



Fading Memories is a compassionate companion for caregivers navigating the challenges of dementia. Recognized as a Top 50 independent podcast by GoodPods, we offer practical advice, emotional support, and expert insights to help families manage the complexities of caregiving while prioritizing their own well-being.

With an exceptional listener retention rate average of 82%, we're committed to delivering content that resonates and provides genuine value. Whether you're caring for a parent, spouse, or loved one with dementia, you'll find relatable stories, expert advice, and a supportive community. Join us as we explore strategies for effective communication, stress management, and coping with the emotional rollercoaster of caregiving.

4.5K

Avg. Mo
Download

82%

Episode
Impact

300+

Episodes
over 7 years

PODCAST STATISTICS



8.5K

LISTENS PER
MONTH AVERAGE



241K

TOTAL
DOWNLOADS



4.9

RATING
ON ITUNES



1 K

SUBSCRIBERS



500
followers



7,300
followers



13.3K
followers



500+
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TOP EPISODES IN 2024

Brain Health: Dementia Prevention in 10 Easy Steps

651|81% Impactful listens *

Dementia Travel: Experiences & Memories

467|82% Impactful listens

Dementia Brain Health & Hearing Loss

648|83% Impactful listens

New Dementia Connections: Menopause & Your Brain

543| 78% Impactful listens



*Fully downloaded and played episodes where 75% or more of the episode was consumed make up the Impactful Plays total.



FADING MEMORIES IS PROUD TO SAY THAT 98% OF ALL PUBLISHED EPISODES ARE DOWNLOADED EVERY MONTH! OUR EVERGREEN CONTENT IS IDEAL FOR NICHE SPECIFIC SPONSORS

AUDIENCE

- 93% Female
 - 65% aged 45-95 yrs
 - 21% 28-34 years
 - 13% 35-44 years
- 60% of listeners are based in the US,
- 30% in Canada/UK 10% in other countries
- Interests in caregiver support, brain health & self-care



ADVERTISING PACKAGES

Below is a summary of ways we can collaborate with you and would love the opportunity to discuss how these would best work for you.

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\$8750

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- 90 second Pre-Roll Ad
- YouTube Ad
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- Private Support Group
- Monthly Q&A or Live
- Highlight ad in newsletter
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BAKERS DOZEN SPONSOR (13 EPISODES)

\$2950

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- 60 second Pre-Roll Ad
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- One Live Q&A Episode
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MONTHLY SPONSOR (4 EPISODES)

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Includes:

- 60 second Pre-Roll Ad
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- Ad in newsletter
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SPONSOR BONUS EPISODE

\$225

30 Minute Episode

- (Audio & Video)
- no other sponsor ads
- Option for Live Broadcast
- Social Media Posts



A' LA CARTE

Live YouTube Broadcast	\$175
Newsletter Ad (4)	\$75
Social Media Posts (4)	\$95
Social Media Videos (4)	\$150

Fading Memories

A CAREGIVERS BEST FRIEND

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