

SCRAPcast.com

Scrapbooking for your Speakers™

THE WORLDS' FIRST SCRAPBOOK & PAPER ARTS PODCAST



We're not just for scrapbookers ... if you stamp, collage, journal, decoupage, swap, make cards, alter, photograph, own a store, teach, or consult we are the podcast for YOU! Join us to explore all facets of paper crafting, as well as the lives we live surrounding it.



SHOW INFORMATION

ABOUT SCRAPCAST.COM

SCRAPcast is a unique online audio program – called a podcast – for anyone immersed in any type of paper craft. SCRAPcast is first and foremost about scrapbooking and paper arts, but also embraces the lives of the people enjoying them. Debuted the same day as iTunes' podcast directory (June 28, 2005), SCRAPcast has rapidly gained loyal listeners and steadily continues to grow.

Our shows offer great tips, product information, real life stories, and interviews with industry celebrities. The mission of SCRAPcast is to entertain and educate paper crafters who lead very busy lives, but still want to find time to preserve their family's story. Millions of crafters worldwide are entering a new digital age of boundless possibilities. With the introduction of podcasting through Apple's iTunes format, and its 2.9+ million subscribers, podcasting – as well as scrapbooking – has now reached a mainstream audience.

SCRAPcast shows are available in MP3 format, either through an automatic subscription or per-show download. This gives busy paper crafters the ability to listen by visiting the website or by downloading the show to their iPod or other MP3 player. Whether listening while doing the laundry, in the car, grocery shopping, or crafting, SCRAPcast offers an interactive way for busy women (and men!) to stay connected, be part of a worldwide crafting community, and learn from professionals, authors, and other paper artists willing to share experiences.

SCRAPCAST STATISTICS

- Average show length: **42 minutes**
- Cumulative show length: **10.5+ hours** (as of show #15)
- Show downloads: **19,000+** (includes subscription and direct downloads)
- Percent subscribers from iTunes: **64%**

OUR AUDIENCE

- One in four households in the United States participate in scrapbooking.
- More than half of scrapbookers spend ten hours or more on their hobby in a typical month. Dedicated scrapbookers typically spend from 10 to 30 hours or more a month.
- Seventy percent of scrapbookers plan to spend more time on their hobby in the next 12 months.
- Seventy-nine percent of scrapbookers spend \$25-\$50 or more per month on scrapbook supplies.
- In a six-month period scrapbookers work on an average of 3.2 memory books.

*2004 National Survey of Scrapbooking in America
Primedia Publications*

Some 29% of the 22 million who own iPods/MP3 players have downloaded podcasts. That represents more than 6 million people.

PEW Internet & American Life Project, April 2005



LISTENER BUZZ

LISTENER FEEDBACK

- Just had to thank you for taking the time to do a PODCAST!! I got my mini IPOD this week and when I saw SCRAPCAST I squealed in excitement. Then when I listened I was even more excited because it was great info. Thanks for taking the time to do this. I eagerly await the next installment. – Renee M.
- I've very recently discovered podcasts. My husband told me there's probably a scrapbook one, and I thought, how could you do a scrapbook podcast? You can't see the demonstrations! Well, I actually found your podcast on iTunes, the only scrapbook one there is [at the time!] I've listened to the first 3 shows, and they're brilliant! Thank you so much for your time, and your very informative and entertaining podcast. I enjoy it immensely! –Lindsay H.
- Just wanted to drop a note saying how much I like the show. My husband actually found it for me---supporting my habit, er hobby. Thanks for the SCRAPcast! I will tell my friends from around the country! – Jen K.
- I just wanted to write and say THANK YOU for your show. It rocks! Not just because I always learn something, but I can count on being entertained in the process - you make me laugh! (and I mean that in a good way ;-). –Robin B.
- Keep up the good work, I have found your advice and experience very valuable and the show is just plain fun to listen to. –Heather F.

ABOUT LYNETTE

Involved in paper arts for most of her life, Lynette has been designing cards, scrapbooks, and altered art pieces professionally for over five years. Lynette is a former retail paper arts store owner, designs and manufactures several product lines for the paper arts industry, hosts and produces a podcast, all while working in the technology field. She lives in central New Jersey with her husband and daughter, and their two pugs.

She's been scrapbooking in some form or another for about 20 years, which is a really long time considering she's 'somewhere' in her 30's. Lynette has always saved old postcards, letters, photographs, newspaper clippings, ticket stubs and the like, but only in the past six years turned her hobby into her passion. Like many, the birth of her first child was the catalyst to get serious about preserving her family's history and daughter's childhood. It was then Lynette realized that scrapbooking doesn't have to just be a hobby or craft, but can turn into a true art – and obsession!

Podcasting was actually a pretty natural fit for Lynette. Besides being technically savvy, she has a great deal of real-world professional paper arts experience. Teaching has also always been a strong point of hers as well (both with scrapbooking and technology), so it all merged together in podcasting.

A Bridge Ratings study shows that “currently approximately 20% of users who have ever downloaded and listened to a podcast do so on a weekly basis. This group downloads an average of six podcasts per week and spends approximately four hours a month listening to the podcasts they download. According to the survey, less than 20% listen to their podcast downloads on an MP3 player or other digital device.”

Podcasting News November 15, 2005