase decisions - showing that trust translates into buying power

Ads That Work

68%

68% take action after hearing a Goalhanger ad - nearly 2x the industry average of 35% (Nielsen)

Time That Matters

40min

40+ minutes average listening per episode - almost double the UK podcast norm of ~23 minutes (Ofcom)

Weekly Habit

70%

Over 70% listen to multiple episodes each week

An affluent, intellectual curious audience.



EDUCATION



TECH



FINANCE



HEALTHCARE



LAW & GOVERNMENT

95%

of Goalhanger audiences
influence household
purchases

60%

more likely than the
average Brit to be in
high-earning brackets.

84%

of our audience is
University educated

4x

more £100k+ earners than
the UK average

Affluent and influential.

Affluent by design: our audience are 3.6x more likely than average Brits to earn £100k+ (HMRC).

42%

of listeners hold multiple bank accounts - 1.75x the UK average (FCA)

49%

of listeners regularly buy premium goods - 1.6x the UK average (Statista)

84%

are university graduates - 2x the UK average (ONS)

81%

influence household purchases - 1.5x the national norm (Kantar)



Households run on Goalhanger.

81% of our audience control purchasing decisions - 1.5x more influence than the UK average.

81%

control household purchasing decisions - 1.5x more influence than UK adults overall (Kantar)

50%+

Over half of Goalhanger listeners own their home - 1.5x the UK average (ONS)

15%

Only 15% rent - below the 19% UK average - and fewer live with family than the national norm (ONS)



High net worth professionals at scale.

More High Earners

3.6×

Of our audience earn £100k+ compared to UK adults (HMRC)

2x Business Owners

22%

of listeners run their own business or are self-employed vs 12% nationally (ONS)

2x Workplace Decision-Makers

57%

of our audience influence budgets or purchasing at work vs 25% of UK employees (CIPD)

Workforce of Influence

GOALHANGER listeners

cluster in high-value sectors - law, finance, healthcare, education, tech, which make up less than 20% of UK jobs (ONS)



The Passport Audience: Affluent, Mobile, Influential.

2x More Global Travellers

62%

Goalhanger listeners take multiple trips abroad each year vs just 33% of UK adults (ONS)

Big Holiday Spenders

50%

spend £5,000+ annually on leisure travel - far above the UK median holiday spend of ~£1,900 (ONS/ABTA)

Cultural Explorers

46%

cite visiting museums, galleries, and historic sites as top travel activities (Merged Survey: Travel & Leisure), indexing far higher than the UK norm where only 27% of adults visit cultural attractions on holiday (VisitBritain, 2023)



Educated, Curious and Cultured.

2x More University Graduates

84%

Goalhanger listeners hold a degree vs just 42% of UK adults (ONS)

Cultural Consumers

46%

Goalhanger listeners are far more likely to visit museums, galleries, and cultural sites (Merged Survey: Travel & Leisure), while only 27% of UK adults do so on holiday (VisitBritain, 2023)

Curiosity as a Habit

40min+

Listeners spend 40+ minutes per episode deeply engaged with history, politics, and ideas - nearly double the UK podcast norm of ~23 minutes (Ofcom, 2023)

Culture

80%

Goalhanger listeners actively follow culture - from film and theatre to art and literature - vs under half of UK adults (ONS/YouGov)



Community Engagement.

3x More Likely to Pay

6.5%

Goalhanger listeners are paying members - over 3x the typical podcast norm of ~2%

Sell-Out Success

100%

have filled theatres at scale - from the O₂ to the Royal Albert Hall - a rare feat in podcasting

Community-Driven

41%

Members cite community and connection as the #1 reason for joining - not just bonus content



How they Consume content.

2x Likely to Watch on TV

1 in 3

Goalhanger listeners watch via Smart TV - over 2x the UK podcast average of 14% (Ofcom)

YouTube Nation

40%+

of our audience consume episodes on YouTube - making Goalhanger both an audio and video platform

Multi-Platform by Default

83%

Most listeners follow us across formats - audio, video, newsletters, and clips - showing the power of the ecosystem

Attention Holds Everywhere

40min+

40+ minutes average watch time on YouTube, matching audio - far above the UK norm of 23 minutes (Ofcom)





The Next Generation of Influence.

Our young demographic

40.9%

of the Goalhanger audience
is 35 years and under

Under 35

22m

Streams

Under 24

3.77m

Streams

Under-35 Audience.

Young. Affluent. Highly responsive.

Goalhanger under-35s aren't just young, they're 2x richer, 1.6x more influential, and 12x more responsive than the average UK under-35.

Household Influence

1.4x

more likely to influence household purchases than UK under-35s (89% vs. 65%)

Ad Responsiveness

12x

12x more likely to act on an ad than the average UK under-35 (48% vs. ~4% TV/radio)

Digital Habits

20%

shop online regularly - matching the UK's most digital-native consumers

Cultural Passions

90%

Under-35s over-index for Music, Gaming, Film/TV, Fashion, and Fitness/Wellness



Sources & Validation.

Education & Income

- ONS – Qualifications of the UK Population (2023)
- HMRC – UK Income Distribution Statistics (2023)

Finance & Spending

- FCA – Financial Lives Survey (2022)
- Statista – Premium Consumer Goods UK (2024)
- Kantar – UK Household Decision-Making (2024)

Work & Career

CIPD – Workplace Decision-Making Report (2023)

Travel & Culture

- ONS – Travel Trends UK (2023)
- ABTA – Holiday Habits Report (2023)
- VisitBritain – Annual Visitor Survey (2023)

Media & Attention

- Ofcom – Media Nations UK (2023/2024)

Advertising & Responsiveness

- [Nielsen – Podcast Advertising & Brand Lift \(2023\)](#)

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Appendix