

drummer's resource

CONVERSATIONS WITH THE WORLD'S GREATEST DRUMMERS

Hosted by Nick Ruffini

2020
Demographics
Data



ABOUT

Founded in 2013 by professional drummer and entrepreneur Nick Ruffini, Drummer's Resource podcast is a weekly, syndicated podcast that features advice and interviews with the world's greatest drummers and music industry professionals, with over 550 current episodes.

Nick Ruffini and the Drummer's Resource podcast have been featured in The New York Times, Modern Drummer Magazine, Drum! Magazine, DW Edge Magazine and on DrumChannel.

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Steve Gadd | Episode 203

STATS & DEMOGRAPHICS

Avg. Run Time

45

(mins per episode)

Avg. Monthly Downloads

125K

Podcast Production Schedule

Every Monday	Interview episode with a world-class drummer
Every other Wednesday	The Daniel Glass Show
Every Friday	Solo episode or guest interview

Listener Age

18 - 24	20%
25 - 34	29%
35 - 44	23%

Gender

Male	94%
Female	6%

Social Media

Facebook	26K
Twitter	4K
Instagram	17.5K

Mailing list

Subscribers	10K
Open rate:	39.4%
CTR:	8.7%

Top Countries

United States	62.97%
United Kingdom	7.62%
Canada	5.03%
Other	20.39%

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WHAT THE LISTENERS ARE SAYING

Mark Guiliana | Episode 97

Over 300
5-star reviews on iTunes



What an incredible resource ★★★★★
by Mike por – Feb 18, 2019

This podcast has such an immense amount of knowledge and explores incredibly important subjects. Nick's interviewing style provides incredibly in-depth information of his guests, and to the musician's life in general while maintaining a truly enjoyable atmosphere. If used correctly, I firmly believe this podcast has the tools to provide more motivation, inspiration, education and insights to truly change a life. I cannot recommend it more, especially if you're a drummer or a musician.

My weekly dose of inspiration ★★★★★
by JoBreezy – Sep 21, 2018

This podcast has a significant effect on the drumming community. I check in to "get to know" drummers I admire, discover other drummers, and listen to Nick's advice on drumming and life. I've borrowed that wisdom – like how to keep the gig, how to sub like a pro, how to handle criticism, and how to be a strong woman in a male-dominated field – and I apply them not only to my music career but also my daily life.

The best! ★★★★★
by Funkdaddy One– Oct 21, 2017

This is a great podcast not only for drummers, but all musicians looking to take their craft to the next level. The interviews on the podcast have made me rethink, and ultimately change the way I play and approach music. You won't be disappointed!

If your not listening your missing out! ★★★★★
by JTownDrummer – Feb 4, 2017

What a great wealth of information for the drumming community! It has given me the courage and inspiration needed to take my plane, career, and life to the next level. Not to mention you get to listen to your favorite drummers talk about their journey through life and drumming. Keep it up Nick... always looking forward to the next podcast!

I love this podcast! ★★★★★
by Jevohn sealy– Feb 18, 2019

I listen to the podcast every day! It's how I start my mornings! Keep it going man!

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Eric Hernandez | Episode 16

WHY ADD PODCAST ADVERTISING TO YOUR MEDIA MIX



50%
OF LISTENERS

exposed to an ad within a podcast clip could recall the brand advertised, unaided. This outperforms nearly every form of display ad, including IAB Rising Star formats.*



61%
OF LISTENERS

exposed to an ad said they were likely to buy - That's a 10% lift!*



71%
OF LISTENERS

exposed to an ad said they were likely to buy the product advertised. This constitutes an average lift of 8% compared to a control group which heard the same clip, but were not exposed to an ad.*



**PODCASTS
GENERATE
4X**

better brand recall than widely-used forms of digital advertising (scroll ads, static ads and pop up ads).*

*Source: Midroll (A Stitcher Company)

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Harvey Mason | Episode 471

