



inthelopodcast.com
contact@inthelopodcast.com

A podcast covering everything there is to know about figure skating, from an international team of figure skating fans!

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In The Loop is a podcast & media organization created by a group of figure skating fans from across the globe out of a passion to address underdeveloped areas of coverage in figure skating media, especially in podcasting. We decided to create the content we wanted to see: long-form interviews, serious discussions around themes like accessibility, judging, bias, and health, as well as more light-hearted coverage of the fan culture surrounding this often under-appreciated sport.

OUR CONTENT

- **Coverage of major competitions** in a casual, conversational style. Our hosts chat about their favorite performances, contextualise them within the broader trajectory of the sport, and wax lyrical about Junior Ice Dance.
- **Documentary episodes digging into specific topics**, like gender, judging systems and the costs faced by athletes. Our new mini-series Tales of the Blade focuses specifically on the often colorful history of skating, from Salchow's savage sports journalism to rinks made of lard!
- **Interviews with skaters, coaches and choreographers**, both up-and-coming and well-known. We take pride in providing a platform that allows those in the figure skating community to share their perspectives on the sport, as well as their personal stories.
- **Photography from major national and international competitions** in Juniors and Seniors, as well as from ice shows, distributed through our social media channels and our website
- **A curated Twitter feed** covering all the latest news, competition results, program announcements and more, and a comprehensive calendar of events for the season including streaming links, schedules, entries and more.





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REACH

- 150,000+ audio downloads over the last year, averaging 10,000 downloads/month
- 50,000+ unique visitors to our website, averaging 8,000/month during the 2018-19 season
- Top listener countries: USA, Canada, China, Australia, and the UK

WHAT OUR LISTENERS SAY:

“It’s nice to see figure skating from a more modern perspective than a lot of other podcasts/shows about skating. It’s a really nice balance of professionalism and being funny/relatable to fs fans. They touch on a lot of topics that get avoided by a lot of other fs related podcasts/shows” - Jasmine, United States

“[...] As someone who is relatively new to figure skating this podcast is amazing. It’s super informative and easy to understand for a newbie all the hosts are super engaging and interesting to listen to. I [...] find myself super excited whenever a new episode is up.” - Lonelydancer, Australia

“Really enjoying this podcast, I especially love the conversations on some of the heavier topics.” - ThePinkestDream, United States

CONTACT

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