

Your audience can't sleep. *We've got them.*

Calm readings about interesting things, built for nights when the mind won't slow down — and advertisers who want to reach them there.



Publishing since 2019

3× per week

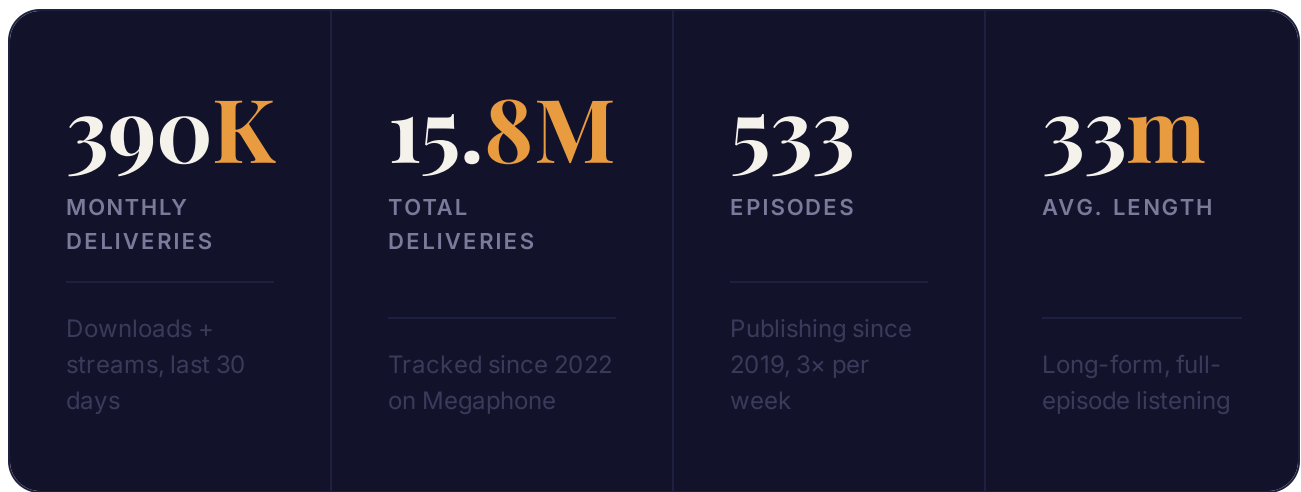
Health & Wellness

Spotify · Apple · iHeart

— BY THE NUMBERS

A show people actually finish.

Seven years of consistent publishing has built an audience that shows up, hits play, and stays asleep — which is exactly the point.



— THE SHOW

Sleep aid for *curious people.*

I Can't Sleep is a sleep-aid podcast hosted by **Benjamin Boster**. Each episode, Benjamin reads slow-paced, fact-filled content on science, history, and everyday oddities — with zero plot twists and even less urgency.

Listeners tune in at bedtime and wake up having accidentally learned something about tacos, particle physics, or Neuschwanstein Castle. The show has been publishing continuously since 2019, now on a **three-episodes-per-week cadence with no gaps, no reruns.**

That consistency is a feature, not an accident. It's the same reason listeners come back every night.



3 episodes per week

Publishing continuously since 2019,
now 3× weekly



Host-read content

Every episode written and read by
Benjamin Boster



Bedtime listening context

Relaxed, focused audience — not
multitasking when ads play



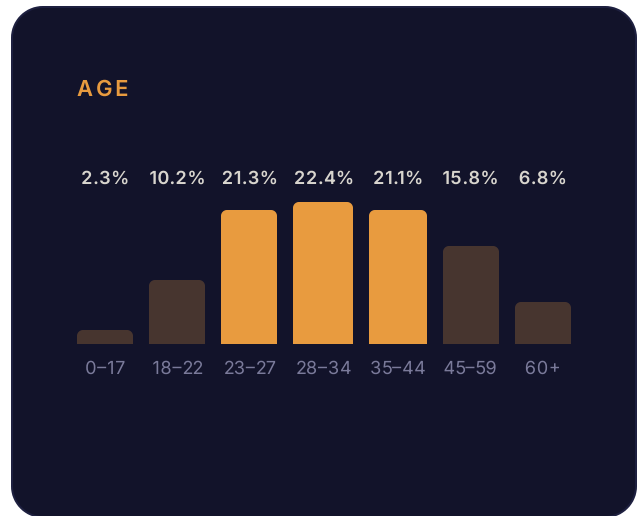
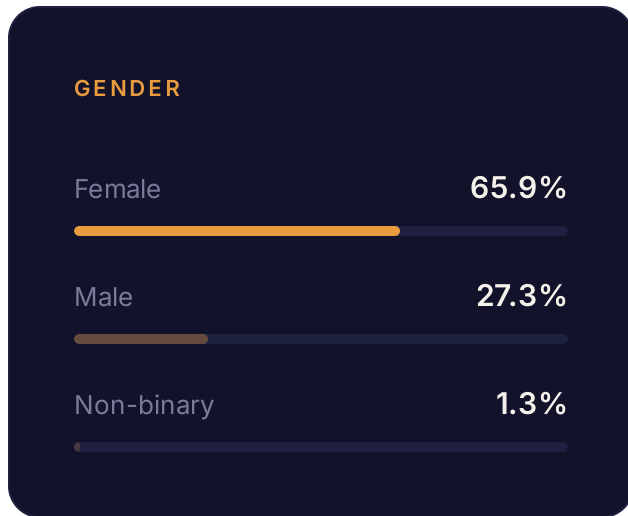
Health & Wellness category

Alternative Health · Mental Health ·
Health & Fitness

— AUDIENCE

Who's listening.

Demographics from Spotify for Podcasters, last 30 days.



74% AGED 18-44	30.4K SPOTIFY FOLLOWERS	66% FEMALE AUDIENCE
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— DISTRIBUTION

Everywhere your audience already is.

Available on all major platforms, with the majority of listens happening at night — when people are actually in bed.

▣ Spotify

▣ Apple Podcasts

♥ iHeart Radio

▣ YouTube

▣ Insight Timer

▣ All RSS Apps

— ADVERTISING

Ad opportunities.

Host-read integrations in a context built around calm, focus, and trust. Listeners are present — not scrolling, not driving, not half-distracted.

PRE-ROLL

Opening Read

30–60 seconds before the episode begins. High attention, minimal skip behavior in a sleep-context.

MID-ROLL

In-Episode

Host-read placement woven naturally into the episode, paced to match the show's calm delivery.

SPONSORSHIP

Full Episode

Episode association with title mention, pre-roll, and mid-roll. Best fit for health, wellness, and sleep-adjacent brands.

Best-fit categories: sleep & wellness, supplements, apps & software, personal care, books, and subscription services. For rates and availability, reach out directly.

— BEHIND THE MIC



Benjamin Boster

HOST & CREATOR

Benjamin created *I Can't Sleep* in 2019 as an experiment in reading Wikipedia articles aloud in the most soothing voice he could manage. 533 episodes later, it has an audience of hundreds of thousands of people who use it to fall asleep every night. He handles content, recording, publishing, and strategy. His wife Brianna handles editing and social media.

— GET IN TOUCH —

Let's work together.

For rates, availability, and partnership inquiries.

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