

A ginger and white cat is curled up and sleeping on a light-colored blanket with thin, dark vertical stripes. The cat's head is on the right side of the frame, and its front paws are visible in the foreground. The background is dark and out of focus.

BORING BOOKS FOR BEDTIME: A PODCAST FOR RELAXATION & SLEEP

Information | 10-Month Statistics | August 2019

Contact: Sharon Handy, shandy@handymakes.com

Boring Books for Bedtime is a weekly podcast for people who have trouble relaxing, shutting off brain chatter, and getting to sleep.

Each episode is a reading of something that's rather boring, read in a rather boring way, to give your active mind something to focus on so the rest of you can chill out enough to get some rest for once. Think meditation, relaxation, binaural audio, and a bit of ASMR for people who dig that sort of thing.

“

PERFECT COMBO OF STYLE
& SUBSTANCE. REALLY
HELPS ME RELAX DURING
STRESSFUL TIMES.

”

Insomnia and anxiety are surging problems worldwide. In the U.S. alone, 1 in 10 people are plagued by chronic insomnia. Sleeplessness accounts for \$63 billion in lost productivity every year. This has led to a booming “sleep aids” market that hit \$70 billion in 2017, and will exceed \$102 billion by 2023. While 65% of that market is pharmaceutical, that share is steadily declining in favor of products like specialty mattresses and blankets, sleep trackers, apps, music, audiobooks, and ... podcasts! Boring Books for Bedtime is perfectly positioned to take advantage of this growing market.

“

YOU BROUGHT PEACE
AND CALM IN AN EXTREMELY
DISTRESSING PERIOD
OF MY LIFE.

”



Boring Books for Bedtime grew out of a simple idea—people of all ages like a bedtime story, especially one that isn't **too** interesting.

In each episode, our host, Sharon Handy, calmly and quietly reads from an old book—everything from history to science, philosophy, and oddities like a 19th century Sears Catalog. Binaural soundscapes create a quiet background to the flow of words. The result? A zone of relaxation that gives a busy mind a focal point, allowing the body to rest.

Based on listener reactions, and hundreds of thousands of downloads since our launch in October 2018, this podcast is perfectly boring in all the best ways!

“
DELIGHTFULLY
MUNDANE CONTENT
DELICIOUSLY READ!
”

Total Downloads to Date: 175,000+

Avg Downloads Per Episode (7 Days): 1,910

Avg Downloads Per Episode (30 Days): 3,100

Audience:

- 70% aged 18-34
- 60% female
- 60% Spotify
- 40% Apple, Google, Stitcher, etc.
- Predominantly US & UK-based

“
THANK YOU FOR
THIS PODCAST. IT'S
HELPED ME FEEL A
LITTLE LESS HELPLESS.
”

10-MONTH STATS

Genre: Health (Self-Help)

Schedule: Weekly (Mondays, 7:00 am EST)

Episodes To Date: 45

Avg Episode Length: 55 Minutes

Host & Creator: Sharon Handy

Contact: shandy@handymakes.com

“
I GO TO SLEEP WITH THAT
VOICE TO SWEET DREAMS,
AND WAKE UP FEELING
ENERGIZED!
”

Boring Books for Bedtime is available on all major podcast providers. Episodes are also released on YouTube with a video accompaniment.

Apple: apple.co/2NVwUyG

Spotify: spoti.fi/2SaryCX

Stitcher: bit.ly/2ODWDB0

Google Play: bit.ly/2q6j3wg

YouTube: bit.ly/2JUzOU4

Website: bit.ly/2DDQLQG

“

A SLEEP AID FAR BETTER
THAN ANY PHARMACEUTICAL
ALTERNATIVE. KUDOS
TO THE CREATOR!

”

Twitter: @boringbookspod

Instagram: @boringbooksforbedtime

Facebook: www.facebook.com/boringbookspod

Email: boringbooksforbedtime@gmail.com

“

I'VE BEEN LOOKING FOR
A CHANNEL LIKE YOURS
FOR YEARS! THANK YOU
SO MUCH FOR MAKING
THIS.

”

IDENTITY

BORING BOOKS FOR BEDTIME

A Quiet Podcast for a Noisy World

