



# CAPITAL ALLOCATORS

— WITH TED SEIDES



## Podcast Media Kit

*An Unparalleled Platform to Reach  
Institutional Investors*



Our mission is to

*Learn, Share, and Implement  
the process of premier investors.*



By employing our values of  
*Compounding Knowledge and Relationships*

# Capital Allocators Platform

## Capital Allocators Podcasts



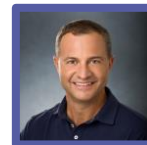
- **Capital Allocators**  
Flagship podcast; weekly interviews with CIOs and investment thought leaders.
- **Manager Meetings**  
Stories of manager's background, investment philosophy, and decision-making process.
- **Private Equity Deals**  
Deep dive into individual deal dynamics across private markets
- **Investment Management Operations**  
Interviews with executives in operations, compliance, legal, finance, and other non-investment functions

## Capital Allocators University & Summits



- **Capital Allocators Summits**  
Private gatherings of CIOs offering unparalleled access to the best network the industry has to offer.
- **Capital Allocators University**  
Online course to help develop senior investment professionals and boost returns.

## Advisory



- **Manager Advisory**  
Assist select managers with portfolio construction, risk management, and client communication.
- **Allocator Advisory**  
Serve on Investment Committees and Advisory Boards.

# Podcast Industry by the numbers

55%

of the U.S. population has  
listened to a podcast

37%

of the U.S.  
population listens to  
a podcast at least  
once a month

74 million

weekly podcast  
listeners in U.S.

6  $\frac{2}{3}$  hrs

spent listening to podcasts  
each week by weekly listeners

88%

of podcast listeners who  
subscribe to your podcast  
will listen to every episode

69%

agreed podcast ads made  
them aware of new  
products or services

# Institutional Listener Base

Unique Platform to Reach the Entire Ecosystem in One Place

- **Professional Allocators: 40%**
  - Consultant: 13%
  - Family Office: 11%
  - HNW Individual: 7%
  - E&F: 7%
  - Pension: 3%
  - OCIO: 2%
  - SWF: 2%
- **Investment Managers (including marketers): 40%**
- **Other (students, individual investors, etc.): 20%**

# Podcast Guest and Sponsor Testimonials

- **Previous guest, 30-year hedge fund veteran:** “I would be remiss not to write and thank you for twisting my arm to do the podcast! In 23 years at [Firm], there is nothing we have done for which I have received more positive feedback. Not a day goes by without getting an email, a LinkedIn request, a text or a call with some nice comment.”
- **Previous sponsor, bulge bracket portfolio manager:** “You have an impressive listener base. Can’t believe how many people are aware of and actively follow CA. Nice work.”
- **Previous guest, endowment CIO turned investment advisor:** “Have seen a couple dozen warm, thoughtful engaged inbounds. What’s probably unsurprising to you but hopefully still heartening, is the quality of folks reaching out is clearly high, tilted towards people of significant experience.”
- **Regarding a previous sponsor, private foundation CIO:** “I came across [Service Provider] recently and instantly thought of you. Every time I think of Capital Allocators I think of ‘sponsored by [Service Provider]’”.



# Praise for Capital Allocators

"Ted works tirelessly to bring meaningful and relevant content to his listeners from some of the best allocators and practitioners in the business. He makes us all smarter and better connected in this fast-paced and ever-changing world!"

*CIO at big-name endowment*

"The podcasts are thought-provoking, by including people who many of us would not generally get exposed to. They contribute to the sharing of knowledge, which is critical to success and yet not widely practiced."

*Industry Executive*

"Ted is a thoughtful host who does a terrific job drawing out lessons from his guests"

"These interviews are inspiring, encouraging, insightful and motivating"

"A must listen for asset allocators and investors alike"

"We owe Ted a huge debt of gratitude for the knowledge he brings us weekly"

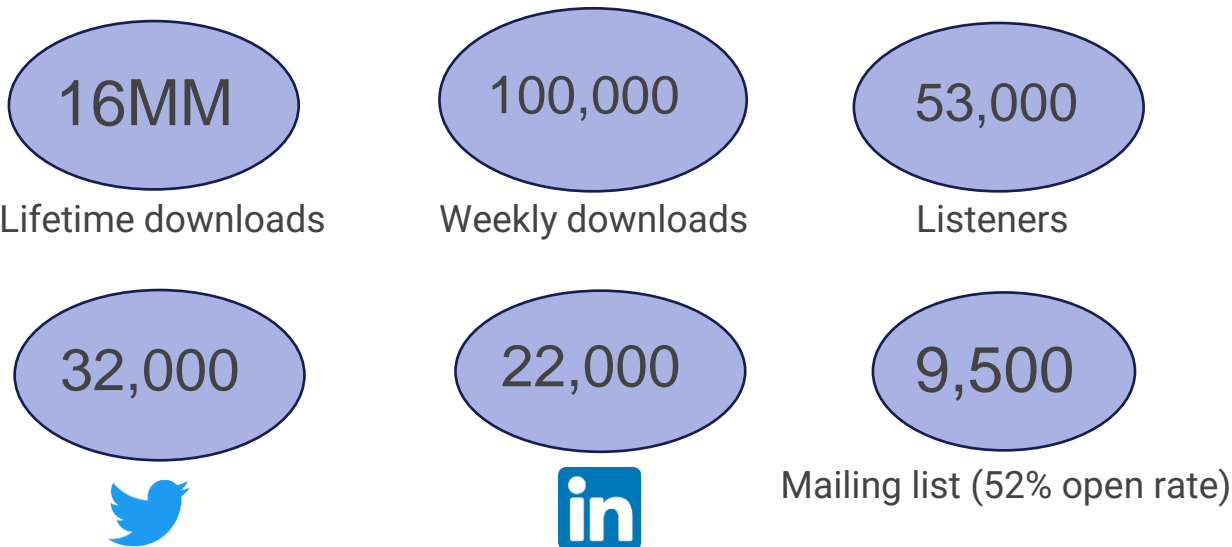


# Unparalleled Platform in Institutional Community

## Thought Leadership

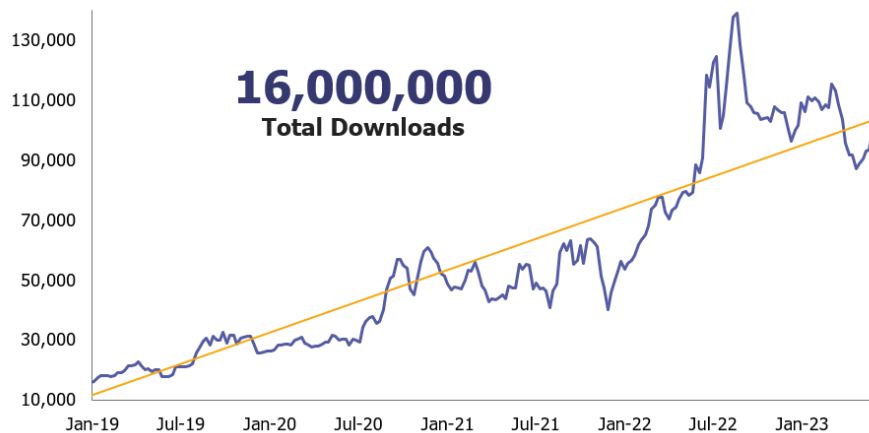
- “Most Popular Podcast for Institutional Investors,” Brunswick Group
- “Citizen of the Year” as host, With Intelligence 2022

## By the Numbers

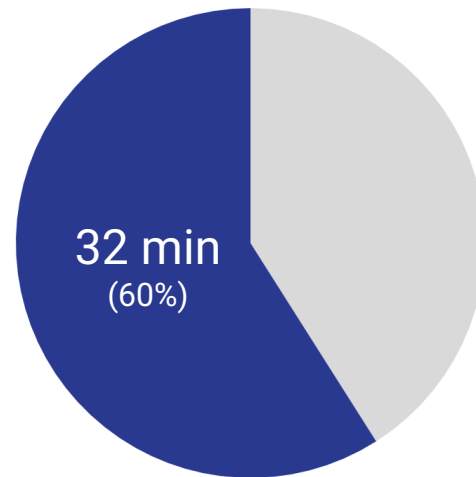


# Growing Audience with High Engagement

## Weekly Downloads of Capital Allocators<sup>1</sup>



## Minutes/Episode (% of Total)<sup>2</sup>



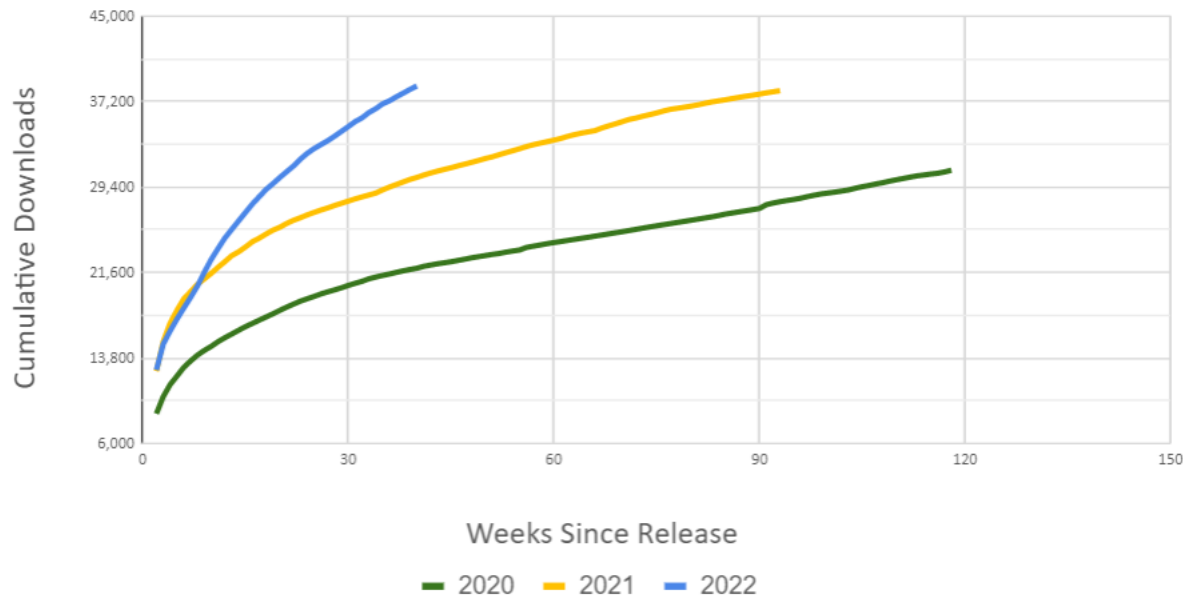
<sup>1</sup>Libsyn hosting service. Calculated as a rolling 4-week average of weekly downloads.

<sup>2</sup>Apple's iTunes Connect, 1/1/19 – 5/31/23.

The data is presented solely as a representation of the likely audience and should not be relied upon to determine actual listeners.

# Growing Audience and Long Shelf Life

## Historical Episode Pacing<sup>3</sup>



<sup>3</sup>Weeks Since Release calculated as of 10/10/2022

The data is presented solely as a representation of the likely audience and should not be relied upon to determine actual listeners.

# Prestigious Guests

Library includes some of the biggest names in institutional investing

**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**BARRY STERNLICHT**  
MASTERCLASS IN REAL ESTATE  
IN A POST-COVID WORLD



**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**KIM LEW**  
THE CARNEGIE WAY



**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**TODD BOEHLY**  
THE NEXT BERKSHIRE  
HATHAWAY AT ELDRIDGE



**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**SETH KLARMAN**  
TIMELESS VALUE INVESTING



**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**ANNIE DUKE**  
THE POWER OF QUITTING



**CAPITAL ALLOCATORS**  
WITH TED SEIDES

**JOSH WOLFE**  
VENTURE IS EATING THE  
INVESTMENT WORLD  
CAUTION AND INNOVATION AT LUX  
CAPITAL



# Topical Content

Mini-series on trends and themes top of mind to investors



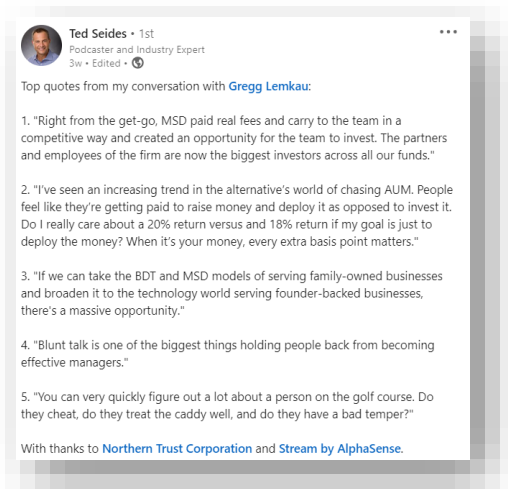
# Community of Like-Minded Investors

- Monthly newsletter sent to over 9,500 recipients, including
  - Capital Allocators updates
  - Ted's favorite reading
  - Guests in the News
  - Job postings
  - Sponsored content
- Engaged recipients: 55.2% open rate and 6.6% CTR<sup>4</sup>
- [June Monthly Newsletter](#)

<sup>4</sup>Active Campaign email messaging services. Calculated as rolling 3-month average.

# Social Media

- Twitter (32,000 followers) and LinkedIn (22,000 followers)
- Content discovery channel for the podcast and brand
- Brand distribution channel for advertisers





Questions:

[hank@capitalallocators.com](mailto:hank@capitalallocators.com)





# **CAPITAL ALLOCATORS**

— WITH TED SEIDES —

## **Appendix**

# Premier Listener Base - Consultant

Subset of listeners among Consultants

ALBOURNE



Angeles

AON



cardano



Fund Evaluation Group®  
investment advisors

GREENWICH  
DATA | ANALYTICS | INSIGHTS



Rocaton

<sup>1</sup>Each company represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - Family Offices

Subset of listeners among Family Offices



<sup>1</sup>Each family office represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base – OCIO & Private Wealth

Subset of listeners among the OCIOs



<sup>1</sup>Each company represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - E&F

Subset of listeners among Endowments and Foundations



<sup>1</sup>Each institution represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - Sovereign Wealth Fund

Subset of listeners among Sovereign Wealth Funds



<sup>1</sup>Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - Public Pension

Subset of listeners among Public Pensions



<sup>1</sup>Each pension represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - Corporate Pension

Subset of listeners among Corporate Pensions



Dignity  
Health®

DuPONT  
CAPITAL



<sup>1</sup>Each company represented has a listener who subscribes to the Capital Allocators mailing list.



# Premier Listener Base - Hedge Fund

Subset of listeners among Hedge Funds



<sup>1</sup>Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base - Long Only Managers

Subset of listeners among Long Only Managers



<sup>1</sup>Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base – Private Equity & Credit

Subset of listeners among Private Equity



<sup>1</sup>Each manager represented has a listener who subscribes to the Capital Allocators mailing list.

# Premier Listener Base – Venture Capital

Subset of listeners among VC

8VC

al6z

AXA  
Venture Partners

Battery



CROSSLINK CAPITAL



greylockpartners.



NEXTGEN  
VENTURE  
PARTNERS



SEQUOIA



SCOUT  
VENTURES



SUMMIT PARTNERS



SWAN LEGEND

zetta

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