



SPONSORSHIP OPPORTUNITIES · OCTOBER 2026

Love Music More

A weekly music-craft show, newsletter, video channel, and archive for musicians, producers, engineers, and deep listeners.

Host-read sponsorships, custom Substack posts, YouTube and podcast placements, and evergreen archive links.

Tuesdays

new episode every week

226+

episodes published

4,000+

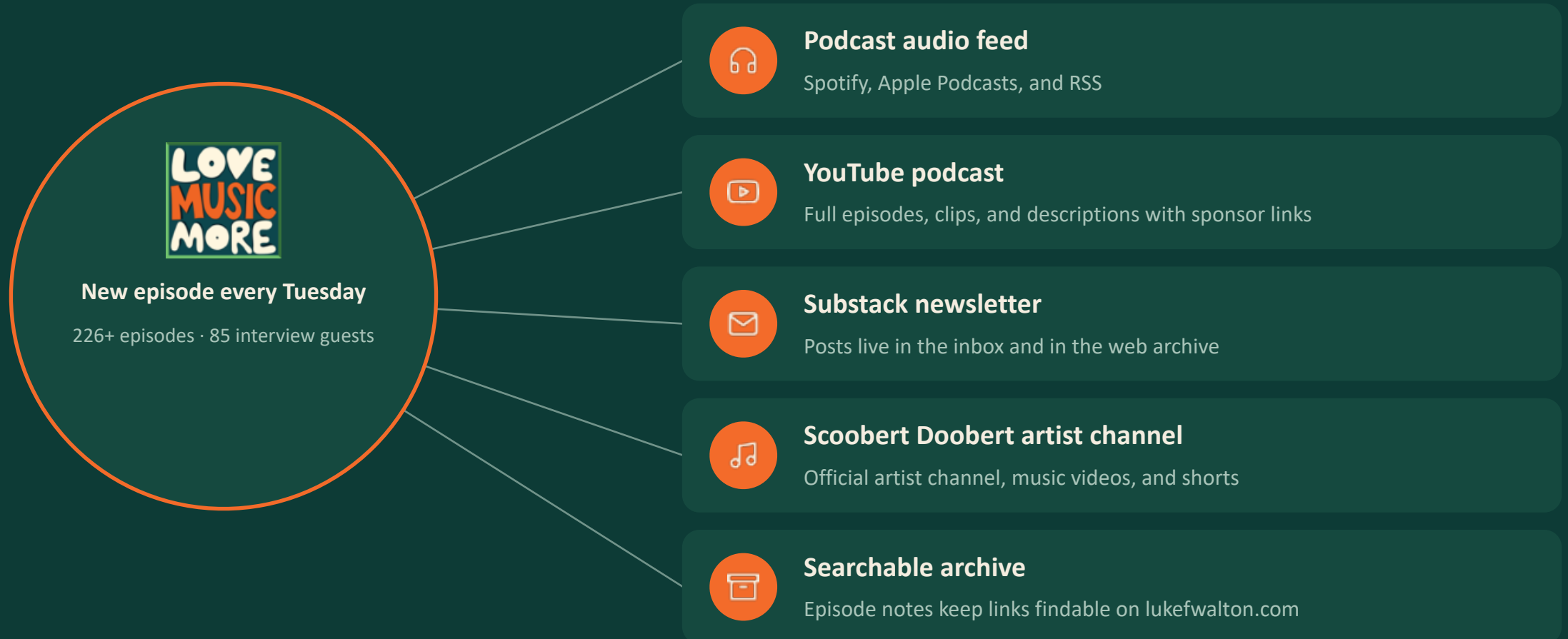
email subscribers



Where a sponsor shows up



Love Music More sits inside the Scoobert Doobert creator ecosystem. One weekly episode feeds five surfaces, and a sponsor can be present on all of them.



Sources: Love Music More site, podcast, and newsletter publishing model; YouTube Studio; Spotify for Creators.

Current reach sponsors can buy into



Owned audience, podcast reach, and the official artist channel the show lives on.

LOVE MUSIC MORE

4,000+

Substack subscribers — owned audience, email reporting can include opens and clicks

5.1K

YouTube podcast views, last 28 days

21K+

all-time Spotify plays and downloads

148K+

lifetime YouTube podcast views

226+

episodes published, every Tuesday

SCOOBERT DOOBERT OFFICIAL ARTIST CHANNEL

92% of Love Music More views come from the official artist channel.

18.8K

channel views, last 28 days

10.1K

unique viewers, last 28 days

412h

watch time, last 28 days

1.4K

YouTube channel subscribers

Sources: YouTube Studio channel and podcast analytics, Spotify for Creators, and Substack subscribe modal.

Scoobert Doobert is the context, not just the host

Sponsors are not buying generic podcast inventory. They are entering a creator world with music releases, production credits, videos, interviews, essays, and a direct audience.



Artist and producer

Records as Scoobert Doobert, with music videos and shorts that already move.



Host of a weekly music-craft show

226+ episodes and 85 interview guests.



Producer, mixer, and player

For Japanese TV, film, and artist projects: CHAI, bed (Fuji TV), OKAME.



A recognizable editorial voice

Serious craft, weird questions, and practical music ideas.

92% of Love Music More views come from the official Scoobert Doobert artist channel.



A music-native adult audience

The audience is concentrated where music tools, education products, creator services, and gear brands want to reach: adult musicians and serious music fans.

YOUTUBE VIEWS BY AGE



82.7%

of YouTube views from age 25-44

76%

of all-platform listening from the U.S.

Global reach across 130+ countries and territories, led by the U.S.

AUDIENCE FIT



Music-makers and producers

People who buy tools, plugins, courses, and services.



Recurring lanes

Production craft, music history, practice, wellness, and creative work.



Deep listeners

Long-form conversations with working engineers, producers, and artists.

Sources: YouTube Studio audience analytics; Spotify/Apple/RSS geolocation exports; Love Music More archive.

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Guests sponsors will recognize



85 interview guests so far: Grammy-winning mix engineers, hit songwriters, session players, and punk pioneers. A sample:

AS

Andrew Scheps

Grammy-winning mix engineer

Adele, U2, Hozier

CB

Craig Bauer

Grammy-winning engineer

Janet Jackson, Lupe Fiasco, Destiny's Child

DB

David Baron

Producer and mixer

Noah Kahan, Lana Del Rey, Lenny Kravitz

PB

Phillip Broussard Jr.

Engineer and mixer

Red Hot Chili Peppers, Rick Rubin, Adele, Eminem

JJ

Jay Jay French

Founder and manager

Twisted Sister

HF

Harley Flanagan

Founder and punk pioneer

Cro-Mags, Stimulators

BS

Bermuda Schwartz

Drummer

"Weird Al" Yankovic

AD

Alex Delicata

Songwriter and producer

Beyoncé, Rihanna, Machine Gun Kelly, OneRepublic

A campaign can keep working after publish week



Two connected engines: short-form discovery brings people in; long-form episodes, playlists, email, and archive pages carry the deeper attention.

YOUTUBE ROLE SPLIT

Views share



Watch-time share



Shorts 1-10 min Long-form

Shorts win the views; long-form holds the hours. A sponsor can reach both: fast discovery and deeper attention.

PERSISTENT SPONSOR SURFACES



Embedded reads stay in the episode.



Substack posts live in the inbox and the web archive.



Episode notes keep links searchable.



YouTube clips and descriptions keep circulating.

Sources: YouTube Studio lifetime export by content length; Love Music More site, podcast, and newsletter publishing model.

Partnership opportunities



Choose the level that matches the campaign: a single-episode test, a monthly presence, or category ownership with custom content.

Episode Partner

from \$500 / episode

- ✓ 1 embedded host read
- ✓ Episode notes + link
- ✓ YouTube description link
- ✓ Good for launch tests

Monthly Partner

from \$1,000 / month

- ✓ 4 embedded host reads
- ✓ 4 newsletter placements
- ✓ Site/archive link placement
- ✓ Monthly recap

Category Partner

from \$2,500 / month

- ✓ 4–8 reads / placements
- ✓ Category exclusivity window
- ✓ Custom Substack post or series
- ✓ Short-form clips or demo

Partnerships can be customized around launch timing, category fit, exclusivity, and reporting needs.

SPONSORS PAST AND PRESENT



Pricing shown as starting points; final scope depends on category, exclusivity, creative needs, and campaign length.

A practical 30-day pilot

The cleanest starting point is a focused month: enough repetition to be remembered, enough reporting to know what worked, and no complicated production lift.

1

WEEK 1

Launch

- Launch read + newsletter placement
- Sponsor link in episode notes
- YouTube description link

2

WEEKS 2-4

Repetition

- Weekly host-read reminders
- Optional short-form cutdowns
- Custom Substack post if included

3

AFTER DAY 30

Campaign recap

- Reach, clicks, email metrics
- Top-performing surfaces
- Recommendation for renewal



Built for persistence. Reads are baked into episodes, links remain in show notes and archive pages, and sponsor content can continue to be found after the campaign window.

Pilot scope can be expanded with product education, giveaway mechanics, newsletter-only sends, or category exclusivity.



LET'S BUILD THE RIGHT CAMPAIGN

Reach music people in a format built on trust.

A sponsor can show up inside the audio, the video, the inbox, and the searchable archive — not just as a one-off post that disappears.



Embedded host reads



Custom Substack posts



YouTube + podcast links



Campaign reporting

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Sponsors past and present: DistroKid, Minuendo, Vinyl Moon