



cheers!

WEIN-GENUSS MIT EDEKA

**MEDIA KIT
2025**





OVERVIEW - WHAT IS THE PODCAST „CHEERS!“?

„You can never know too much about wine,” says Lou Schmidt. As a wine expert, she has extensive knowledge of grape varieties, regions, acidity, sweetness, corks, and screw caps.

In „Cheers! The Wine Podcast with Lou,“ she generously pours out wine expertise—hand-picked, easy to understand, and served with dry humor. What pairs well with which dish? What role do terroir and tannins play? Why are there such big differences in quality? Co-host Jonas Frank asks the right questions to quench your thirst for wine knowledge.

Every Monday, Lou also introduces a new wine. Listen in and join the community wherever podcasts are available!

Listen now and become a part of our community!



THE HOSTS

Louisa Maria Schmidt (Lou)

EDEKA's wine expert, a graduate of the renowned Geisenheim International Wine Business School, successful Wine blogger, and a captivating conversationalist. Lou's motto is: "Good wine doesn't have to be complicated."

She makes wine accessible, breaking down complex topics and answering community questions with her infectious enthusiasm. Her refreshing approach aims to reduce hesitation and get listeners excited about wine.



Jonas Frank

A seasoned journalist and moderator known for his work with NDR and SR3. Jonas also voices audiobooks and has hosted numerous major sports events. With his natural curiosity, he perfectly complements Lou's expertise, asking questions that matter to listeners and drawing out wine insights and exclusive tips from Lou.



PODCAST IN NUMBERS

>1m Downloads & Streams (all time)

43 of total listening time

117 episodes released

83% average retention rate (all time)

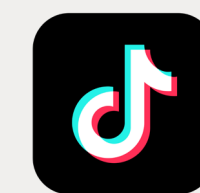
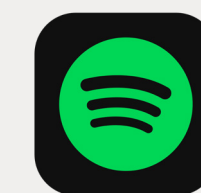
16,8 k Spotify followers

4,6 k Apple followers

4,8 stars on Apple (228)

4,7 stars on Spotify (950)

12,1 k Instagram follower @cheers_weinpodcast





OUR LISTENERS ARE

Wine and lifestyle enthusiasts

Highly educated (university degree)

Earning above-average incomes

Aged between 25 and 40

Almost equally male and female

Interests:

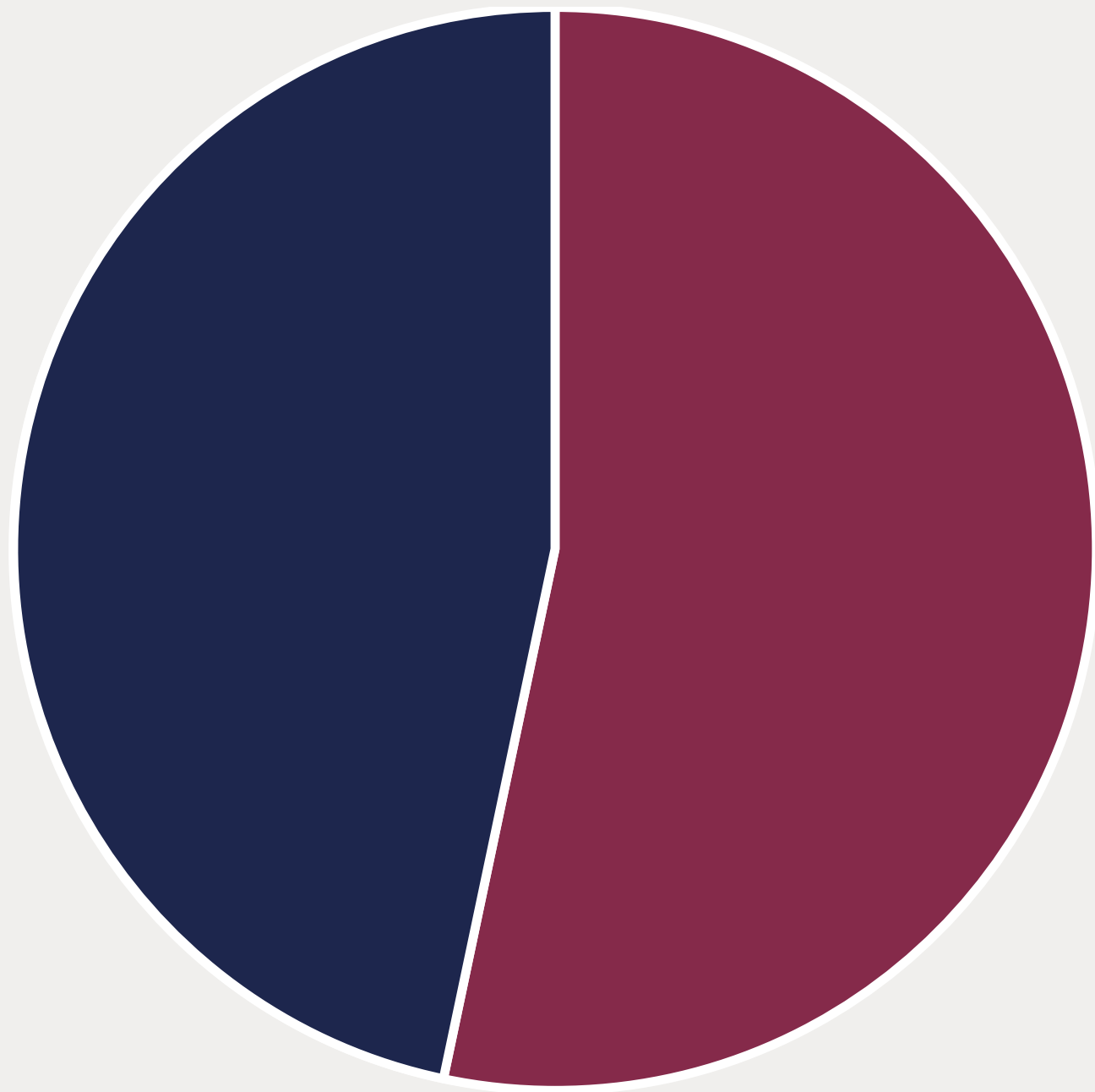
Wine, travel, food, hobbies, and luxury experiences.

Our listeners are willing to spend on
quality and luxury.



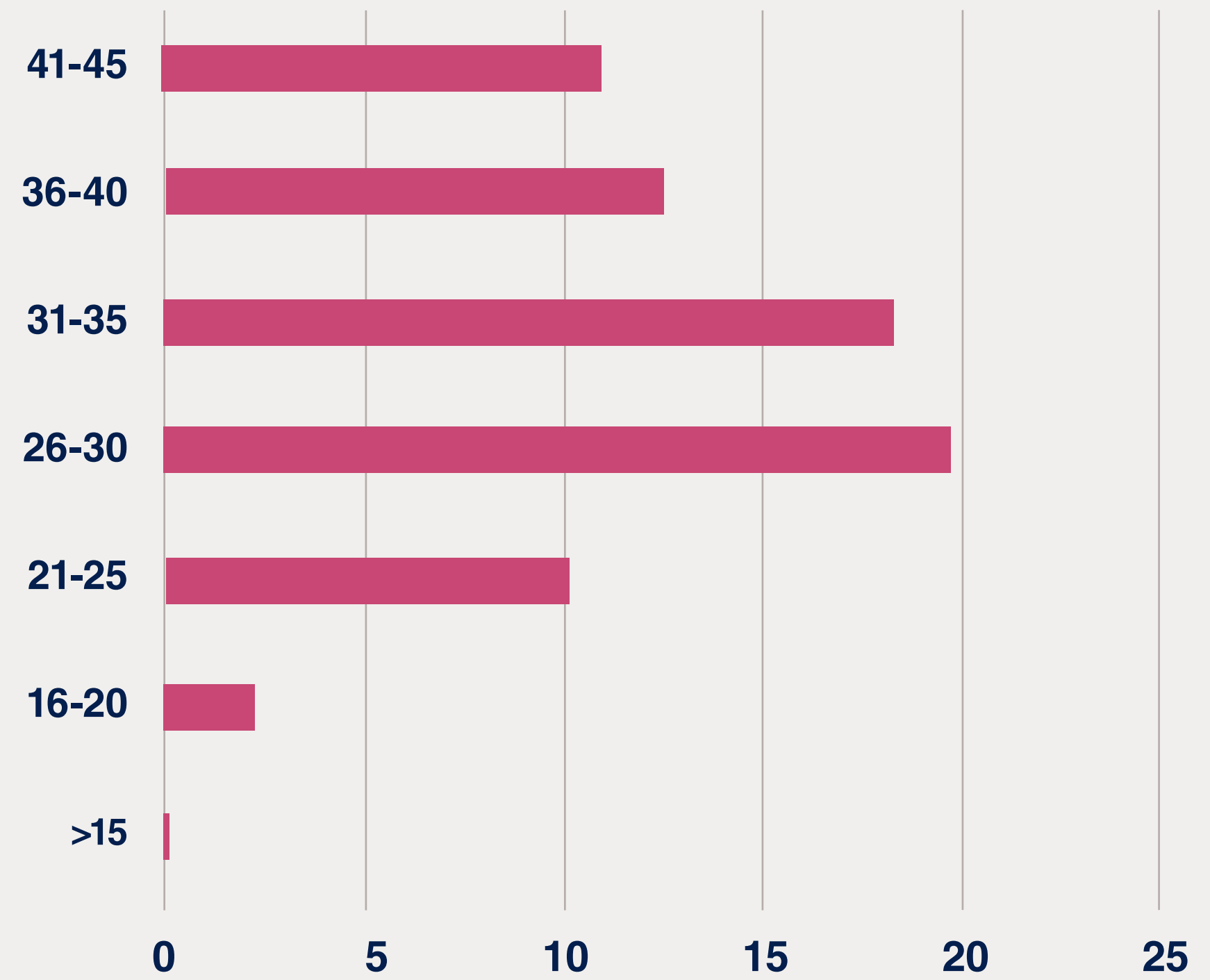
DEMOGRAPHICS

Gender



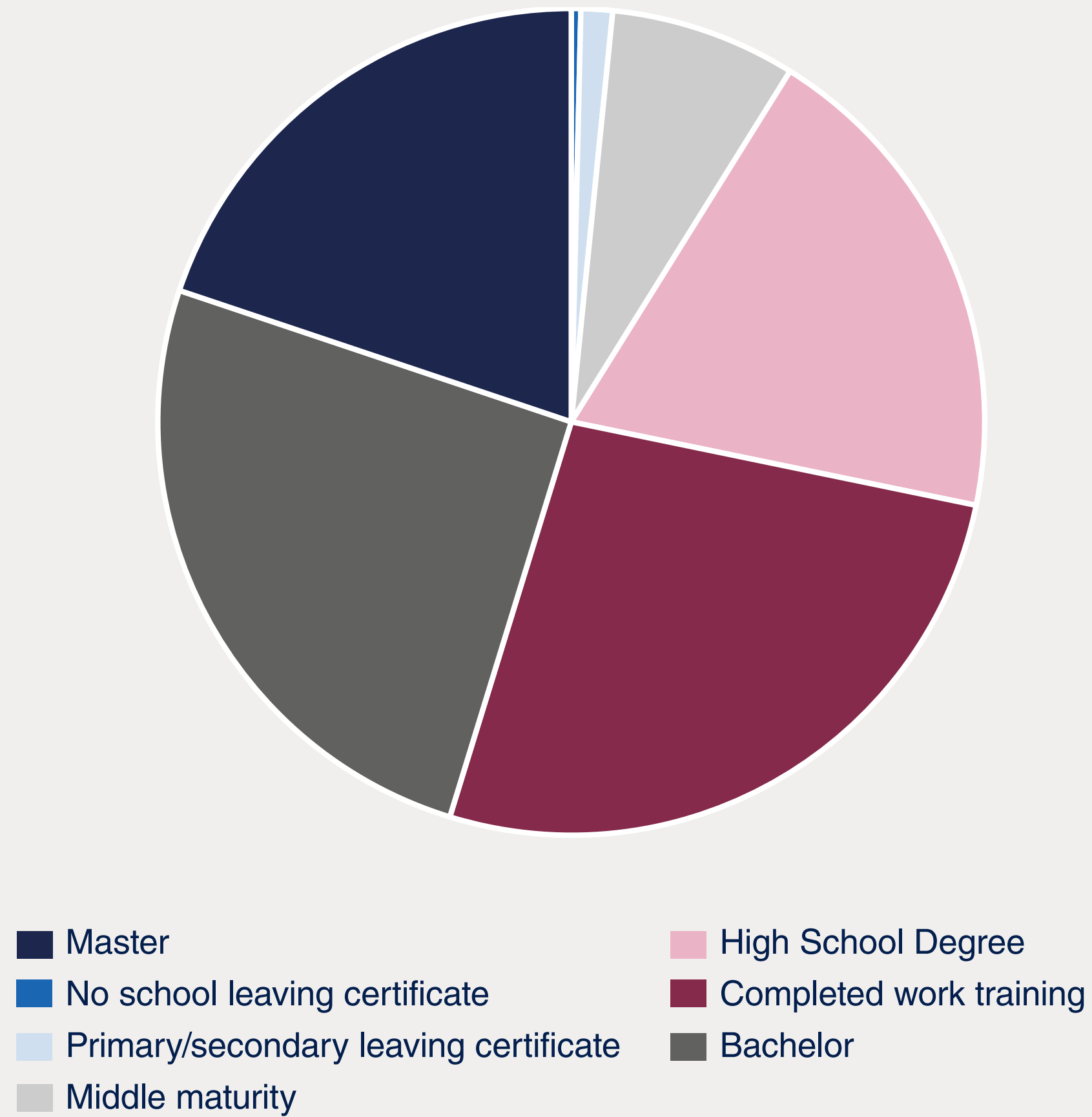
Female
Male

Age

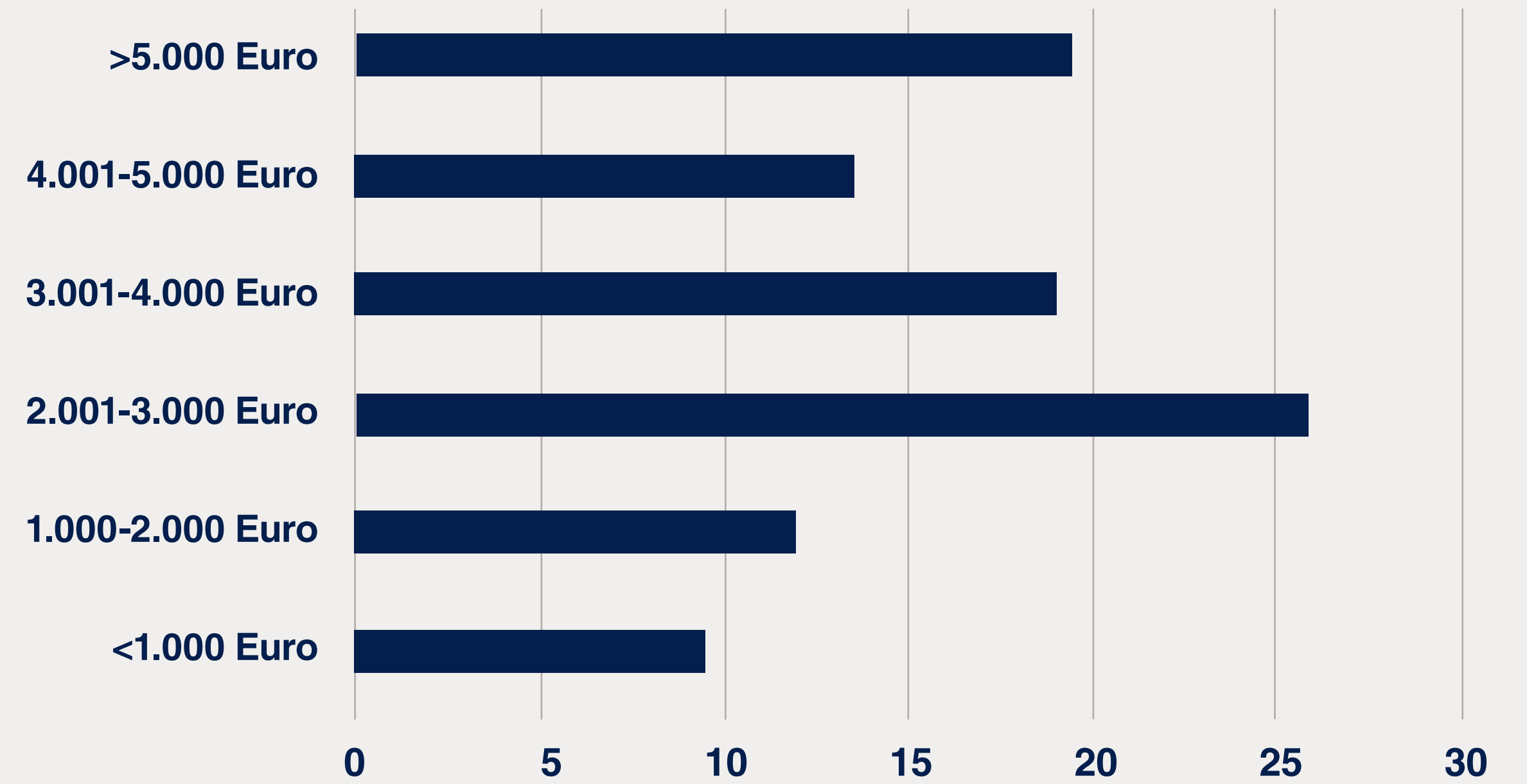


DEMOGRAPHICS

Education

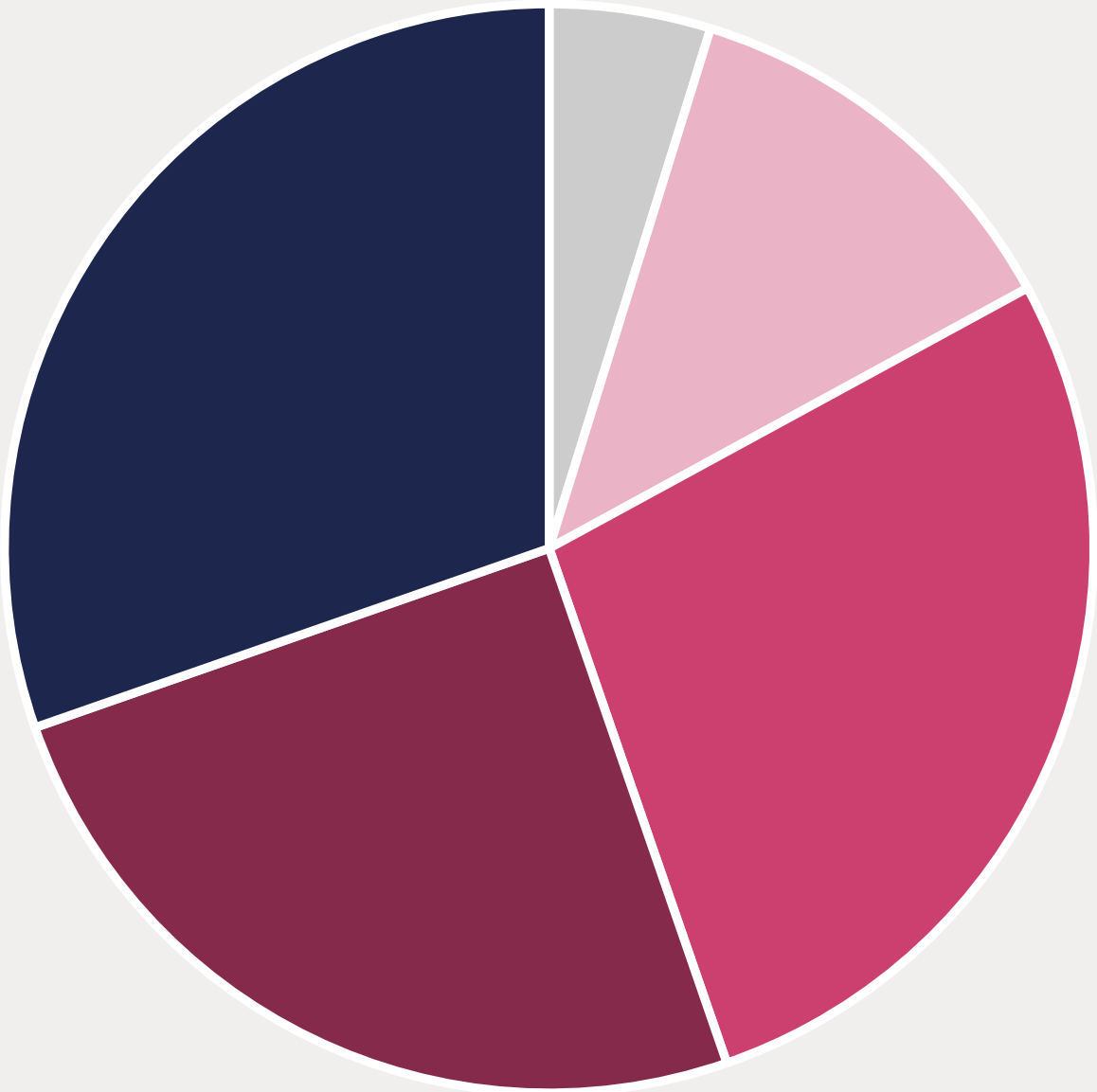


Income



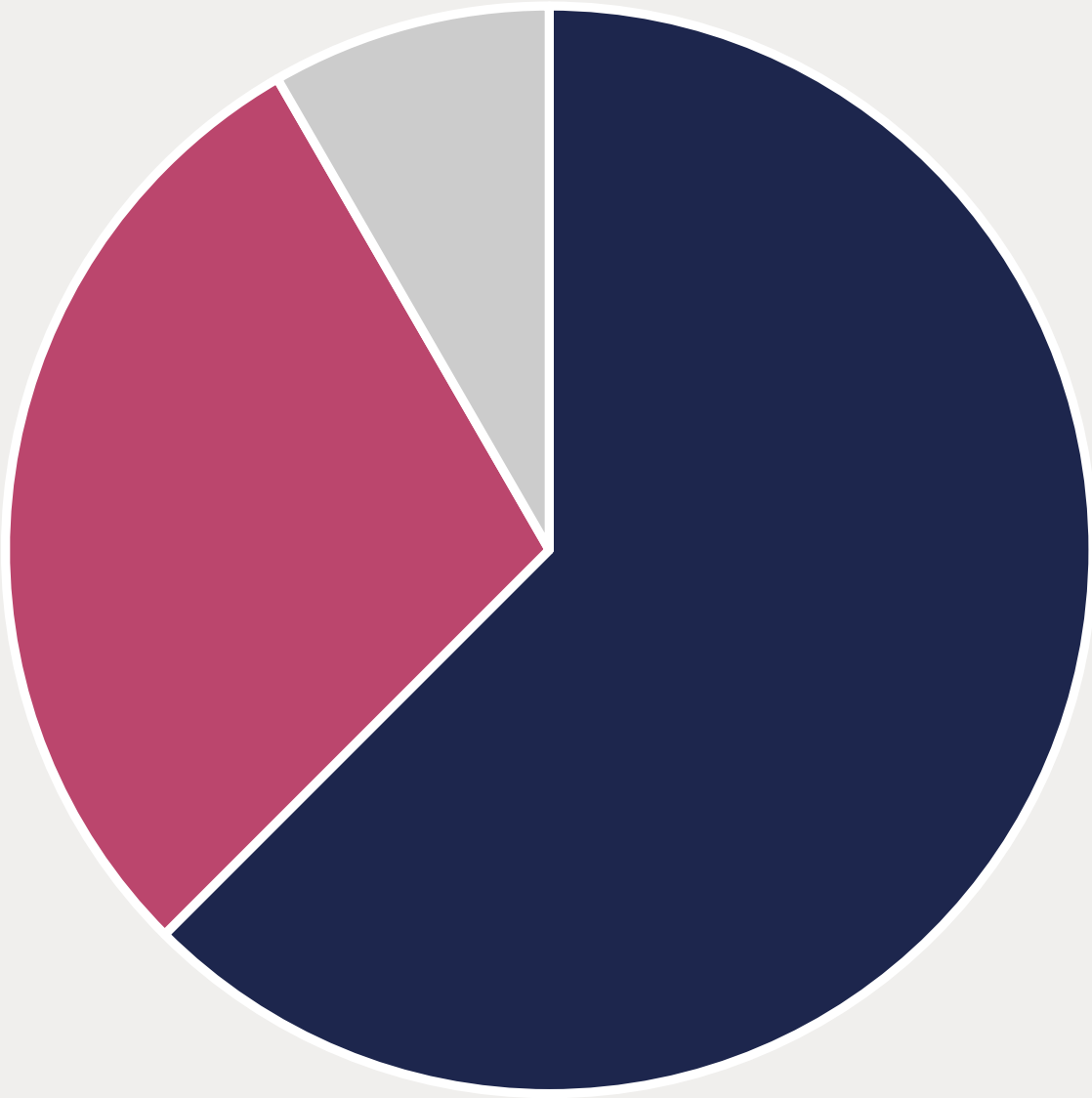
TAKE ADVANTAGE OF THE INTERESTS OF OUR LISTENERS!

The audience is primarily interested in higher-priced quality wines



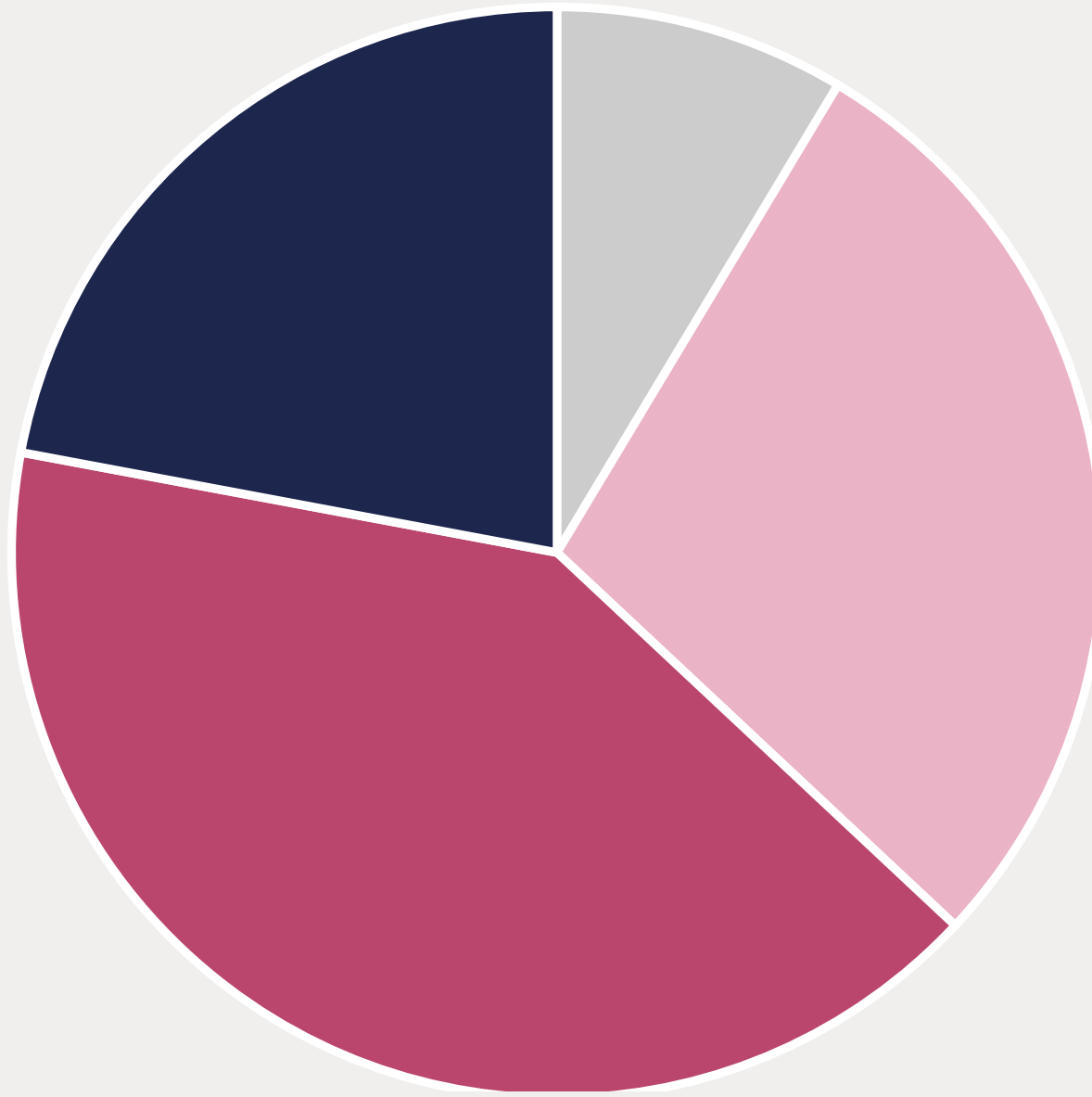
<5 Euro
 5-9 Euro
 10-15 Euro
 15-20 Euro
 >20 Euro

The listeners are a loyal community who recommend Cheers! to their friends and colleagues



I have already recommended Cheers!
 Would recommended the podcast
 Do not recommend it

Advertising that takes place in the podcast is not considered disturbing



Does not like avertising
 Advertising is more unliked
 I like advertising more
 Like advertising



**PARTNER WITH
CHEERS!**

OUR PLATFORM OFFERS YOU THE PERFECT COMBINATION OF REACH, TARGET GROUP FOCUS AND EXPERTISE.

Reach

1 million downloads & streams (all time)
47k monthly listeners
12.1k Instagram followers

Target Group Fit

High income, high level of education,
affinity for pleasure and luxury
Purchasing power: focus on high-priced
and quality products

Expertise

Lou Schmidt: Größte deutsche
Weinfluencerin, EDEKA-Weinexpertin

Content Marketing

Authentic stories and profound content
Long-term presence through podcast
episodes and social media

Sustainability

Podcasts remain permanently available
and continuously generate new listeners
Extension through social media and
digital content

Use Cheers! as your platform to
uniquely present your brand and
your region



MORE THAN JUST CLASSIC ADVERTISING

At Cheers!, partners get an integration option that is optimally tailored to their needs:

Live Events

Partner episodes

**Interviews &
Productplacements**

**Integration in
Wine Lexicon**

Podcast-Ads

PARTNER EPISODES

Cheers! dedicates an entire episode to your topic. A regular podcast episode, with everything that goes with it.

Whether it is an implementation by our hosts, an interview, Q&A or an editorial discussion

- Your wishes will be coordinated with the hosts in advance and implemented according to your ideas.
- Individual presentation in the show notes & episode outlines the perfect communication to approach your target group.
- Extension through our social media channels and the Cheers! website.

We would be happy to complement the offer with a live recording



PRODUCT PLACEMENTS

We integrate your product into our content in an elegant and credible way.

Personal presentation of your products by our hosts:

- **Highlighted presentation:** Your wine or product is presented authentically in context, for example in the „Wine of the Week“ or appropriate themed passages.
- **Seamless integration:** Appropriately tailored to topics such as food pairing, growing regions or wine knowledge.
- **Inclusion of expert opinions:** We present your product with know-how.

In addition, social media postings and exclusive content on our website increase attention.



INTEGRATION IN WINE LEXICON

We make you part of our knowledge base

Your topic will be integrated into the popular Cheers! Wine lexicon.

- **Knowledge meets advertising:** listeners discover your region or your product through educational content.
- **Technically sound:** we explain terms, present wine profiles and link them to your offer.
- **Long-term added value:** your integration remains an integral part of the podcast episodes.

Extended by digital content on Instagram and our website – the perfect package for sustainable presence.



PODCAST ADVERTISEMENT

We integrate your ad natively into our podcast

In addition to exciting content, we offer customized advertising space for your region or brand

- **Premium environment:** Reach a target group with purchasing power and who love wine.
- **Flexible timing:** Placement as pre-, mid- or post-roll advertising.
- **Professional integration:** Presented in a charming and credible manner by our hosts.

Your advertising can also be supported by our social media channels to achieve maximum reach.



LIVE EVENTS

At Cheers! we go beyond the podcast episode and offer you the opportunity to create exclusive experiences that make your brand tangible.

- **Accompanying wine tastings:** Organize a live or virtual tasting that focuses on your wines. Our hosts will guide you through the evening in a charming way and combine knowledge with enjoyment.
- **Digital events:** Invite wine lovers to exclusive online events where your region or products are presented - interactive, informative and inspiring.
- **Content extension:** Use the recordings and content from the event for sustainable marketing measures on our and your channels.



ARE YOU CONVINCED?

**Become part of Cheers! and inspire
our community with your story.**

Contact:

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