



ROADMAN

PODCAST IMPACT

EDISON PODCAST METRICS, EDISON RESEARCH'S QUARTERLY RESEARCH STUDY OF WEEKLY PODCAST CONSUMERS, WHO REPRESENT 40% OF THE AMERICAN POPULATION RECENTLY RELEASED RESEARCH ON IMPACT OF PODCASTS OF AMERICANS AGED 13+

- **PODCAST LISTENING HOURS INCREASE BY 355%:** ACCORDING TO EDISON'S NATIONAL SHARE OF EAR QUARTERLY STUDY, TEN YEARS AGO AMERICANS SPENT A TOTAL OF 170 MILLION WEEKLY PODCAST LISTENING HOURS. TODAY, AMERICANS SPEND A TOTAL OF 773 MILLION HOURS PER WEEK—AN INCREASE OF 355%.
- **VIDEO IS REDEFINING PODCASTING:** 77% OF FIRST-YEAR LISTENERS ACTIVELY WATCH VIDEO PODCASTS, SURPASSING THE 75% WHO LISTEN TO AUDIO-ONLY PODCASTS. **VIDEO HAS TRANSFORMED THE DEFINITION OF THE WORD PODCAST, AND ITS EFFECT CONTINUES WITH NEW CONSUMERS.**

OUR SHOW

THREE DAYS PER WEEK, WE SHARE INSPIRATIONAL, INTIMATE AND UNFILTERED CONVERSATIONS ABOUT HOW TO RECAPTURE YOUR HEALTH THROUGH CYCLING.

TOP 3 MOST DOWNLOADED CYCLING PODCAST IN THE WORLD

- 1 MILLION MONTHLY DOWNLOADS
- 1300+ EPISODES
- 3 DAYS A WEEK
- 2 GUEST APPEARANCES EACH WEEK
- 1 RIDER SUPPORT EPISODE ANSWERING LISTENER QUESTIONS



RIDER SUPPORT



EVERY FRIDAY SARAH JOINS ANTHONY IN THE STUDIO TO ANSWER LISTENER QUESTIONS ABOUT CYCLING. THIS SEGMENT HAS REALLY OPENED UP OUR DEMOGRAPHIC AND WE HAVE PEOPLE TUNING IN FROM EVERY TYPE OF CYCLIST IMAGINABLE FROM CAT 1 - CAT 3 RACERS, LEISURE CYCLISTS, GRAVEL ENTHUSIASTS, BIKE PACKERS & BEYOND.

THIS SEGMENT HAS BECOME A LIGHTHEARTED BUT INFORMATIVE EPISODE AND OUR MOST LISTENED TO EPISODE EACH WEEK.

STORY TELLING

AFTER THE SUCCESS OF SARAH AND ANTHONY'S 2025 "ALTERNATIVE CALENDAR" WHERE THEY COMPETED IN THE RIFT AND BADLANDS, SARAH AND ANTHONY WILL EMBARK ON AMBITIOUS BUT DISTINCT CYCLING JOURNEYS, INSPIRING RIDERS AT ALL LEVELS AGAIN IN 2026.

SARAH, A LEISURE CYCLIST, IS SETTING BOLD GOALS, INCLUDING THE CHALLENGING TRAKA 560 GRAVEL RACE & MIGRATION GRAVEL RACE, KENYA, SHOWING THAT EVERYDAY RIDERS CAN ACHIEVE EXTRAORDINARY FEATS.

MEANWHILE, ANTHONY, AN EXPERIENCED RACER, WILL COMPETE NATIONALLY AND INTERNATIONALLY IN ROAD, MTB, GRAVEL, AND TIME TRIALS.

THEIR DIVERSE EXPERIENCES APPEAL TO A WIDE SPECTRUM OF CYCLISTS, FROM CASUAL ENTHUSIASTS LIKE SARAH TO ELITE RACERS LIKE ANTHONY. PARTNERING WITH THE ROADMAN PODCAST, YOUR BRAND CAN CONNECT WITH THIS ENGAGED DEMOGRAPHIC, APPEALING TO BOTH ADVENTUROUS LEISURE RIDERS AND PERFORMANCE-DRIVEN COMPETITORS.



STORY TELLING

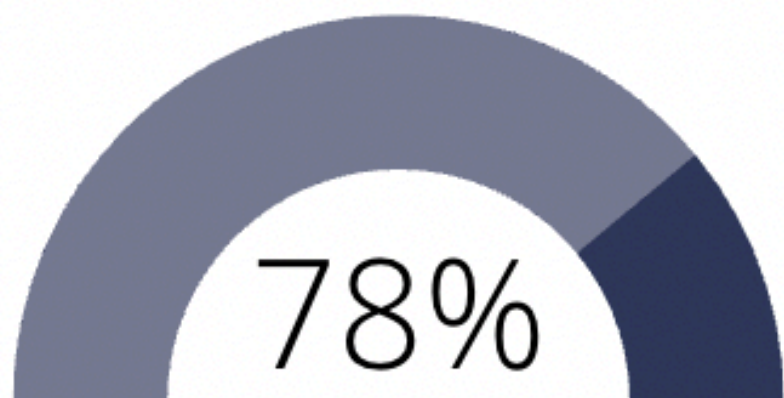
THE JOURNEY TO EACH RACE IS OFTEN JUST AS COMPELLING AS RACE DAY ITSELF, AND IN 2026, TRAINING WILL BE AT THE HEART OF OUR STORYTELLING. AS SARAH AND ANTHONY PREPARE FOR THEIR AMBITIOUS RACE CALENDAR, WE'LL DOCUMENT EVERY ASPECT OF THE PROCESS—FROM THE TRIUMPHS OF HITTING NEW PERSONAL BESTS TO THE CHALLENGES OF FATIGUE, SETBACKS, AND EVERYTHING IN BETWEEN.

THROUGH REGULAR PODCAST EPISODES, VIDEO CONTENT, AND SOCIAL MEDIA UPDATES, WE'LL SHARE THE GOOD, THE BAD, AND THE UGLY OF TRAINING, OFFERING AN UNFILTERED LOOK AT WHAT IT TAKES TO PREPARE FOR ELITE AND RECREATIONAL RACES ALIKE. THIS BEHIND-THE-SCENES NARRATIVE WILL BRING LISTENERS INTO THE DAILY GRIND OF INTENSIVE TRAINING—CAPTURING THE HIGHS AND LOWS THAT EVERY CYCLIST, FROM BEGINNER TO PRO, CAN RELATE TO.

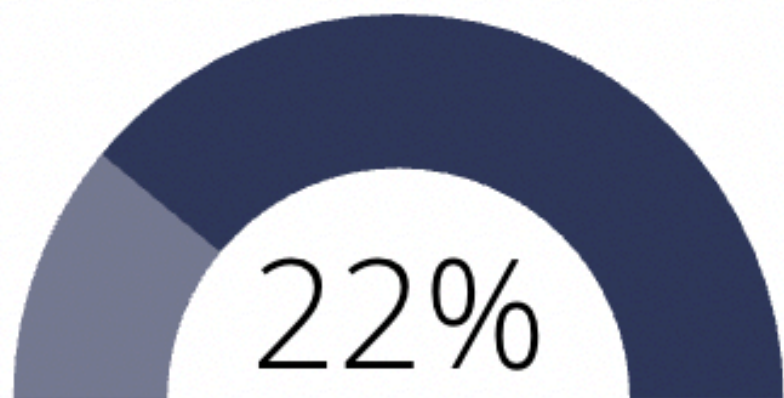
FOR YOUR BRAND, THIS MEANS CONTINUOUS BRAND EXPOSURE AS THE KIT THAT POWERS THESE AUTHENTIC, REAL-WORLD EXPERIENCES, SHOWING HOW THEY PERFORM IN THE LEAD-UP TO COMPETITION, NOT JUST ON RACE DAY.



OUR AUDIENCE

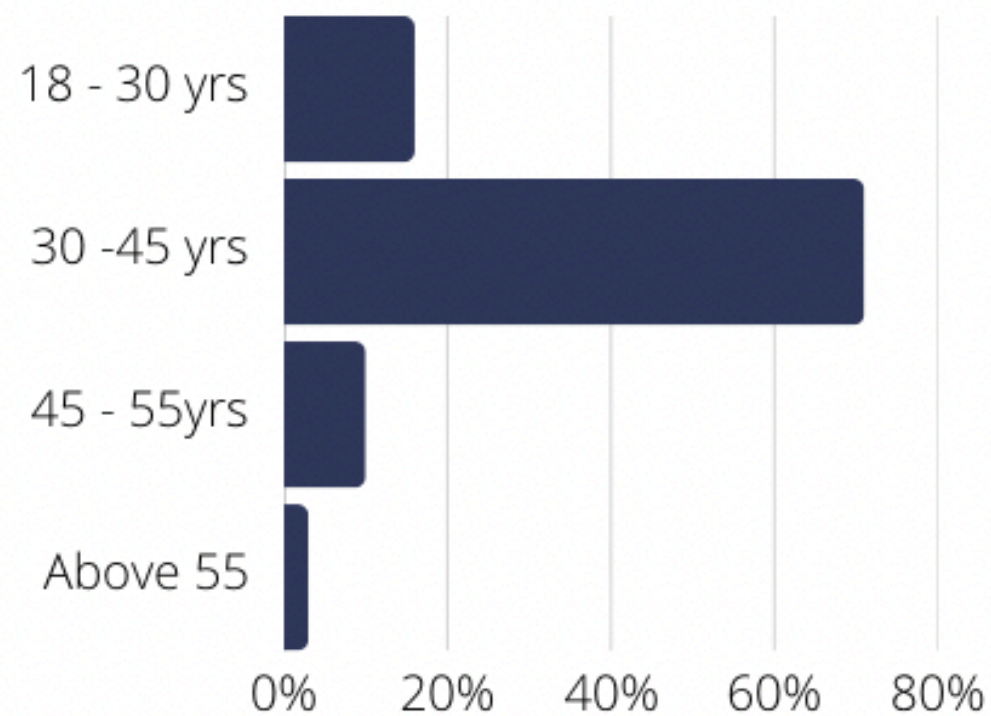


Male Audience



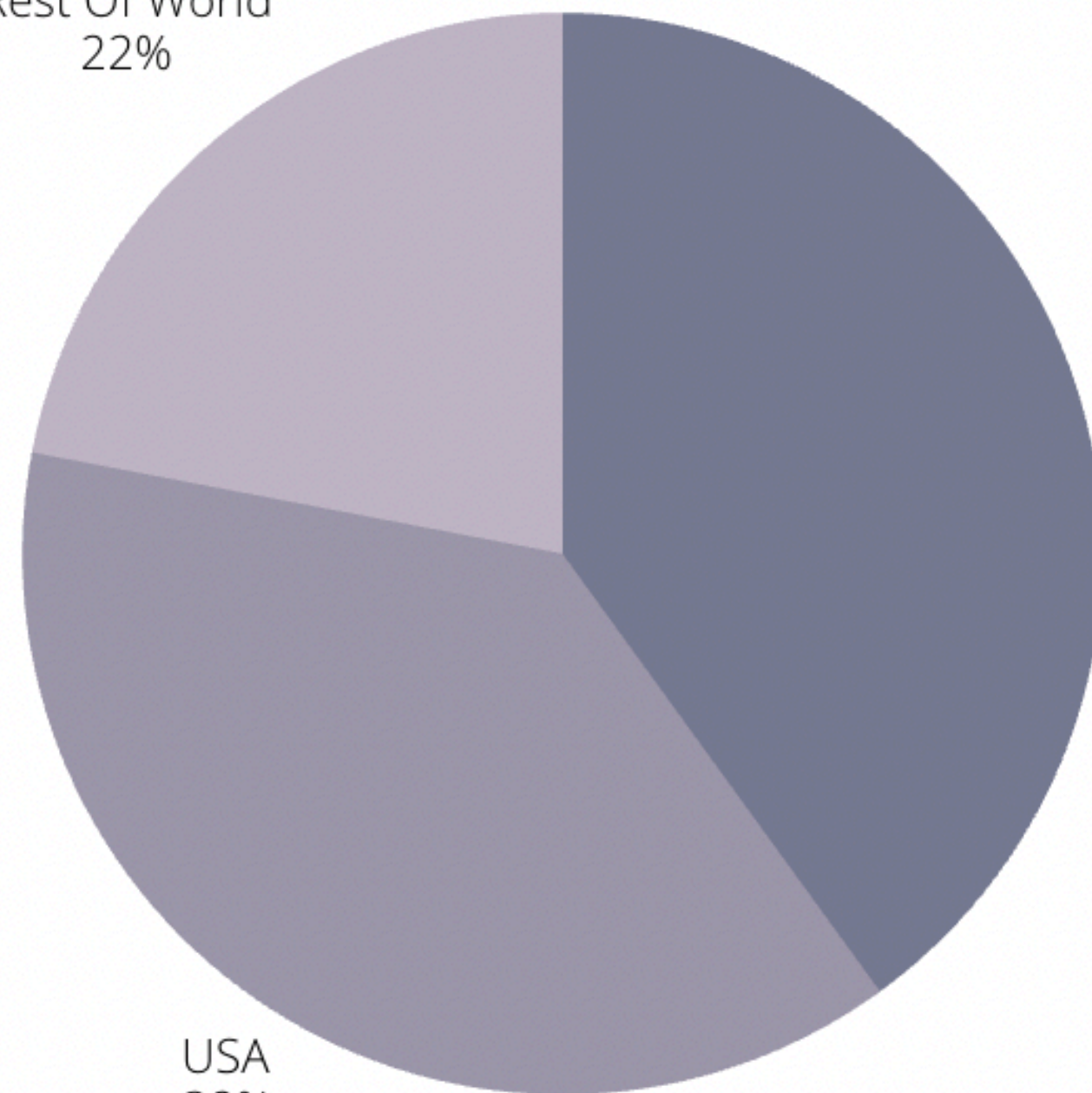
Female Audience

BREAKDOWN BY AGE



LISTENERS BASED

Rest Of World
22%



UK
40%

USA
38%

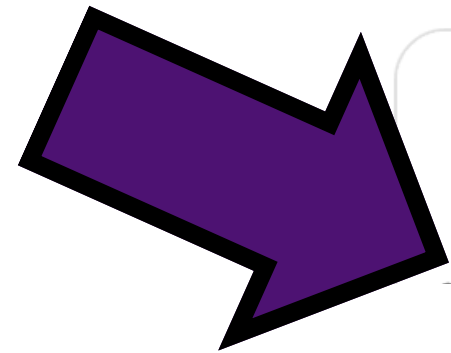


YOUTUBE

TWICE PER WEEK, WE RELEASE HIGH QUALITY VIDEOS TO OUR MAIN CHANNEL & OUR CLIPS CHANNEL

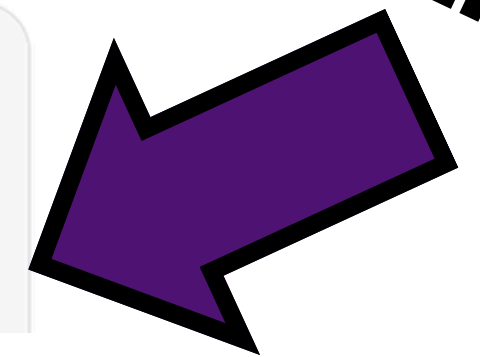
Your videos got 7,125,805 views in 2025

MAIN CHANNEL



Views <small>⚠</small> 7.1M <small>↑</small>	Watch time (hours) 491.1K <small>↑</small>	Subscribers +20.1K <small>↑</small>	Estimated revenue <small>⚠</small> \$ <small>↑</small>
---	---	--	---

CLIPS CHANNEL



Views 2.6M <small>↑</small>	Watch time (hours) 132.4K <small>↑</small>	Subscribers +8.1K	Estimated revenue \$ <small>↑</small>
--------------------------------	---	----------------------	--



SOCIALS



Roadman Cycling >
Weekly progress 100%

You have 5 updates.

Analytics >

28 days 7 days Today

Views
5.5M ↑ **112%**

Approximate earnings

Engagement
407,600 ↑ **169%**

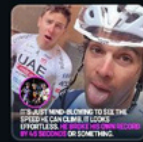
Net followers
2,460 ↑ **42%**



Professional dashboard

Insights

28 Jan-26 Feb



Your post is high performing
10,760 accounts engaged with this post, more than your other posts. >

Views ↑ **1.8M** >

Interactions ↑ **77.7K** >

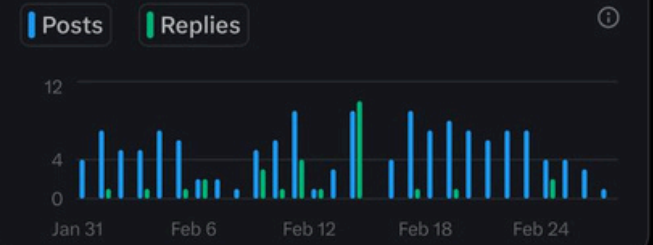
New followers ↑ **3.3K** >

Content you shared **47** >



Account Analytics

Jan 31 Feb 6 Feb 12 Feb 18 Feb 24



Verified followers >
427 / 13.5K

Impressions >
1.2M ↑ **462%**

Engagement rate >
4% ↓ **-11%**

Engagements >
50.4K ↑ **395%**

Profile visits >
2.1K ↑ **147%**

Replies >
1.5K ↑ **661%**

Likes >
8.5K ↑ **552%**

Reposts >
401 ↑ **335%**

Bookmarks >
1K ↑ **344%**

Shares >
438 ↑ **159%**





NEWSLETTER

OUR 60,000 STRONG EMAIL LIST IS INCREDIBLY ENGAGED WITH OPEN RATES OF OVER
65%

THIS HAS BEEN ONE OF THE KEY WAYS IN WHICH WE GET INFORMATION TO THE
COMMUNITY ABOUT SPONSORS, EPISODES & MUCH MORE



JUST LAUNCHED IN 2026 WE ALREADY HAVE 100 MEMBERS IN OUR “NOT DONE YET”
COHORT. HERE WE GO DEEP WITH THE COMMUNITY SIDE OF ROADMAN.





QUESTIONS? SEND THEM TO -

ANTHONY@ROADMANCYCLING.COM

SARAH@ROADMANCYCLING.COM