

# HEAR A WHOLE NEW KIND OF RAINBOW



## WINNER

### BEST GLBT PODCAST

#### PEOPLE'S CHOICE PODCAST AWARDS, 2006

- BEST PODCAST, PRESSIE AWARDS 2006
- BEST PODCAST, GAY BLOGGIES 2006
- BEST PODCAST, BEST GAY BLOGS 2006
- "QUEERS WHO MAKE CHICAGO GREAT." - TIME OUT CHICAGO, DEC 2006



## IN-DEPTH INTERVIEWS • HILARIOUS NEWS • DELICIOUS COCKTAILS

**Feast of Fools** draws in over 40,000 listeners every week with a round-table discussion of extraordinary news, social trends and celebrity interviews peppered by a delicious assortment of cocktail recipes.

Also known as "**Gay Fun Show**" -five days a week hosts Fausto Fernós and Marc Felion along with a dazzling array of regular

guests like Miss Ronnie, Sal-E, and Amanda Stein-stein, they portray a unique and hilarious take on some of the more overlooked stories in the media.

This new genre is known for the **connection between the podcast and the listener**. Because the show's delivery usually comes through a set of earphones, (unlike a TV

or radio) the experience lends a sense of intimacy and privacy. This method of consuming the media creates a connection and trust is developed between the podcaster and the audience.

This translates into an effective advertising campaign based on the **dynamic online GLBT community** and trust.

## QUICK FACTS:

- **Over 40,000 downloads per week.**
- World's most downloaded GLBT podcast.
- Ranks on the top 50 comedy podcasts on the iTunes Music Store.
- 72% audience lives in the USA.
- 84% male, ages 18-35.
- 88% shopped online in the past 30 days.
- Over 475 award-winning shows produced since February 2005.

\* According to the iTunes Music Store on March 2007. Statistics and demographics are provided by Podtrac, Inc. an independent podcast verifier.

## ADVERTISING LEVELS:

### TRUE BLUE: \$250/SHOW

- 30 second ad at beginning.
- 15 second ad at the end.
- 125 x 200 banner on front site.
- Integrated marketing.
- Link in the show notes & RSS feed.

### THINK PINK: \$175/SHOW

- 15 second ad in the middle.
- 125 x 125 banner on the site.
- Integrated marketing.
- Link in the show notes & RSS feed.
- Myspace page promotion.

**VISIT US: WWW.FEASTOFFOOLS.NET**

## CALL NOW TO ADVERTISE:

★ Marc Felion  
(773) 600-0632  
media@feastoffools.net  
mail: 5315 N. Clark Street #242  
Chicago IL 60640-2113  
fax: (773) 751-2245  
aim/yahoo: feastoffools4u



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## Feast of Fools

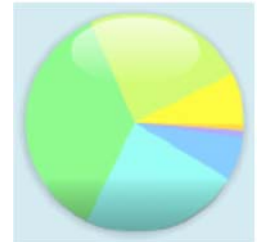
DEMOGRAPHICS    SHOPPING    BUSINESS    BEHAVIOR    SATISFACTION    LIKES    DISLIKES

Last Update: July 01, 2007

### Audience Demographics

#### What is your age?

Answer	Responses	Ratio
12-15	18	2%
16-17	56	6%
18-24	212	24%
25-34	324	36%
35-44	215	24%
45-54	68	8%
55-64	5	1%
<b>Totals</b>	<b>898</b>	<b>100%</b>



#### What is your gender?

Answer	Responses	Ratio
Male	745	83%
Female	158	18%
<b>Totals</b>	<b>903</b>	<b>100%</b>

#### What is the highest level of education you have achieved?

Answer	Responses	Ratio
Less than high school graduate	60	7%
Graduated high school or received equivalent degree (e.g., GED)	94	10%

Attended college but did not graduate	181	20%
Graduated from 2-year college	72	8%
Graduated from 4-year college	303	34%
Masters Degree	131	15%
Doctoral Degree	25	3%
Other Professional Degree (MD, LLB, etc)	38	4%
<b>Totals</b>	<b>904</b>	<b>100%</b>



Please indicate which best describes the total combined income before taxes of all members of your household.

Answer	Responses	Ratio
Under \$5,000	61	7%
\$5,000 - \$9,999	31	4%
\$10,000 \$19,999	51	6%
\$20,000 \$29,999	69	8%
\$30,000 - \$39,999	94	11%
\$40,000 - \$49,999	75	9%
\$50,000 - \$59,999	74	9%
\$60,000 - \$74,999	109	13%
\$75,000 - \$99,999	102	12%
\$100,000 - \$149,999	106	12%
\$150,000 \$199,999	45	5%
\$200,000 or over	57	7%
<b>Totals</b>	<b>874</b>	<b>100%</b>



What is your employment status?

Answer	Responses	Ratio
Full-time (35 hours or more)	611	68%
Part-time (less than 35 hours)	68	8%
Student	177	20%
Retired	2	0%
Temporarily unemployed	21	2%
Homemaker	2	0%
Other	19	2%
<b>Totals</b>	<b>900</b>	<b>100%</b>



What is your current marital status?

Answer	Responses	Ratio
Married	157	18%
Single, never married	690	78%
Divorced or Separated	37	4%
Widowed	6	1%
<b>Totals</b>	<b>890</b>	<b>100%</b>



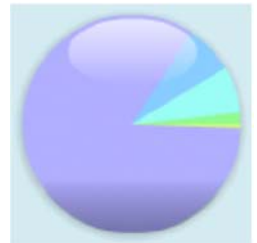
Counting yourself, how many people are currently living in your household?

Answer	Responses	Ratio
1	232	28%
2	328	40%
3	109	13%
4	96	12%
5	41	5%
6	11	1%
7	2	0%
8	2	0%
<b>Totals</b>	<b>821</b>	<b>100%</b>



How many children under the age of 18 are currently living in your household?

Answer	Responses	Ratio
None	713	84%
One	61	7%
Two	58	7%
Three	14	2%
Four	3	0%
Five		0%
More than Five		0%
<b>Totals</b>	<b>849</b>	<b>100%</b>



Which of the following best describes your primary place of residence?

Answer	Responses	Ratio
I rent the apartment/co-op/condo where I live	256	30%

I rent the apartment/co-op/condo where I live	230	36%
I rent the house in which I live	122	14%
I own the co-op/condominium where I live	61	7%
I own the house in which I live	287	34%
Other	123	15%
<b>Totals</b>	<b>849</b>	<b>100%</b>



What language is spoken most often in your household?

Answer	Responses	Ratio
English	750	88%
Spanish	34	4%
Other, Please Specify	66	8%
<b>Totals</b>	<b>850</b>	<b>100%</b>

This survey has received a statistically significant number of responses. This data may be used with confidence in drawing conclusions about the total listener/viewer population.

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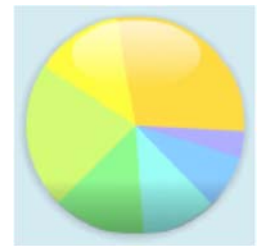
### Shopping Patterns

Have you shopped online in the past 30 days?

Answer	Responses	Ratio
Yes	731	86%
No	122	14%
<b>Totals</b>	<b>853</b>	<b>100%</b>

How much did you personally spend on internet order items in the last 12 months?

Answer	Responses	Ratio
Nothing	41	5%
\$1-\$49	71	8%
\$50-\$99	98	11%
\$100-\$199	121	14%
\$200-\$499	192	22%
\$500-\$799	116	13%
\$800+	253	28%
<b>Totals</b>	<b>892</b>	<b>100%</b>



How often did you attend the movies in the last 90 days (3 months)?

Answer	Responses	Ratio
Once a week or more	78	9%

Once a week or more	70	7%
2-3 times a month	261	29%
Once a month	232	26%
Less than once a month	230	26%
I did not attend the movies in the last 90 days	99	11%
<b>Totals</b>	<b>900</b>	<b>100%</b>



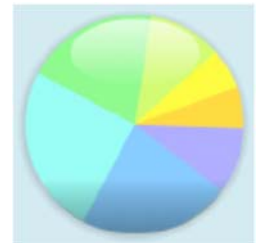
When did your household last purchase or lease a vehicle?

Answer	Responses	Ratio
In the past 12 months	218	26%
1-2 years ago	219	26%
3-4 years ago	171	20%
5 or more years ago	109	13%
My household does not own or lease a vehicle	127	15%
<b>Totals</b>	<b>844</b>	<b>100%</b>



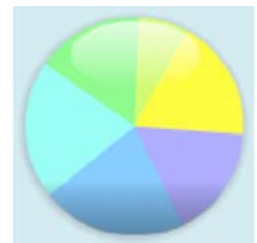
How many credit/debit cards do you own?

Answer	Responses	Ratio
None	85	10%
1	188	22%
2	209	25%
3	165	20%
4	90	11%
5	51	6%
6 or more	51	6%
<b>Totals</b>	<b>839</b>	<b>100%</b>



How much did you spend for computer software for home use in the past 12 months?

Answer	Responses	Ratio
Nothing	148	18%
\$1 - \$99	178	21%
\$100 - \$199	171	20%
\$200 - \$299	131	16%
\$300 - \$499	63	8%
\$500 or more	150	18%
<b>Totals</b>	<b>841</b>	<b>100%</b>





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### Business & Employment

How large is the organization in which you work?

Answer	Responses	Ratio
Less than 20 employees	43	17%
20 to 99 employees	42	17%
100 to 999 employees	55	22%
1,000+ employees	110	44%
I don't know	2	1%
<b>Totals</b>	<b>252</b>	<b>100%</b>



In which industry do you work?

Answer	Responses	Ratio
Arts/Entertainment/Recreation	18	7%
Banking/Finance/Insurance	29	12%
Business Services	5	2%
Computer Hardware	3	1%
Education	21	8%
Government/Military/Defense	27	11%
Internet	4	2%
IT - Systems Integration	7	3%
Manufacturing	15	6%
Media	8	3%
Medical/Healthcare	24	10%
Professions	13	5%
Real Estate	1	0%
Retail/Distribution/Import/Export	24	10%
Telecommunications	5	2%



Other	47	19%
<b>Totals</b>	<b>251</b>	<b>100%</b>

**What is your job title/function?**

Answer	Responses	Ratio
Chairman/CEO/COO/Partner/President/Owner/Principal	16	7%
EVP/General Manager	3	1%
Vice President	3	1%
Director	20	8%
Manager	56	23%
Staff - non management employee	148	60%
<b>Totals</b>	<b>246</b>	<b>100%</b>



**With which of the following job functions are you primarily involved?**

Answer	Responses	Ratio
Business Development/Strategic Planning	12	5%
Consulting	13	5%
Customer Service	31	13%
Executive	6	3%
Finance	21	9%
Human Resources	5	2%
IT Services	13	5%
Production/Operations	28	12%
Sales/Marketing	35	14%
Technology Support/Help Desk	11	5%
Other, Please Specify	68	28%
<b>Totals</b>	<b>243</b>	<b>100%</b>



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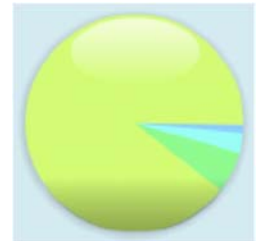
### Podcasting Behavior

Do you subscribe to the RSS feed for this podcast?

Answer	Responses	Ratio
Yes	797	84%
No, I listen to this podcast without subscribing	147	16%
<b>Totals</b>	<b>944</b>	<b>100%</b>

How many episodes of this podcast have you listened to or watched?

Answer	Responses	Ratio
None (I just saw this link to the survey on the site)		0%
1	13	1%
2-3	28	3%
4-5	57	6%
6 or more	847	90%
<b>Totals</b>	<b>945</b>	<b>100%</b>

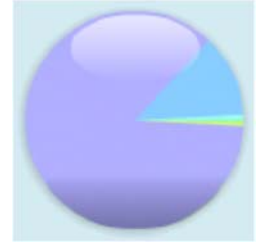


How often do you listen to or watch this podcast?

Answer	Responses	Ratio
I always listen to/watch each new episode	807	88%
I sometimes listen to/watch each new episode	108	12%
I rarely listen to/watch each new episode	7	1%
<b>Totals</b>	<b>922</b>	<b>100%</b>

### About how much of each podcast episode do you generally listen to or watch?

Answer	Responses	Ratio
I always listen to/watch the entire episode	802	87%
Usually at least 75%	112	12%
Usually about 50%	6	1%
Usually about 25%	1	0%
Usually just the first few minutes	4	0%
<b>Totals</b>	<b>925</b>	<b>100%</b>



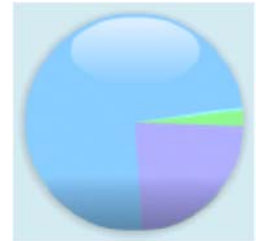
### On average, how many times do you listen to or watch each episode?

Answer	Responses	Ratio
One time	677	73%
Two times	167	18%
Three times	23	3%
More than three times	58	6%
<b>Totals</b>	<b>925</b>	<b>100%</b>



### How do you most often listen to this podcast?

Answer	Responses	Ratio
On my computer	221	24%
On my MP3, iPod or other portable player	683	74%
On my cell phone	3	0%
Other, Please Specify	19	2%
<b>Totals</b>	<b>926</b>	<b>100%</b>



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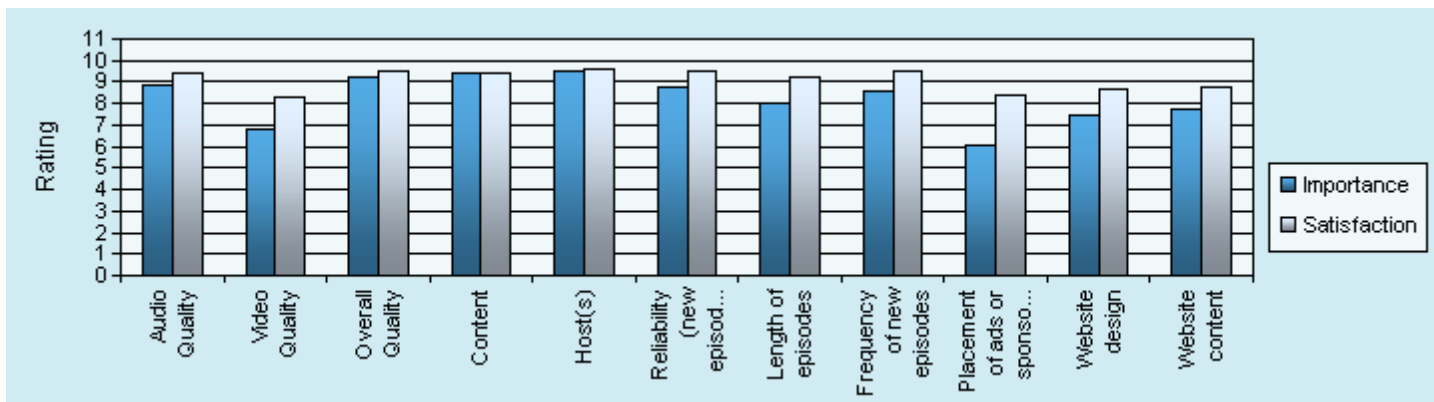


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### Listener/Viewer Satisfaction



Subject	Importance	Satisfaction	Gap
Audio Quality	8.87	9.43	-0.56
Video Quality	6.77	8.25	-1.48
Overall Quality	9.22	9.53	-0.31
Content	9.37	9.38	-0.01
Host(s)	9.49	9.64	-0.15
Reliability (new episodes available when promised)	8.72	9.47	-0.75
Length of episodes	8.01	9.23	-1.22
Frequency of new episodes	8.61	9.47	-0.86
Placement of ads or sponsorships in podcast	6.10	8.36	-2.26
Website design	7.47	8.71	-1.24
Website content	7.76	8.73	-0.97
<b>Overall Satisfaction</b>		<b>9.42</b>	

The Importance and Satisfaction scores listed above are average values across all of your survey respondents on a 1 to 10 scale. A low

Importance score means that the attribute was not very important to your respondents, and a low Satisfaction score means that your respondents were not very satisfied with this area of your podcast. Conversely, a high Importance score means that the attribute was very important to your respondents, and a high Satisfaction score means that your respondents were very satisfied with this area of your podcast.

Gap Scores provide a method for identifying specific areas of relative strength and weakness across your podcast. The average Gap Score is simply the difference between the average Importance and Satisfaction scores. **A high Gap Score indicates an area of relative weakness, and a low (or negative) Gap Score indicates an area of relative strength.** Gap Scores are best interpreted in the relative context of other Gap Scores.

If you have an audio podcast, please ignore "video quality" values.

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### Listener/Viewer Dislikes

Date	Comment
02/13/2007	I like everything about this podcast.
02/13/2007	Lack of legal background knowledge. Repeated texts.
02/12/2007	Nothing
02/12/2007	NOTHING!
02/11/2007	some of the guests can be tiresome; a little too Chicago-centric
02/10/2007	interview style of the main hosts. too many ""or"" question
02/09/2007	half an hour would be better length
02/08/2007	Sometimes they go off-topic but it wouldn't be a gay show if they weren't just a tad ditz.
02/08/2007	Although the episodes are typically 30-45 minutes I would really enjoy more content.
02/06/2007	too short sometimes
02/06/2007	Very rarely a guest is boring.
02/04/2007	VICTORIA LAMMARR LEFT!!!!
02/02/2007	nothing
02/01/2007	nothing
01/31/2007	nothing, like it all
01/30/2007	Sometimes it can get a bit loud, like yelling
01/28/2007	The Indie music.
01/28/2007	sobriety
01/26/2007	the music
01/26/2007	Some episodes are too long.
01/23/2007	nothing
01/23/2007	when they talk about people I don't know

01/22/2007 miss ronnie

01/21/2007 Wish it was done here in Texas so I could see the guys all the time.

01/20/2007 nothing

01/19/2007 Nothing

01/19/2007 Some of the guest stars and topics they talk about. I don't understand some of the things when they talk about. ""Old Time Topics""

01/15/2007 nil

01/09/2007 A part of me wishes the podcasts were just a little bit longer. On the one hand, I understand that their podcast comes out almost every day instead of once a week like some other gay podcasts. But I love them so much, I wish they could be a whole hour long!

01/05/2007 Some of the interviews

12/30/2006 Not enough video-casts.

12/29/2006 Some guests just don't interest me.

12/27/2006 In jokes

12/25/2006 so far, there is nothing that i like least about this podcast. and hopefully there won't be any in the future.

12/20/2006 NOTHING!

12/18/2006 There isn't anything about the podcast that really displeases me.

12/18/2006 The irregular length of the episodes, I like them long, but not necessarily THAT long.

12/16/2006 nothing

12/15/2006 i love it all!

12/14/2006 sometimes too breezy on certain subjects

12/14/2006 n/a

12/13/2006 They don't like Madonna. haha

12/11/2006 I just wish it lasted longer.

12/10/2006 n/a

12/09/2006 sometimes trys to convince me that comercial concerns are actually just natural discusion.

12/09/2006 Don't know yet.

12/06/2006 There has never been anything I didn't like about the podcast.

12/02/2006 that there isnt more episodes. i cant get enough of the podcast its fantastic.

12/01/2006 Well nothing really. I'm always assured a laugh at some point!

11/30/2006 I wouldn't listen to every episode if I didn't like it

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