



TABLE CAKES

MEDIA KIT 2023

TABLECAKES PRODUCTIONS IS A WOMAN-OWNED,
PODCAST-FIRST MEDIA OUTLET.

IMAGINE A NEWSPAPER, BUT IN AUDIO FORM.



ABOUT US

TableCakes was founded by Katherine Spiers and Drew Mackie, semi-veteran Los Angeles journalists with extensive experience in newsrooms. Our podcasts and other properties cover a range of topics including movies, business, food, history, LGBT+ civic issues, television, music, video games, and more, mirroring the sections of a traditional newspaper.

TableCakes combines the strengths of a newsroom with the agility of a startup. We strive to complement each podcast with other media forms that best suit its content, whether it's a YouTube channel, a newsletter, playlists, or a blog ... or whatever's invented next.

5

PODCASTS

3

NEWSLETTERS

12

CONTRIBUTORS

100K

MONTHLY PODCAST
DOWNLOADS

7,000

NEWSLETTER
SUBSCRIBERS

50K

SOCIAL REACH