



SPONSOR MEDIA KIT

AUGUST 2025





WHO WE ARE

Haunted Mouse Productions is a Halifax-based podcast network bringing bold, witty, and socially aware voices to the mic. We work with emerging creators—including grads from NSCC's Radio & Television Journalism program—to produce the podcasts we want to hear.

Founded in May 2025, we currently produce two active shows, with two more launching this fall. From cultural commentary to political analysis, family storytelling, and high-credibility health journalism, our shows reflect a fresh take on today's media landscape.



HANNAH PATON
Executive Producer



JOSH CARMODY
Producer & Editor



GABBY HILL-DESJARDINS
Host, BoobTube



CHYENNE COMEAU
Host, BoobTube



NATHAN STONE
Host, The Politics of New America



DYLAN JONES
Director, BoobTube



OUR SHOWS

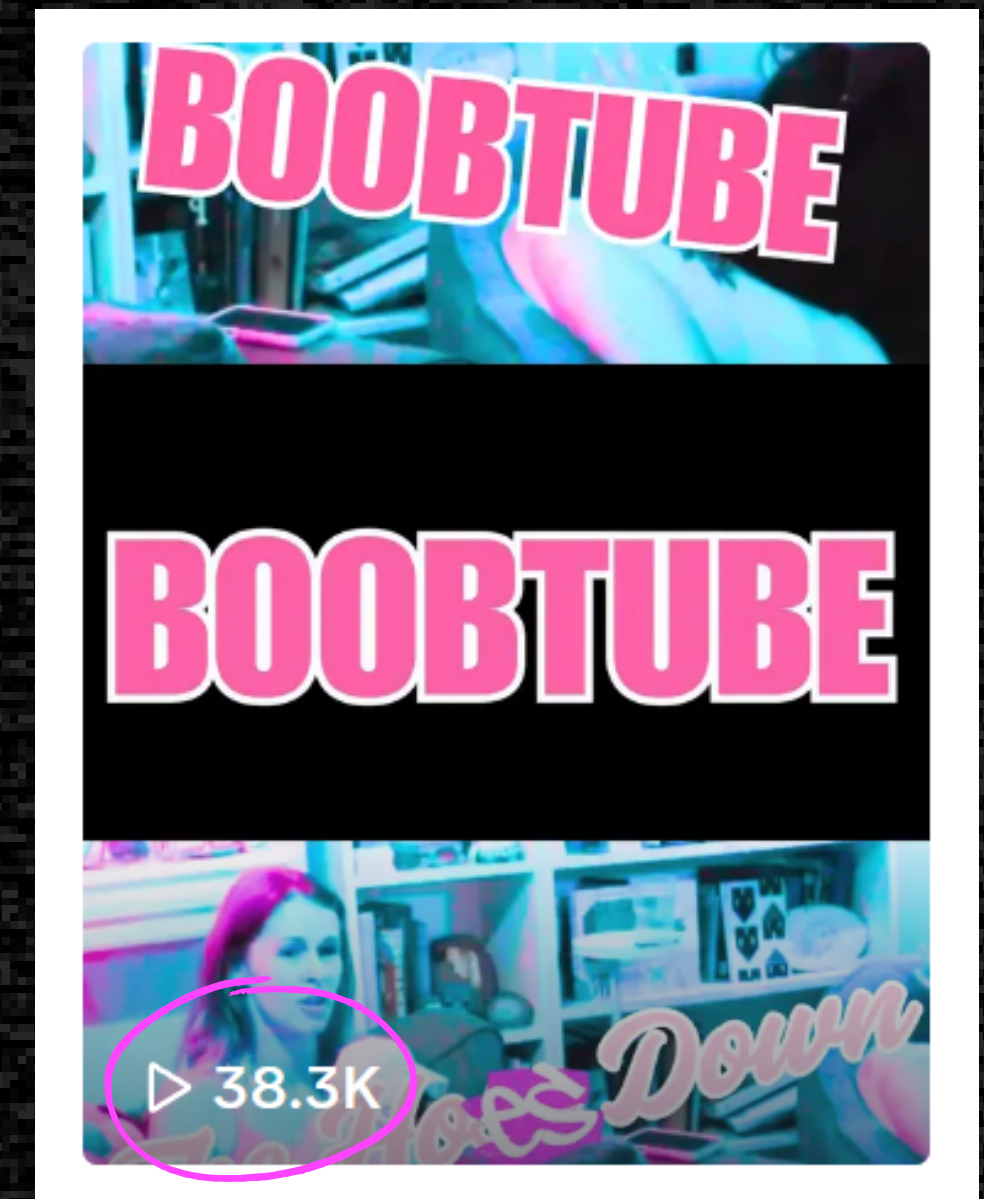
BOOBTUBE

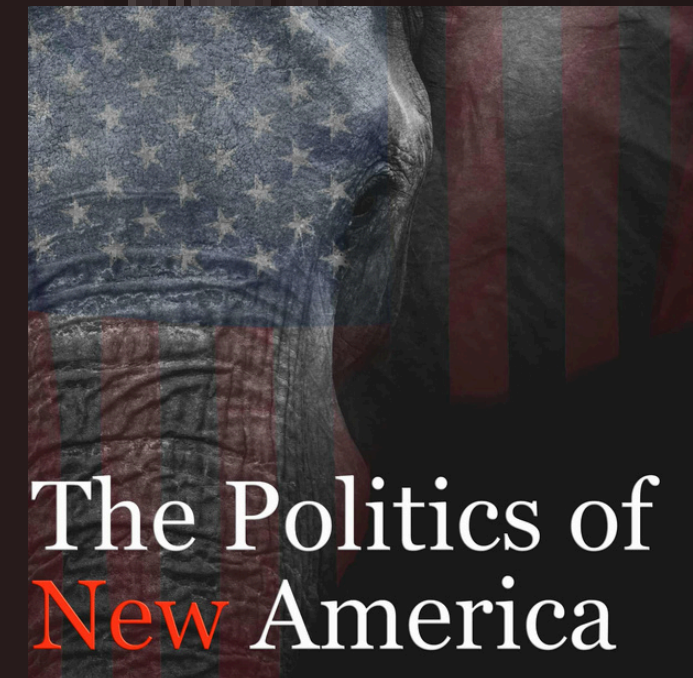
Pop Culture & Reality TV Commentary

Hosts: Gabby & Chyenne

A video + audio slumber party breaking down iconic and cringeworthy reality TV moments.

- Topics: Beauty standards, pop feminism, body image, dating culture
- Format: 2 video eps/mo, 2 audio minisodes, 2 Patreon exclusives
- Audience: Women 22–35, TikTok active, media-savvy
- Latest Stats: 83+ listeners/ep, 350 audio downloads, **5K YouTube subs (+300% in August 2025)**
- Ideal Partners: Beauty brands, feminist orgs, sex-positive ecommerce





The Politics of New America

Left-Leaning U.S. Political Journalism

Hosts: Nathan Stone & Josh Carmody

Weekly news and mini-briefings on Trump's second term, legislative chaos, and cultural shifts.

- Format: 1 main ep/wk + 1 mini brief
- Audience: Professionals 30–55, policy watchers, educators
- Avg: 20 listeners/ep, 500+ downloads
- Ideal Partners: Productivity tools, policy orgs, indie journalism sponsors



is to insert the military
into the immigration
game, basically,

Fortress America

#uspolitics #usborder ...

1.9K views



kind of different
versions
of American
propaganda, so I.

Propaganda Nation

#podcast #podcastcli...

1.1K views



THE BEDTIME STORYBOOK

(Coming Fall 2025) Short
stories for kids

Narrated by Nathan Stone;
bedtime/classroom-friendly

- Audience: Parents of kids
3–8, teachers,
homeschoolers
- Launch: Fall 2025, 8-
episode season
- Early Episodes: Winnie-
the-Pooh, Velveteen
Rabbit, Ugly Duckling, Tom
Kitten



Featuring thought
leaders with 500K+
combined social reach.

Celebrity doctor talk show on health & inequality
Hosts: Dr. Alexis Paton & Sir Andrew Goddard

- Season 1 Guests: Kathryn Mannix, Tim Caulfield,
Duane Mellor, Hayley Pinto, Hannah Fearn, Shaun
Lintern, Chris Van Tulleken
- Topics: Misinformation, food systems, fuel poverty,
climate & health, opioid crisis
- Audience: Academics, healthcare leaders, socially
conscious listeners 35–65 (UK + Canada)
- Ideal Partners: Healthcare orgs, social impact
sponsors, universities, nonprofits



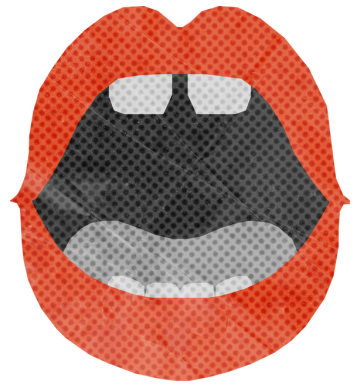
DR. ALEXIS PATON

Host



SIR ANDREW GODDARD

Host



OUR REACH

Progressive, social-issue aware. Engaged across Spotify, YouTube, and Patreon.

- **BoobTube** → Women ages 22–35, TikTok active, pop-culture savvy
- **Politics of New America** → Professionals 30–55, policy watchers, educators
- **The Bedtime Storybook** → Parents, teachers, families with children ages 3–8
- **Sick Society** → Academics, health leaders, socially conscious listeners 35–65

FRESH HIGHLIGHTS (AUG 2025):

- +1K new YouTube subs in one week via paid promotion
- TikTok audience grew 53% in August
- Patreon doubled paid subscribers in a single month



SPONSORSHIP OPPORTUNITIES

PACKAGE	DESCRIPTION	RATE*
Per Episode	Host-read ads integrated into one episode. Great for testing the waters.	\$50–\$200
Half Season	Be a recurring presence across 5–6 episodes. Builds recognition and recall.	\$100–\$150 per ep
Seasonal	Your brand woven into a full arc of content.	Custom
Affiliate / Partner Placement	Align with our hosts as partners and share in the upside.	Rev-share

*All packages include social mentions.
Bundle pricing available. Multi-show packages on request.



WHY WORK WITH US

- Aligned with indie networks like Canadaland, Multitude, and Earos
- Access to niche but growing audiences across pop culture, politics, health, and family media
- High-credibility talent + guest lineup (bestselling authors, academics, thought leaders)
- Affordable entry points for brands with room to scale



Let's Build Something Together

We partner with brands who share our values — whether that's laughing at reality TV, challenging political narratives, or making health more human.

Get in touch: info@hauntedmouseproductions.ca
Explore our shows & socials: linktr.ee/hauntedmouse