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@NORTHIDAHOEXPERIENCE



CONVERSATIONS THAT MATTER

North Idaho Experience dives deep into the stories and expertise of industry leaders, community figures, and real-world changemakers. From prepping and homesteading to politics and first responders, we bring raw, unfiltered conversations to life.

Our mission? To inform, entertain, and empower our audience while celebrating the rugged spirit of North Idaho.



MEET THE HOSTS

Seth Horst, Dave Faller, and Eric Boardman are the heart of the North Idaho Experience Podcast, bringing a mix of energy, authenticity, and real-world experience to every episode. As a veteran and former first responders, this trio knows what it means to serve and connect with their community. Together, they're all about sparking conversations that matter and celebrating everything that makes North Idaho an incredible place to live.

AUDIENCE INSIGHTS

- **Subscriber Count:** Over 9K loyal followers
- **Average Views per Month:** 35K and growing
- **Demographics:**
 - **Age:** Evenly split across 25-65+
 - **Gender:** 80% male
 - **Location:** 25% local viewers, with a nationwide reach
- **Engagement:** High viewer engagement across platforms

WHAT WE COVER



A FEW OF THE VOICES WE'VE HOSTED

- Bob North, Kootenai County Sheriff & Holly Lindsey, Shoshone Sheriff
- Jordan Redman, State Legislature
- Kootenai County Commissioner, Bruce Mattare
- Fill's Lawn Care (300K+ YouTube Subscribers)
- General Blaine Holt, Newsmax Contributor
- Attorney William Kirk, Washington Gun Laws

BEHIND-THE-SCENES



OUR PACKAGES *include*



YOUTUBE COMMUNITY VIDEOS

\$250 per video or
\$800 for 4 (20% off)



PODCAST INTERVIEWS

\$300 per episode or
\$960 for 4 (20% off)



Community Videos

- **Video Mid-Roll (30 seconds):** Seamless ad integration placed during natural pauses.

Podcasts

- **Podcast Video Mid-Roll (30 seconds):** Seamless ad integration placed during natural pauses.
- **Podcast Audio Mid-Roll (10-15 seconds):** Engage our audio listeners with a personalized, compelling ad.



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As a little-known local author who is better at writing than marketing, The North Idaho Experience gave me a chance to appear on their show. I saw an immediate and significant jump in book sales. It also helped me make some important local connections. Most importantly we provided, what I believe, was a pretty thought-provoking discussion on some important topics. In less than two months we reached nearly 13,000 viewers from all over the country.

I see Seth and Dave as kind of the Joe Rogan of North Idaho, and I'm pretty sure they all use the same barber.

-
Charles Sage



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I had the incredible opportunity to appear on the North Idaho Experience podcast to share insights about my company, Bishop One. Before the show, Seth emphasized how social media can be a powerful force multiplier for advertising and expressed how important it was for our mission to reach a broader audience. After the episode aired, I was thrilled to receive outreach from numerous LEO connections and other corporations interested in our services. What amazed me most was the speed of these connections and the diversity of the audience we reached. This speaks volumes about the extensive reach of NIE and their team's outstanding professionalism and warmth throughout the entire experience. I can't recommend them highly enough—what an exceptional group of individuals!

-
Chris Aboussafy



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