

RESONATE

PODCASTING
prospectus

2026



BECOME A PODCASTER

MidnightProductionsInc.com



THE STATE OF PODCASTING
FOR 2026

BY THE NUMBERS

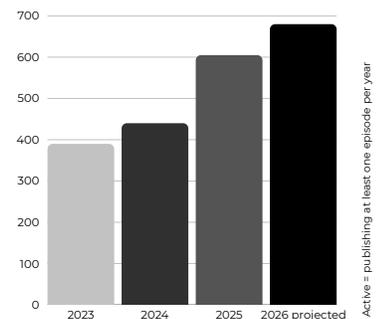
There are over ~4.5 million podcasts worldwide as of late 2025 — but only ~450k–500k are actively producing content regularly. (DemandSage)

~584 million people globally listened to podcasts in 2025 (and projections suggest ~619M by 2026).
(Teleprompter)

In the U.S., about 55% of adults (12+) listen monthly, and more than 40% engage weekly. (Edison Research)

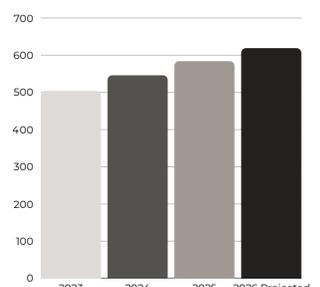
Video podcasting is popular — over half of Americans have watched a podcast, not just listened. (Edison Research)

Podcasting is Growing



Active Podcasts Worldwide (in thousands)

“While there are millions of podcasts indexed globally, only a fraction continue to publish consistently. These numbers show the rising population of creators who don’t just start a show — they keep it alive and engaging.”



Podcast Listeners Worldwide (in thousands)

PODCASTS GENERATE REVENUE & IMPACT

Global podcast ad + related industry revenue is around \$4–5 billion (and still growing).
(podcastindustry.org)



Cross-Selling of Products & Services

Unlike ads or social posts that disappear quickly, a podcast builds long-term familiarity. That familiarity makes it easier to cross-sell courses, services, and experiences to an audience that already understands your value.



Host-read Ads and Sponsorships

Sponsorships typically grow alongside consistency and audience engagement, not overnight virality. Even niche shows can attract aligned sponsors when their listeners are clearly defined and engaged.



Subscriptions & Bonus Content

Subscription models reward consistency and depth over volume. For many podcasters, a small, dedicated group of supporters can be more impactful than chasing mass downloads.

What's often not reported: revenue isn't just ad dollars — it's relationship capital, audience trust, product sales, and community energy over time.

IMPORTANT BUSINESS BENEFITS OF PODCASTING

Builds trust — hearing your voice creates familiarity and credibility and positions you as a thought leader. Consistent episodes establish authority

Creates long-form content you actually own. Your podcast isn't dependent on social algorithms or rented platforms.

Feeds all other marketing channels — One episode can become blog posts, emails, social clips, and videos.

Supports relationship-based selling — Listeners feel like they know you before they ever book or buy.

Works well with small, loyal audiences. You don't need massive downloads to see meaningful impact.

Deepens connection with existing clients. A podcast keeps you present in their world between interactions.

Makes explaining your work easier. Complex ideas land more clearly through conversation and storytelling.

Creates a natural space to cross-sell products and services. Offers feel contextual rather than interruptive. Attracts aligned collaborations and referrals

Improves visibility without constant posting. Episodes continue to work for you long after release.

Encourages consistency over perfection. Podcasting rewards rhythm and clarity more than polish.

Builds confidence in your own voice and message. Speaking regularly sharpens articulation and self-trust. Strengthens brand voice and values. Listeners understand not just what you do, but how you think.

Supports premium positioning. Long-form content naturally elevates perceived expertise.

Creates opportunities for sponsorships and partnerships, especially within niche or regional audiences.

Allows for scalable growth. One recording reaches many people without additional effort.

Provides evergreen content. Episodes remain relevant & discoverable over time.

Humanizes your business. People buy from people, not just logos or websites. Turns marketing into a practice, not a performance

SHOW FORMATS & TRENDS

Interview Shows

Interview-based podcasts remain the most common format, especially for business, wellness, education, and industry niches. Successful hosts focus less on celebrity chasing and more on peer conversations, lived experience, and practical insight.

Solo Shows

Solo podcasts grew significantly in 2025, particularly among coaches, consultants, educators, and creators with strong points of view. Shorter, focused solo episodes worked well for consistency, thought leadership, and audience trust. Many creators realized solo shows are easier to sustain long-term and more effective for cross-selling services.

Co-Hosted Shows

Co-hosted formats perform best when the relationship was clear and complementary. Shows with strong conversational chemistry and defined roles gain traction, especially in niche communities. These work well for weekly cadence and helped reduce burnout for hosts.

Hybrid Formats (Solo + Interview)

The fastest-growing structure going into 2026 is the hybrid show. Hosts alternate between solo episodes and selective interviews. This allows creators to:

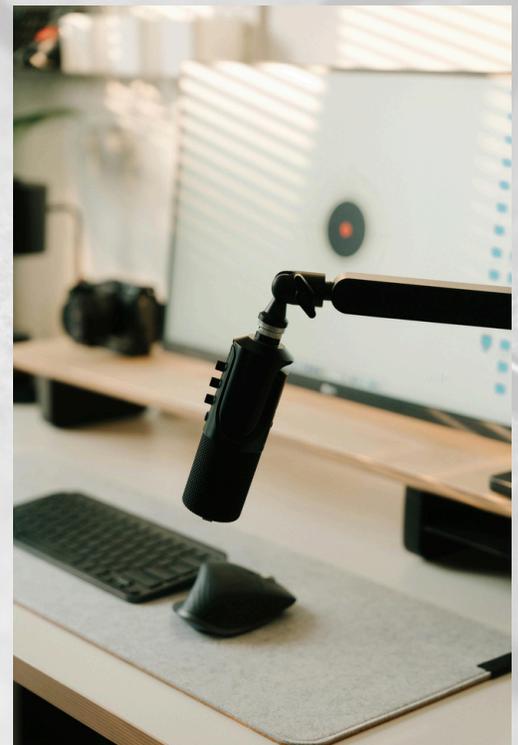
- Maintain consistency
- Establish authority
- Bring in outside voices without dependency

TRENDS

**Conversational Expertise
(Not Performative Panels)**

**Shorter, Intentional Episodes
Across All Formats
(15-35 mins)**

**Video-Friendly Formats
Without Overproduction**





IS PODCASTING
FOR ME?

WHAT'S REQUIRED?

A clear, cohesive show idea. Your audience should understand what your podcast is about within the first few episodes.

A commitment to consistency. Podcasting rewards showing up regularly more than publishing perfectly.

Patience with growth. Podcasting builds impact over time, not overnight.

Podcasting doesn't require perfection or expensive equipment — it requires clarity, commitment, and a willingness to keep showing up.



Technology Required:

- Computer
- Good Internet
- Webcam (for video)
- Podcasting Mic
- Editing & Distribution Software or Producer

Typical initial starter gear investment is \$300-\$750

Typical monthly production costs run \$60-\$500/mo

Number of shows, length & production factor.

THE PODCASTING PROCESS



EPISODE PLANNING

This part of the process involves planning your episode topics out for a period of time, outlining the individual episodes, scheduling guests, setting recording dates, and promotional planning. It can also include securing sponsors as well as creating aligned service and product offers.



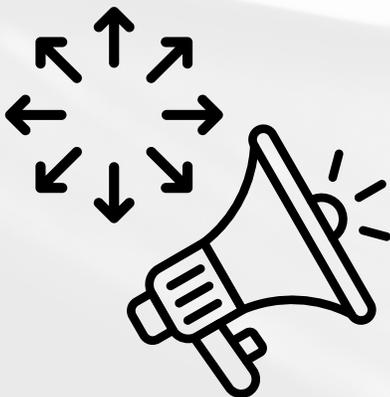
RECORDING

Using recording software such as Riverside.fm, Camtasia, Descript, etc., you'll record your show and/or interview in audio and video (if applicable).



EDITING & PRODUCTION

You will either self-edit using AI tools that are (likely) built into your software platform or pay an editor/producer to create the actual episode. You will add any advertising or sponsor messages here as well. ***Modern AI tools make this an easy and very forgiving process even for novice self-editors!***



DISTRIBUTION & PROMOTION

Using distribution software such as Captivate.fm, you'll distribute your finished episode to your audience via all the podcast platforms at one time. You can also add your episodes to your website, YouTube and social media!





PODCASTING
FOR WOMEN

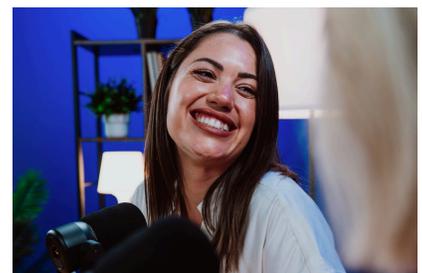
RAISE YOUR VOICE

Podcasting offers women something that many platforms still quietly restrict: time, space, and authority. It allows women to speak in full sentences, to explore nuance, and to lead conversations without interruption or compression. In a world that often rewards women for being brief, agreeable, or visually optimized, podcasting restores the power of voice as a primary medium. It invites depth, thoughtfulness, and lived experience to take center stage.

For women building businesses, podcasting is also uniquely aligned with relationship-driven growth. Women tend to lead through connection, storytelling, and meaning rather than volume or dominance.



Podcasting gives women permission to take up space in their own voice — and to be heard on their own terms.





RESONATE

SMALL COHORT PODCASTING PROGRAM & ALLIANCE

RESONATE is a year-long podcasting program and continuing alliance for women ready to deliver their message with clarity, consistency, and resonance. It includes everything you need to establish yourself on the podcasting stage through the guidance and expertise of Kimberly Beer.

Narrative positioning and voice development. Clarify what you stand for, the stories you're here to tell, and how to speak with grounded authority.

Podcast ideation and show structure building. Shape a podcast concept with clarity, cohesion, and room to evolve.

Sustainable cadence design. Create a realistic publishing rhythm that supports consistency without burnout.

A clear, repeatable podcasting system. From idea to published episode, learn a workflow that removes friction and guesswork.

Recording and editing literacy. Gain confidence in recording and editing so you can work independently or outsource with discernment.

Guest handling and relationship-building workflows. Invite, prepare, record, and follow up with guests using systems that build real connection.

Monthly alliance mastermind. A facilitated space for ideation, perspective, troubleshooting, and steady momentum.

Support for growth beyond the podcast. Explore aligned pathways such as audience building, community, and service-based offers.

Private network alliance access. Become part of the Midnight Storytelling Network — a focused, intentional space for podcasters, writers, and artists committed to the long arc.

Get More Information:

<https://midnightproductionsinc.com/resonate-podcasting-alliance/>



MidnightProductionsInc.com | 816.738-3222
Kimberly Beer, President & Founder

Some stories wait until midnight to be spoken. We make space for them.

Midnight Productions, Inc. exists for the voices that won't stay quiet. Some ideas arrive as a voice before they ever become a sentence. Some truths want breath, rhythm, pauses, and a listener on the other side. Others ask to be shaped into words you can hold, return to, and pass along. Midnight Productions was created to meet stories where they are and help them find the form they're meant to take.

We are a publishing house for the spoken and the written word.

Podcasting offers a place for intimate conversations, solo reflections, interviews, and narrative series to reach a willing audience. We help people bring their voice forward with clarity, integrity, and presence. Not to perform. Not to posture. But to speak from the place where meaning actually lives.

When a story wants to become a book, we walk alongside that process too, supporting authors as they write, refine, and self-publish, sometimes under our imprint, always in alignment with the voice that started it all.

This is not about being louder.

It's about being heard by the right people, at the right moment, in the right way.

Midnight is when the world gets quiet enough to listen.