

James Smith

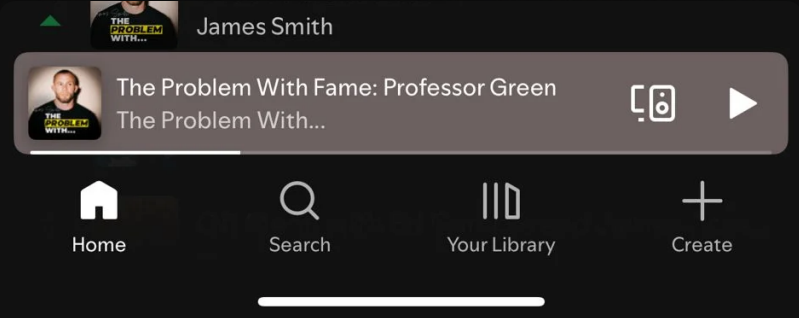
THE **PROBLEM** ***WITH...***

Asking uncomfortable questions behind today’s biggest trends
and taboos. Every Tuesday, 6PM BST.

A FOLDING POCKET PRODUCTION

PLATFORM MEDIA GROUP

REACH



Spotify UK Top 10



Spotify outdoor promotion

3M+

TOTAL SOCIAL FOLLOWERS

660K

PODCAST CONSUMPTION SINCE RELAUNCH

15M+

DOWNLOADS ON PREVIOUS SHOW

YOUTUBE GROWTH — LAST 90 DAYS

METRIC	GROWTH
Views · 233.6K	+216%
Watch Time · 39.3K hrs	+253%
New Subscribers · +1.7K	+42%

PLATFORM REACH

PLATFORM	FOLLOWERS
TikTok	1.8M
Instagram	1.1M
YouTube	457K
Spotify (monthly listeners)	1.3M

Growing 3–12x faster than industry benchmarks across all platforms

AUDIENCE

Who Listens

DEMOGRAPHICS

- **Age:** 25–45 primary, 18–24 & 45–55 secondary
- **Education:** University graduates
- **Income:** Financially independent professionals

GEOGRAPHIC REACH

COUNTRY	SHARE
United Kingdom	62%
Australia	17%
United States	5%
Other (10+ countries)	16%

PSYCHOGRAPHICS

Values & Interests

Authenticity

Over polish and performance

Critical Thinking

Challenge conventional wisdom

Health & Fitness

Science over fads

Personal Finance

Independence and growth

Tech & AI

Impact on society and culture

Entrepreneurship

Building and self-improvement

ENGAGEMENT QUALITY

25.9% Linktree CTR · 2.5x industry average

INSIGHTS

From Our Episodes

Over 122+ episodes and 7 years of podcasting, we've discovered what makes conversations resonate with millions.

- **Unfiltered honesty** — No corporate speak, no filtered opinions
- **Contrarian thinking** — Challenging conventional wisdom head-on
- **Personal stories** — Real examples that connect and resonate
- **Actionable takeaways** — Insights people use in their own lives
- **Cultural relevance** — Topics the world is talking about right now

RECENT HIGH-IMPACT EPISODES

FAME & CELEBRITY CULTURE

Professor Green

Mental health, public scrutiny, and staying authentic

BUSINESS & ENTREPRENEURSHIP

Daniel Priestley

PERSONAL BRANDING

Lara Acosta

How ego and AI-generated content is destroying market value

PEAK PERFORMANCE

170K+ delivery in a single week

WHAT YOU RECEIVE

The Full Media Package

Full-Length Episode

Multi-camera video on YouTube (457K subs) + audio on all major platforms including Apple Podcasts, Spotify, Audible UK

10–15 Short-Form Clips

AI-optimized viral clips distributed across TikTok (1.8M), Instagram (1.1M), and YouTube Shorts (457K)

Your Personal Clip Package

5–7 clips delivered to you, ready to post on your own channels. Vertical 9:16, captioned, viral-scored

Cross-Platform Promotion

Your episode promoted across James's 3M+ combined following

EPISODE STRUCTURE

From Booking to Broadcast

PRE-PRODUCTION

15-Minute Call

Topic refinement, key talking points, logistics

RECORDING DAY

1–2 Hours

Conversational interview. Multi-camera. Minimal prep needed. Unfiltered.

POST-PRODUCTION

Full Episode Within 2 Weeks

Professional edit, color grading, graphics, mixing

DELIVERY

Guest Clips Within 48 hours

Your clip package, ready to post immediately

DISTRIBUTION

Available Everywhere

AUDIO PLATFORMS

- Apple Podcasts
- Spotify
- Audible UK
- Podimo
- Global Player
- GoLoud
- Podbean
- RSS Feed

VIDEO PLATFORMS

- YouTube · 457K subs
- Spotify Video

SHORT-FORM CONTENT · 10–15 CLIPS PER EPISODE

1.8M

TikTok

5–7 clips

1.1M

Instagram Reels

5–7 clips

457K

YouTube Shorts

5–7 clips

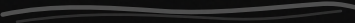
5–7

Guest Package

Ready to post

MISSION

THE **PROBLEM** WITH...



"We don't do easy answers. We ask the uncomfortable questions everyone else avoids."

WHAT WE DO

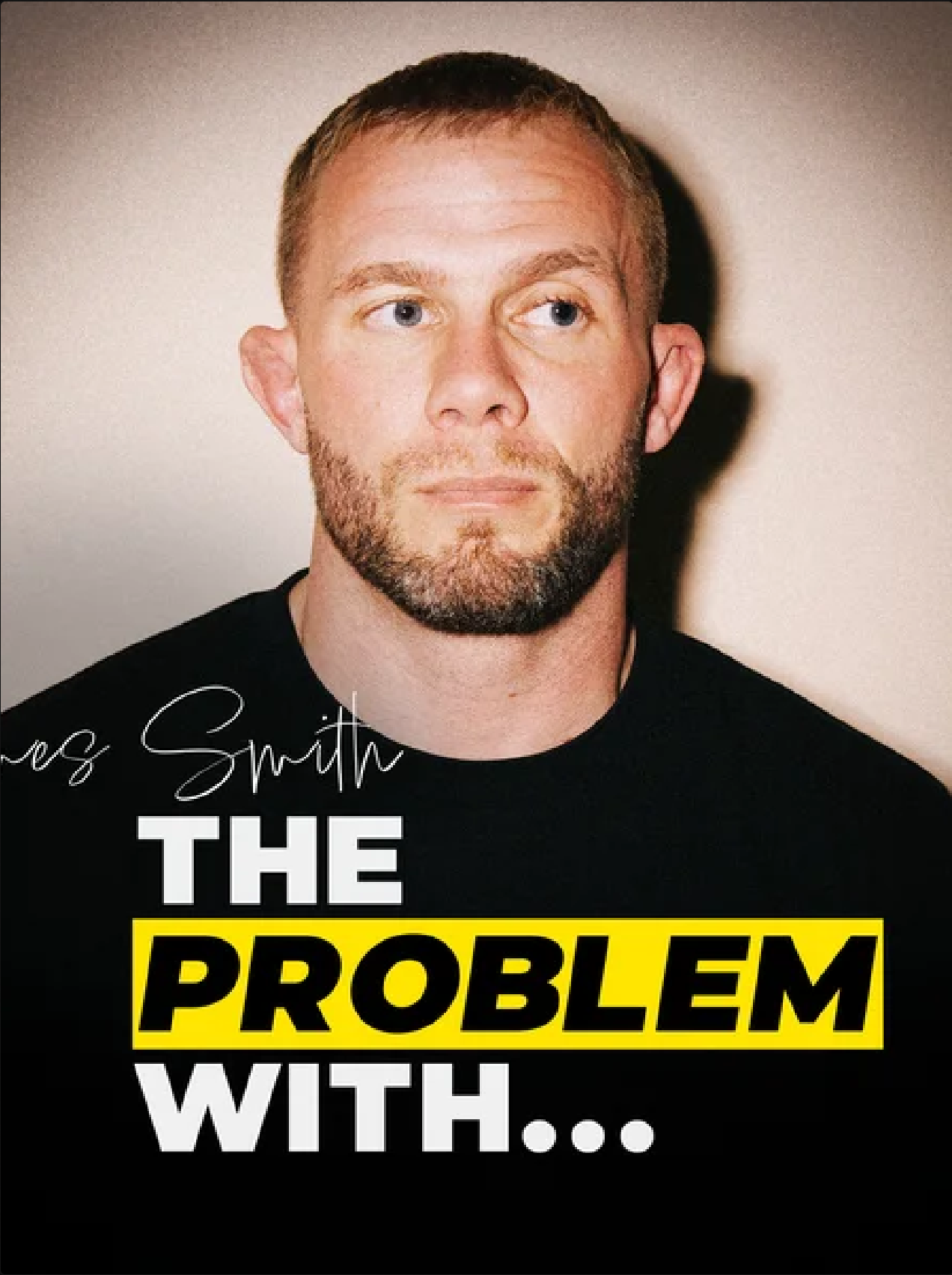
Unfiltered conversations with experts and insiders to uncover truth behind the noise

WHO WE SERVE

Critical thinkers who value authenticity over comfort and truth over consensus

WHAT MAKES US DIFFERENT

No-BS approach from a host who has built and lost it all. The questions others won't ask.



HOST

James Smith

Sunday Times Bestselling Author

Dubbed the world’s most sought-after personal trainer. Known for no-nonsense takedowns of wellness fads and cultural BS. A trusted voice on fitness, health, and modern life.

BOOKS

Not A Diet Book
Not A Life Coach

EXPERIENCE

7 Years Podcasting
122+ Episodes

REACH

3M+ Social Followers
15M+ Previous Downloads

GROWTH

+216% YouTube Views
+253% Watch Time

FEATURED IN UK MEDIA

CULTURAL COMMENTATOR

FITNESS AUTHORITY

PRESS & COVERAGE

In The Media

Podcast News Daily

“James Smith Returns To Podcasting With New Series Tackling Today’s Toughest Topics”

podcastnewsdaily.com

PodcastingToday

“James Smith returns with new podcast tackling modern world problems”

podcastingtoday.co.uk

Podnews

“Folding Pocket launches with high-profile programming”

podnews.net

PRODUCTION

Folding Pocket

Platform Media Group

INVESTMENT

\$250,000+

Per series production budget

QUALITY

Multi-Camera

Professional studio setup

SCHEDULE

Every Tuesday, 6PM BST

James Smith

THE PROBLEM WITH...

Every Tuesday, 6PM BST

Apple Podcasts · Spotify · YouTube · All Major Platforms

GUEST BOOKING
[booking@email.com]

PRODUCTION
[production@email.com]

MEDIA ENQUIRIES
[press@email.com]

TIKTOK 1.8M

INSTAGRAM 1.1M

YOUTUBE 457K

SPOTIFY 1.3M