MEDIA KIT
UNGEFRAGT

WAS JEDER DENKT UND KEINER SAGT

A journalistic podcast about the questions we often only ask quietly.



MARTINA HOFFMANN / JOURNALIST & HOST

UNGEFRAGT

01 / ABOUT THE PODCAST

QUESTIONS THAT STAY WITH YOU.

UNGEFRAGT is a personal, journalistic podcast. Each episode begins with my own thoughts on a question that many people think about – but rarely talk about openly. I then discuss it with a guest who brings a unique professional or personal perspective.

TOPICS: RELATIONSHIPS · WORK · BODY · FAMILY · FRIENDSHIP · SOCIETY

“I love real conversations.

TINA, 23 YEARS OLD.
CHRONICALLY CURIOUS.
LOOKING FOR ANSWERS.
IN CONVERSATION WITH INTERESTING PEOPLE.

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A BROAD AUDIENCE – CONNECTED BY CURIOSITY.

FORMAT

20–30 minutes
personal introduction
& conversation with my guest

TONE

Journalistic
personal · reflective

AUDIENCE

Approx. 20–60 years old
People who are interested in
the answers behind important questions.

PLATFORMS

Spotify · Amazon Music
Instagram

CURRENT AUDIENCE METRICS

LISTENS / EPISODE	INSTAGRAM POST IMPRESSIONS	COMPLETION-RATE
[Approx. 100]	[UP TO 1.100]	[58%]

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WHAT A COLLABORATION COULD LOOK LIKE.

HOST-READ	30–60 sec. personal integration Link included in the show notes
EPISODE-PARTNERSHIP	Host-read and link in the show notes Social media support
SOCIAL CONTENT	Additional stories, posts or reels with clear disclosure of the partnership.
CUSTOM COLLABORATION	Together, we develop a format that fits the brand and the community.

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NOT EVERY BRAND FITS EVERY EPISODE. AND THAT'S EXACTLY THE POINT.

I am looking for partners who see a genuine connection to the topics and values of the podcast.

- Credibility.
- Relevance for listeners.
- Long-term, transparent collaboration.
- The courage to ask real questions and explore new perspectives.



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LET'S START A CONVERSATION.

Would you like to support UNGEFRAGT as a sponsor
or discuss a collaboration idea?
I would love to hear from you.

MARTINA HOFFMANN

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Podcast: [UNGEFRAGT auf Spotify · UNGEFRAGT auf Amazon Music]