PODCAST PLAYBOOK · ISSUE 01

Inside AG1's Podcast Playbook

How one of podcasting's biggest advertisers built a system, not a campaign.

798	85%	1m 16s	2 years	97
shows in 12 months	host-read	average read	always-on	YouTube channels

The system at a glance

Each part makes the next one possible. Follow the arrows, then turn the page to zoom into each part.



The system, step by step

A

ALWAYS-ON CORE

19 shows. At least 20 of the last 24 months.

8 of them ran every single month.



Huberman (24/24 months) · Impact Theory (24/24) · Liz Moody (24/24) · Holy Post (24/24) · Duck Call Room (24/24) · Modern Wisdom (23/24) · Tim Ferriss (23/24) · Rangan Chatterjee (22/24) · Rich Roll (22/24) · Joe Rogan (20/24)



Oct 2024 — Huberman Lab: AG1 ads per month, never zero — Sep 2026

What Next noticed: the core isn't a campaign. It's a standing line in the media plan, treated like a channel that is always running.

New shows that work become regulars. Pod Save America joined in Aug 2025 and has run in 13 of the 14 months since. The Shawn Ryan Show (Dec 2025) and Dear Gabby (Jan 2026) have run every month since joining.



B

TESTING ENGINE

Two-thirds of shows are tests.

19	16	343
core	middle	tried for 1–2 months

New shows arrive in waves: **82** in Aug 2025, **98** in Sep 2025, **56** in Oct 2025.

Winners scaled fast: The Most Dramatic Podcast Ever 51 → 123 ads (Jun → Jul 2026) · Amy & T.J. 35 → 100 (Jun → Jul 2026) · Behind the Velvet Rope 5 → 29 (Aug → Sep 2025)



What Next noticed: most shows get tried once and dropped, and that's the point. Testing is how AG1 finds its next core host.

Long relationships build trust.

C

TRUST ENGINE

Buy trust, not 30 seconds.

1m 16s	80%	85%
average read	mid-roll (5% pre, 15% post)	host-read

Host tenure, in their own words: Huberman "nearly 14 years" · Tim Ferriss "close to 15 years" · Rangan Chatterjee "over eight years" · Chris Williamson "nearly five years"

What Next noticed: AG1 turns host tenure into a media asset. The host's own relationship with the product is the creative.

Trusted hosts get freedom with the script.

D

CREATIVE SYSTEM

One seasonal campaign. Hundreds of voices.

Each campaign window, every host gets the same building blocks:

1. **The seasonal hook.** October: the clocks change, mornings get darker, cold season starts. Late September: "summer's in the rear-view mirror", back to busy routines.
2. **The proof points.** 75+ ingredients, four clinical trials, key nutrient levels improved within three months, "not a one-day fix, it's consistency".
3. **The offer and deadline.** October: a free immune support bundle with a first subscription, ending 31 October.
4. **Their own URL.** drinkag1.com/[show]

What hosts do with it: a long road trip (Politicology) · "sick season" with a toddler at school (Erin & Sara Foster) · mixing it with orange juice (Cover to Cover) · a nor'easter and the Christmas catalogue (The Flyover) · dreading daylight savings (Girls Gotta Eat)



What Next noticed: the brand controls the message; the host controls the delivery. That's how hundreds of reads in one month still sound unscripted.

The same brief works on any audience.

E

AUDIENCE STRATEGY

They buy listeners, not "health podcasts".

Health → politics (Pod Save America, David Pakman) → comedy (Joe Rogan, Kill Tony) → faith (Holy Post, WHOA That's Good) → food (Milk Street) → sport (Duck Call Room) → true crime and history (American Hysteria)



What Next noticed: selling a health product doesn't mean buying health podcasts. AG1 follows likely buyers across the shows they actually listen to.

New genres feed the testing engine.

F

PODCAST + YOUTUBE

Host reads now run on video.

97 YouTube channels appear in AG1's show list (about 10% of ads found): from the YouTube versions of big shows (Joe Rogan, David Pakman) to YouTube-first hosts (Well Beyond 40: 171 ads in June 2026). On video, the read carries a QR code and an on-screen link.

What Next noticed: a podcast plan today is also a video plan. The same host, the same read, a second screen.

Reach is layered on top of trust.

G

MEDIA ARCHITECTURE

Anchor deep. Reach wide. Test underneath.

DEPTH Huberman, 183 ads · Joe Rogan, 82 ads

SCALE Mel Robbins, 9 ads at ~1.2M est. listens each · Shawn Ryan, 16 ads at ~310k each

TEST Hundreds of other shows, used to find the next winners



What Next noticed: three buying modes, three jobs. Anchors build trust, big shows add reach, and the testing layer finds what deserves more investment.

Every tier runs on trackable routes.

H

ATTRIBUTION LOOP

Every show is set up to be measurable.

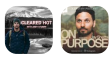
show URL → offer → measure → learn → renew or scale → back to testing

- A vanity URL for every show (drinkag1.com/huberman, /joe, /tim, /crooked, /gge…), said twice per read
- Offers rotate by show and season: free immune bundle, 20% off, "$87 in free gifts", a YETI shaker
- Two landing-page tiers: anchors get a co-branded page ("Andrew Huberman x AG1", his exact on-air offer); everyone else shares one offer page with a deadline
- QR codes on YouTube versions

What Next noticed: measurement is what lets the engine run. You can't test, find winners and keep them always-on unless each placement has its own trackable route.

Trackable results decide what stays, scales or stops. ↺ back to the testing engine

Side note: podcasts aren't just acquisition. AG1 Pro launched through host reads (Huberman, Ferriss, Rogan, Jay Shetty, Cleared Hot), each with an angle for its audience, plus a YETI launch offer. One host read described AG1 Pro as returning after selling out in 24 hours.



TEST → ATTRIBUTE → LEARN → SCALE → BUILD TRUST → TEST AGAIN

You don't need AG1's budget. You need the system.

- **Build a core.** Find hosts whose audiences fit, and give the relationship time to compound.
- **Keep testing around it.** Use new shows and audiences to find the next winners.
- **Make every placement accountable.** Give each show a trackable route, so results can decide what stays, scales or stops.
- **Let hosts sound like hosts.** Control the facts, the offer and the guardrails, not every word.
- **Repeat.**

Part of the AG1 Playbook Kit. The Campaign Notes explain why each part works; Brief it like AG1 helps you plan your own version. Questions? suzi@nextaud.io · nextaud.io

Data: Podscribe ad intelligence (Oct 2024 – Oct 2026), plus AG1's public ads and landing pages. Spend and listens are Podscribe estimates for ads found. Ad trackers can't see how a placement was bought (direct vs programmatic), and audience-targeted ads are under-counted. Next Audio has no affiliation with AG1.