Apfelplausch is an Apple and technology podcast by Apfelpage.de editors Roman van Genabith and Lukas Gehrer. In their weekly show, they discuss the hottest rumours, the most exciting announcements and talk about their own experiences in everyday technology. True to the motto „informative, but relaxed“, it’s great entertainment for in-between, aimed not only at Apple fans, but at all technology enthusiasts.

### Podcast format:
- Audio format
- Length of the sequence: 60 - 90 Minuten
- Published weekly on Thursdays

### Calls:
- 10,000 calls per sequence in the first four weeks

### TechSpecs:
- Fill in the briefing template with the most relevant information for the moderators
- Text for sponsor reference (approx. 3 lines incl. target URL)
- Reporting of the calls takes place approx. 4 weeks after the broadcast of the episode.

### Playout channels:
- On Spotify, Apple Podcasts, Pocket Casts, Overcast, and Castro

### Advertising opportunities:
- Integration as native advertising, approx. 60 seconds, integrated in the middle of the episode by the presenters of the podcast.
- Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

### IMPORTANT: The native integration cannot be released in advance, as it is produced live.