

MEDIA KIT





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ABOUT THE **HOST**

Chid Suzan (Chidinma Azubuiké) is an Urban Planner and Podcaster/Content Creator that is merging her love for City Planning and Development and her passion for writing and public speaking.

Chidinma is utilizing her podcast to refine her public speaking skills as well as providing a growing platform to speak about varying topics including everything from urban issues, social justice to health and wellness.

As a Podcaster/Content Creator, Chidinma created The But What Do I Know Podcast as an ode to the way in which People of Colour, especially Women of Colour often diminish their own knowledge and experiences in spaces where they may not feel completely affirmed and encouraged. So therefore, in this space, BIWOC (Black, Indigenous and Women of Colour) no longer hiding behind the phrase "But What Do I Know?" but rather they are confirming their knowledge and sharing their experiences. Chidinma is currently the Founder, Host and Editor for the podcast content and subject matter.

In addition to this, when Chidinma isn't working on city related projects or podcasting, she continues to carry out research and practice community engagement by being part of organizations such as My Sister's Kee(peer) (a social enterprise based in the GTA) that focus on serving, uplifting and empowering young people and specifically women in the Greater Toronto Area.





THE **PODCAST**

The “ But What Do I Know?” Podcast is a self-improvement platform and an ode to the way in which Black, Indigenous and People of Colour, especially Women of Colour often use the phrase in a way that reduces and diminishes their light.

However, no longer are they hiding behind the phrase "But What Do I Know?". In this space, they are confirming their knowledge, sharing their experiences and learning from themselves as well as each other.

Join host, Chid Suzan and guests on a journey of self-discovery and improvement as well as overcoming self-doubt through affirming, learning and healing.

PODCAST METRICS

Peaked at **#22 in the Self-Improvement Genre** on the Apple Podcast Charts in Canada

Understanding the Listeners and Community:

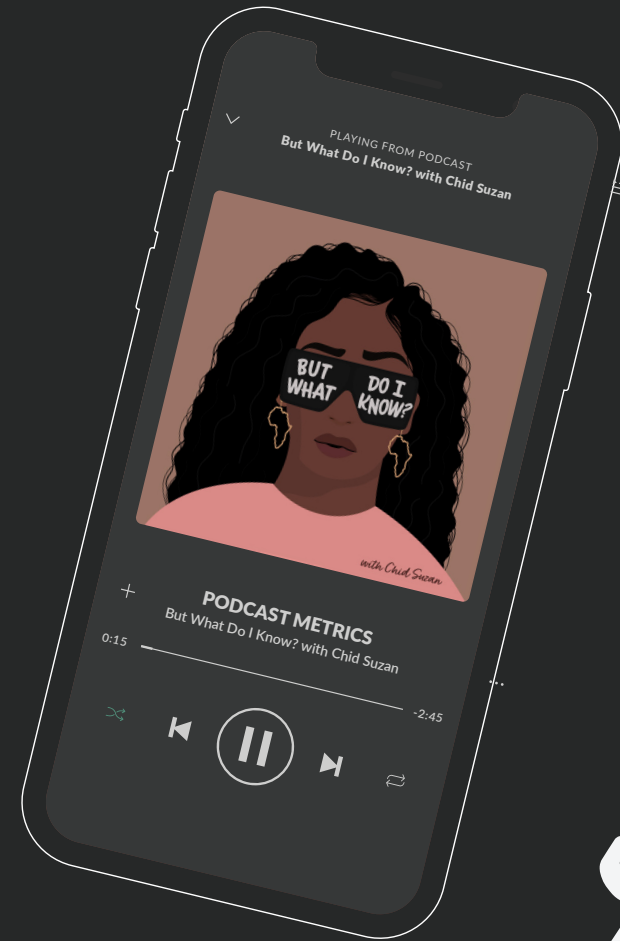
150+ listeners captured across 3 major streaming platforms

85% of listeners are **women**

80% of listeners are between the **age of 23 - 35 years**

90% of listeners are located in **North America**

The podcast content is also geared towards and created with **BIPOC individuals** in mind.



LISTENER

REVIEWS

40+ Podcast Listener Reviews

Captured across 2 major streaming platforms Apple and Spotify

Nothing but facts



What are you really waiting for?! Just finished listening to all of the episodes and it was a delight to take in! This podcast talk about furring first hand experiences and though out in the open on the table and how we can learn from the bumps we may have made on the journey in the past. It's great to know that you can listen to someone who you can relate to and not feel alone in what you have or have not done. Nothing but #BlackGirlMagic running through each episode. We'll definitely be tuning in every episode and you should too!

One of my favourite podcasts



This podcast is informative, engaging and real, Chid talks bout a wide rage of topics from personal development, career growth, economics and life in general. And the production value is impeccable. Seriously one of my new favourite podcasts. Highly recommend!!!

All inclusive

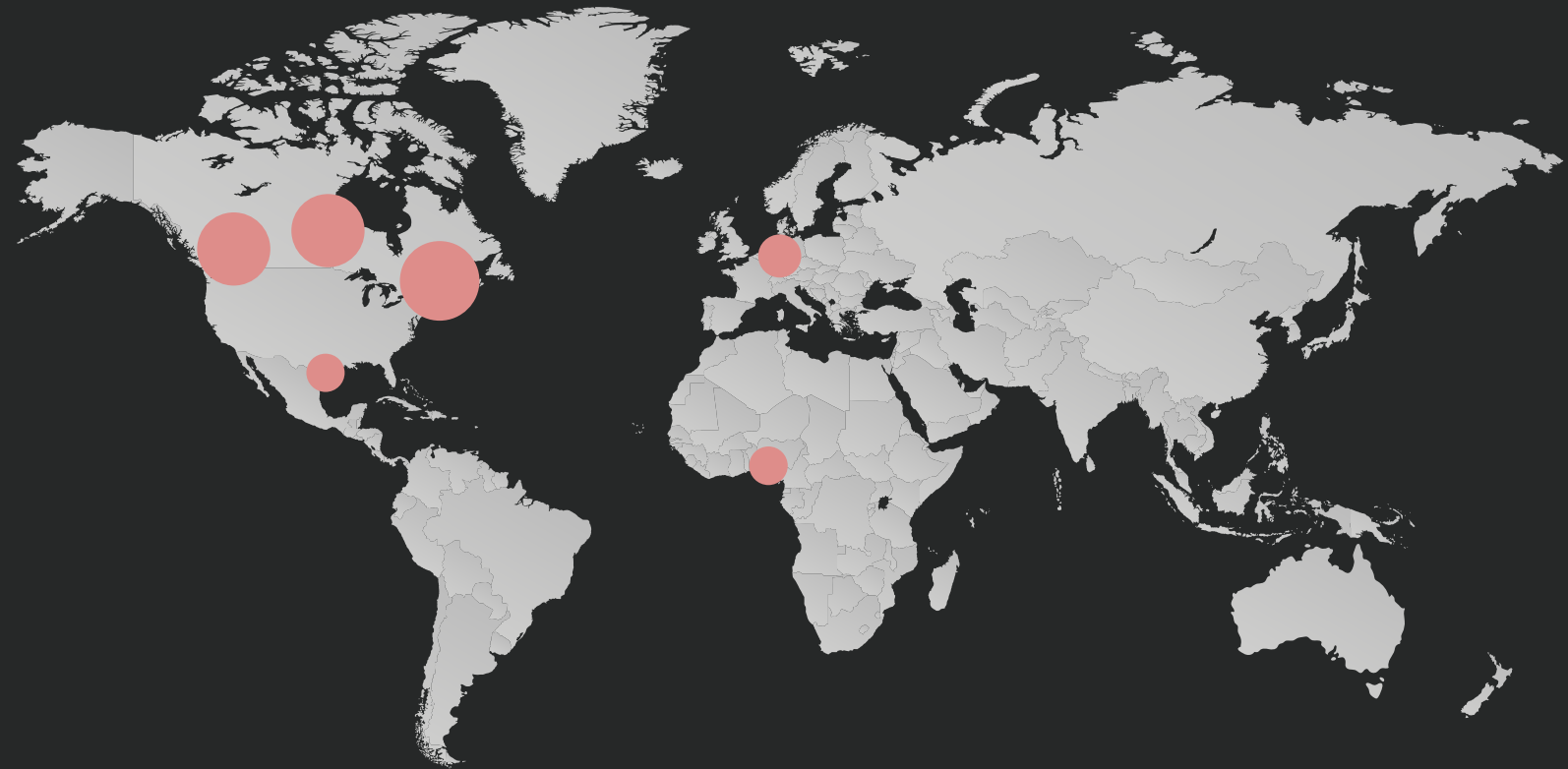


This podcast I recommend! This podcast is all inclusive and chill. So informative and absolutely relatable! Her voice captures your attention. The thing that gets me the most is her structure. LOVE it! I can tell you're completely drawn to your topics!

COUNTRIES REACHED

40+ Countries Reached

Top 5 countries include Canada, United States of America, Spain, Australia and United Kingdom



500+ average monthly downloads

3000+ total downloads with 23 released episodes

150-200 weekly radio listeners on New York City based (but internationally streamed) Indie radio station, Divergent Media Radio

PARTNERSHIPS

Collaboration, Advertising & Sponsorship Opportunities with the “But What Do I Know?” Brand

Guest/Contributor

Individuals representing their personal brand, their work, brand(s) or organizations are welcome to send an email of interest to be a guest or contributor on an episode or episodes. If the individual/brands' values, guidelines and proposed content align with the “But What Do I Know?” Brand, then the episode(s) will be considered and curated by both parties.

Advertising & Sponsorship Opportunities

Brands and Organizations are welcome to propose and bring forth products, services, events etc. to be advertised on a podcast episode or on several podcast episodes. Both parties will discuss the details of the advertising campaign and partnership including but not limited to length, script, portion of episode(s) and number of episodes.

The advertising/ sponsorship rates and payment methods will be discussed at the time of negotiation and will reflect the current podcasting industry average for the cost per defined number of listeners.

Collaboration Opportunities

Individuals, Brands and Organizations are welcome to submit a request and proposal on ways in which to partner with the But What Do I Know Podcast & Brand. As long as the brand/ organization's values and guidelines are aligned with that of the But What Do I Know Brand, further discussions will be held regarding the collaboration.

Collaboration opportunities include:

- Giveaway(s) on social media platform(s) to listeners and community
- Instagram Live Discussion
- External Podcast Episode (for another individual, brand and/or organization)
- Speaking Engagements
- Partnered Event
- Product Partnership for Podcast Episode(s)
- Other Suggested Forms of Partnerships



PAST WORK

But What Do I Know has previously partnered with several reputable, socially conscious brands including:

- Make A Moment Co.
- Petal Prints Design Studio
- Taupe & Honey Co.
- Divergent Media Radio
- Colorcast Podcast Network

In addition, the Founder & Creator of But What Do I Know Podcast (Chid Suzan) has been featured in the following:

- No Shame In My Name Podcast (London, England)
- The Latibule - Women Empowerment Blog (Toronto, Canada)
- Humble & Hustlin Platform (Toronto, Canada)
- The Saferoom Podcast (Toronto, Canada)



LET'S CONNECT

For more information visit www.bwdikpodcast.com

For inquiries please email connect@bwdikpodcast.com

Find me on social media [@bwdikpodcast](https://www.instagram.com/bwdikpodcast)  

Listen to the latest episode

