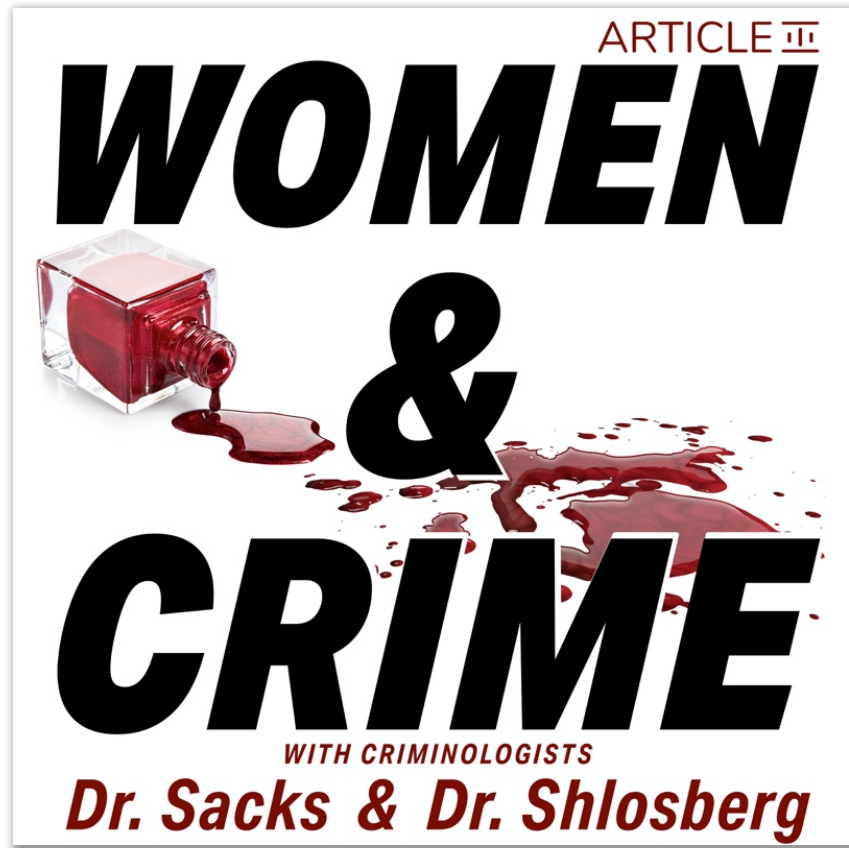


WOMEN & CRIME

8/11/23

ARTICLE Ⅲ

WOMEN&CRIME



In this podcast we tell a new story each episode, using our criminologists' lens to look at how women fare in the criminal justice system, the causes of female crime, victimology, as well as celebrating the heroines who have left their mark on the criminal justice system.

Women & Crime was listed by Cosmopolitan and Newsweek as one of the best True-Crime Podcasts of 2021.

THE HOSTS



Meghan Sacks, Ph.D , is a Professor of Criminology and the Graduate Program Director at Fairleigh Dickinson University. She teaches classes on Women and Crime, Serial Killers, and Crime Policy. She has published her work in several journal articles and periodicals, co-authored two books and contributed to several more. Meghan received her PhD and Masters from the John Jay College of Criminal Justice. Prior to her academic career, Meghan served as a United States Probation Officer in the Southern District of New York.

Amy Shlosberg, Ph.D , is an Associate Professor of Criminology and the Department Chair at Fairleigh Dickinson University where she teaches courses on Wrongful Convictions, Offender Reentry and Reintegration, and Race and Crime. Her works in the field has been published several academic journals and law reviews. Amy received her PhD and Masters from the John Jay College of Criminal Justice and prior to her academic career, she worked in the mental health field.



DOWNLOADS / STATISTICS

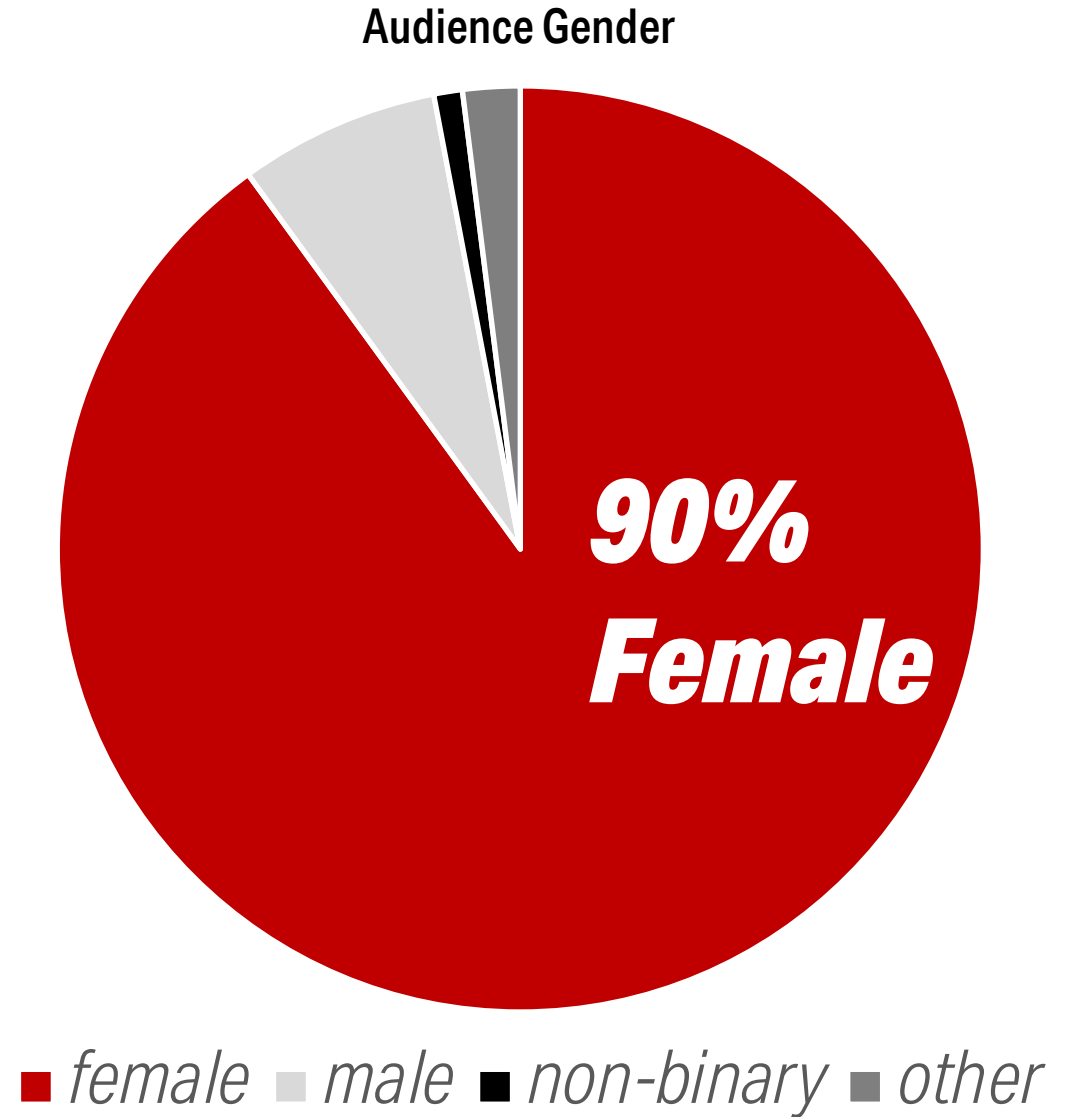
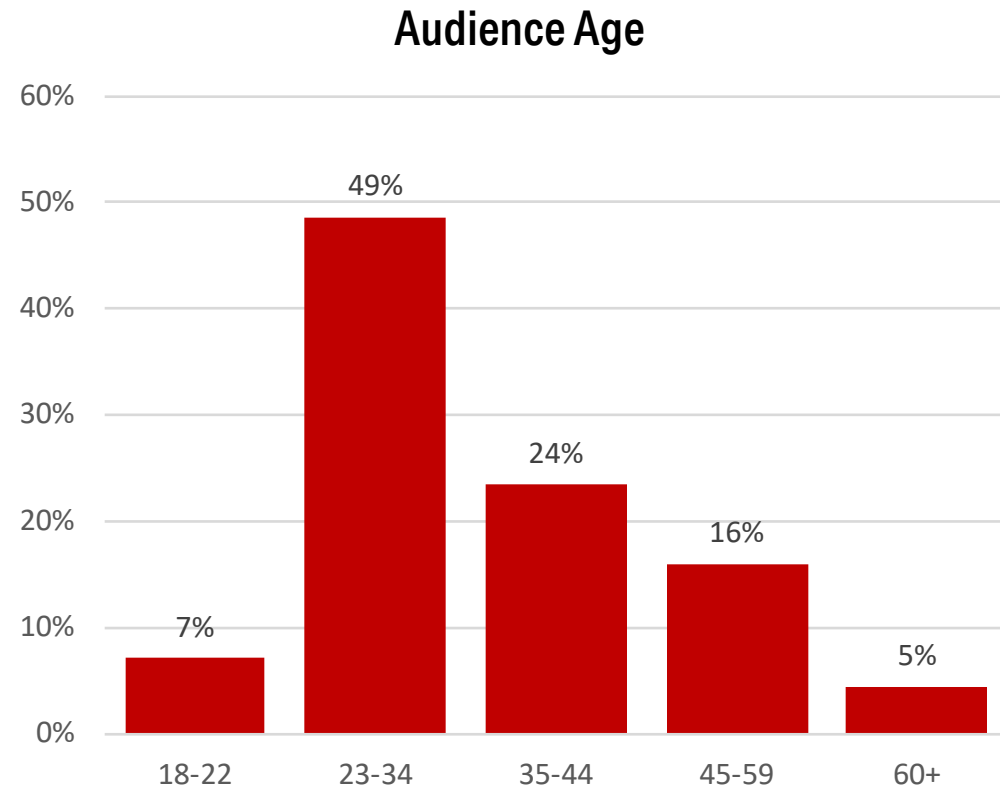
- Episode average over 37,000 downloads first 30 Days *
- 90% Female Listeners °
- 130,000 unique monthly listeners*
- Over 4M total downloads Annually*
- Consistently Ranked in Top Podcasts in True Crime Category °
- 85% US Downloads* ★★★★★
- 4.8 Star rating on Apple Podcasts °

*source: Megaphone Statistics

° source: Apple Podcasts & Chartable



W&C AUDIENCE PROFILE



Source: Google Analytics, Facebook Insights, Instagram Promotion Insights



LISTENER REVIEWS

"Love that these women are experts in their fields and not just enthusiasts."
-California Hudson

"Favorite Duo"
-Katiemc17

"This is amazing"
-evilvixen13

"The Best"
"I could listen to you two read the dictionary! Love, love, love!"
-Dolfan303

"Great true crime listen"
"Everything I love about true crime stories, with the bonus of thoughtful discussion"
-True Crime for Free 99

"Best Podcast"
-rmommy18

"More more more"
"I seriously want more of these episodes, I devoured them too quickly 😞..."
-JDGIRL1982

"New Fav"
"I love this podcast! I'm a little picky about the ones I like, but there's no complaint with this one..."
-Thenameisliz

"Intelligent not Gimmicky"
-katiebreen123

"Love"
-Rawrimam0nster

"One of my favorites!"
-CBAALS



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Episode Format

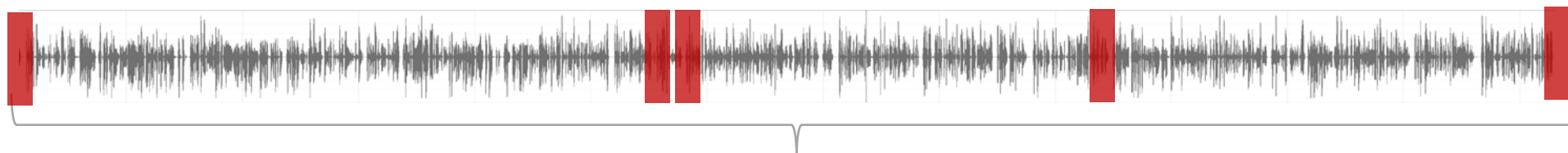
Pre-Roll
30 sec Spot

Mid-Roll #1
60 sec Spot

Mid-Roll #2
60 sec Spot

Mid-Roll #3
60 sec Spot

Post-Roll
60 sec Spot



Typical Episode Length: 40 minutes

*Requires 3rd party subscription to these services



BRANDED CONTENT (CASE STUDY)

WOMEN & CRIME: UK EDITION presented by **ACORN TV**



- Exclusive sponsorship
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- In-line Brand Plugs
- Exclusive MidRoll & Preroll Spots.

Social Media Posts



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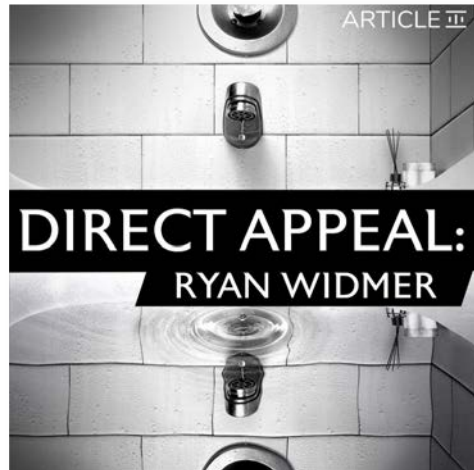


OUR PODCASTS



Season 1: For 13 years, Melanie McGuire has been serving a life sentence for the murder and dismemberment of her husband. The State's case was mostly based on circumstantial evidence, and no forensic evidence was found at the alleged crime scene. Melanie proclaims her innocence, but out of options in the courts, she shares her version of events, and appeals directly to the public for help.

Season 1 peaked at #34 on Apple Podcast's all categories

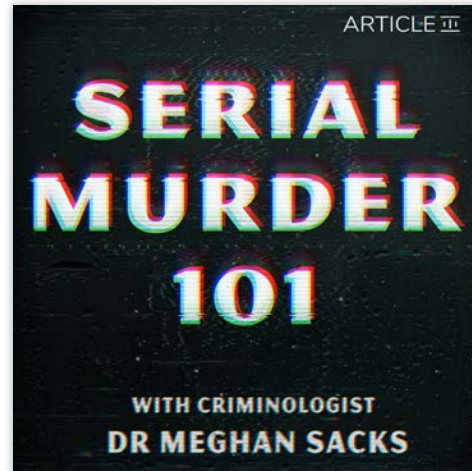


Season 2: In August 2008, Sarah Widmer, a healthy 24 year-old is found dead in her bathtub, just four months after marrying her husband Ryan... the only person at home with Sarah that night.

Suspicion quickly fell on Ryan, leading to his arrest and conviction for Sarah's murder. But could this have been a tragic accident?

Ryan has adamantly maintained his innocence for the last 16 years, but now, two seasoned criminologists examine the very controversial conviction of Ryan Widmer, for the murder of his wife Sarah.

OUR PODCASTS



Based Dr. Sack's syllabus for her "Serial Killer 101" course, this podcast series aims to educate the public on the realities of Serial Murder. Dr. Sacks is joined World-renowned experts in serial killers, forensic scientists, forensic psychologists, and Detectives who apprehended these offenders, together they will help dispel the popular myths about this phenomenon and explain the facts.

Coming Soon



Season 1: The Beyond Fear Podcast is hosted by Alexa Sardina and Alissa Ackerman, two friends and criminologists who have spent their entire careers studying everything about sex crimes. The twist? They are also both survivors of sexual violence and as "survivor scholars" approach their work with both hats on. They invite their listeners to join as they take them Beyond Fear.