

Shop Floor

A weekly hour on how things actually get made — the people, the machines and the decisions that never reach the marketing. Hosted by **Dana Whitfield**. New episodes every Tuesday at 06:00 ET.

84,200

DOWNLOADS PER
EPISODE, 30 DAYS

212,000

MONTHLY UNIQUE
LISTENERS

71%

EPISODE
COMPLETION

148

EPISODES
PUBLISHED

01

THE SHOW

One workshop, plant or yard an episode, and we stay until something is made. No news segment, no panel, no guest who has not touched the machine.

Cadence Weekly, Tuesday 06:00 ET
Runtime 38-52 min, 44 min median
Season four runs Jan 14 - Dec 16, 2025
Formats Shop visit, long interview, listener mail

02

AUDIENCE

Downloads per episode, first 30 days 84,200
Downloads per episode, lifetime 121,700
Monthly unique listeners 212,000
Followers across platforms 96,400
Show-notes newsletter, weekly 41,300
Listeners who finish every episode 58%

03

PLATFORM
& PLACE

WHERE THEY LISTEN	WHERE THEY ARE
Apple Podcasts 38%	United States 61%
Spotify 31%	United Kingdom 11%
YouTube 17%	Canada 8%
Overcast, web player, other 14%	Germany, Australia, other 20%

04

WHO THEY
ARE

WHAT THEY DO	WHAT THEY BUY
Engineers and operators 34%	Approve or sign off spend 46%
Founders and owners 22%	Firms under 200 people 63%
Designers 18%	Bought from a sponsor 62%
Buyers, supply and other 26%	Listen at the bench or in a truck 44%

05

RATES

Pre-roll — 15 seconds, host-read \$28 CPM
Mid-roll — 60 seconds, host-read \$45 CPM
Integrated segment — 90 seconds, written with the host \$58 CPM
Presenting sponsor — one full episode, all placements \$9,500
Newsletter solo send — 41,300 subscribers \$3,200
Season presenting — twelve episodes, named in the intro \$92,000

CPM is billed on 30-day downloads and trued up at day 35. Host-read copy is written in the studio from your brief; scripts are not read verbatim. Rates hold through December 16, 2025.

06

TERMS

Minimum flight Four episodes	Make-goods Below 90% of guarantee
Lead time from copy 15 business days	Reporting Day 7, 30 and 60
Category exclusivity ... Per episode, on request	Payment Net 30 from air date

07

AUTUMN
INVENTORY

Sep 2	149	The last hand-cut dovetail shop in Queens	SOLD
Sep 9	150	Inside a 40,000-fold hinge test at Brightline	ONE MID-ROLL
Sep 16	151	What a roaster smells for at 196°C	OPEN
Sep 23	152	Nine depots, one clipboard	OPEN
Sep 30	153	Listener mail and the season four workbench	TWO SLOTS

SPONSORED BY Northwind Metrics Container Co. Staple & Oak Brightline Toyco Westhill