

munk ^{debates} MEDIA KIT

September 2025



Where bold ideas take centre stage

About the Munk Debates

The Munk Debates is the world's leading forum for civil and substantive debate on the important issues of our time as measured by our live audiences, online following and grassroots membership.


Founded by industrialist Peter Munk in 2008 the Debates began as twice annual live debates in Toronto, Canada.

After 15 years and 20 million dollar in funding, the Debates have won **international acclaim** and expanded beyond live events into a popular podcast series, online video programming and an **80,000-person active membership**.



MUNK DEBATES BY THE NUMBERS


80,000+
Email subscribers

161,000+
 Registered
Munk Debate
Members


40,000+
Unique
monthly
website visitors 

130,000
 Monthly
podcast
downloads




The Munk Debates Audience

Our dedicated and engaged audience are thought leaders and decision makers who engage with our programs to stay informed about the big issues that are shaping the public conversation. Partnering with the Munk Debates gives you access to this highly sought after demographic.


45%
Female


55%
Male

90% 
Hold a
university or
graduate degree

55% 
Have a household
income greater than
\$100,000 per year

Sponsorship Opportunities



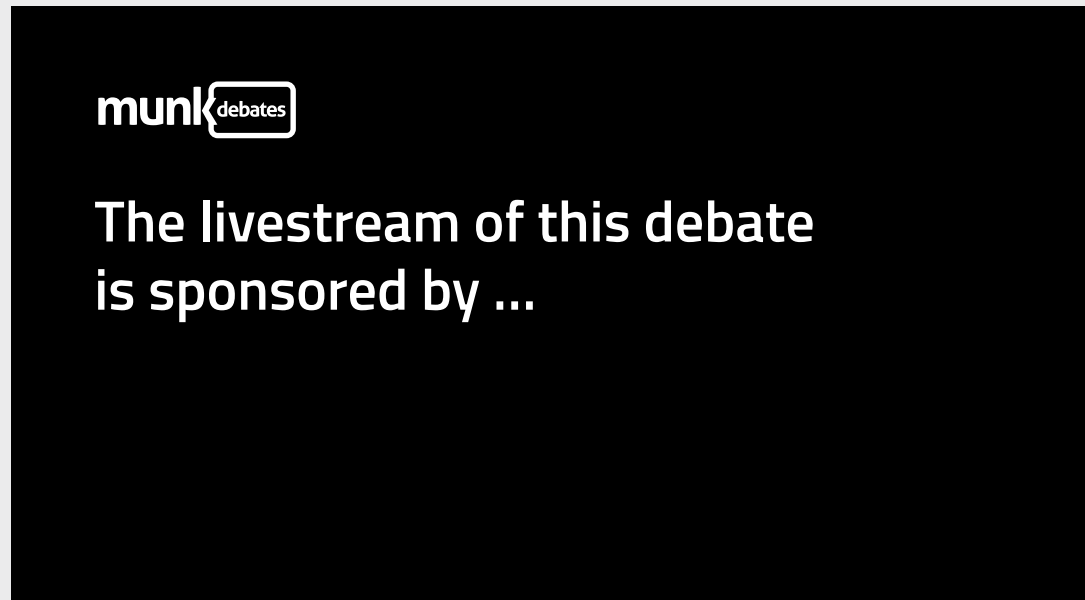


Debate Night Partnership

- VIP seats in Meridian Hall's orchestra section in a single, contiguous block
- Private reception in the Meridian Hall lobby with your guests and select Munk Debate participants
- Light canapés and wine, beer and soft drinks for your guests
- Photographer provided for the reception
- All ticketing, reception and guest needs facilitated through Munk Debates staff contact
- First right of refusal to renew category exclusive partnership for the subsequent event

Livestream Sponsorship

Have your brand prominently featured as the livestream sponsor, pre-debate, debate, and post-debate.



Option to present the livestream and a read-out by the moderator at the start of the debate.



Option for your company's logo on the bottom left corner for the duration of the livestream (approx. 90 minutes).

friday focus

with rudyard griffiths
and janice stein

munk debates

munk dialogues

with rudyard griffiths
and andrew coyne

munk debates

Podcast Sponsorship

- Option for native or client produced audio ads for pre and mid reel.
- Option to make donor-only podcasts available to our entire audience for one month with public recognition of sponsorship via host read, mid reel ad, show notes and show graphic.
- Option of a "take over" of our entire podcast feed for any thirty day period, including pre and mid roll ads in every download, client logo placement in our podcast show graphic and client CTA in all our podcast descriptions.
- Option for single show sponsorship. Host read and thank you at the top of the program, a mid reel ad, credit in show notes and logo placement in show graphic.



130,000

Monthly downloads

72,000

Yearly
listening
hours



79%

Completion
rate





Video Sponsorship

- Option to sponsor shows and receive host read ads and on-air brand recognition via opening slide

90,000

YouTube subscribers



216,000+



Monthly
views

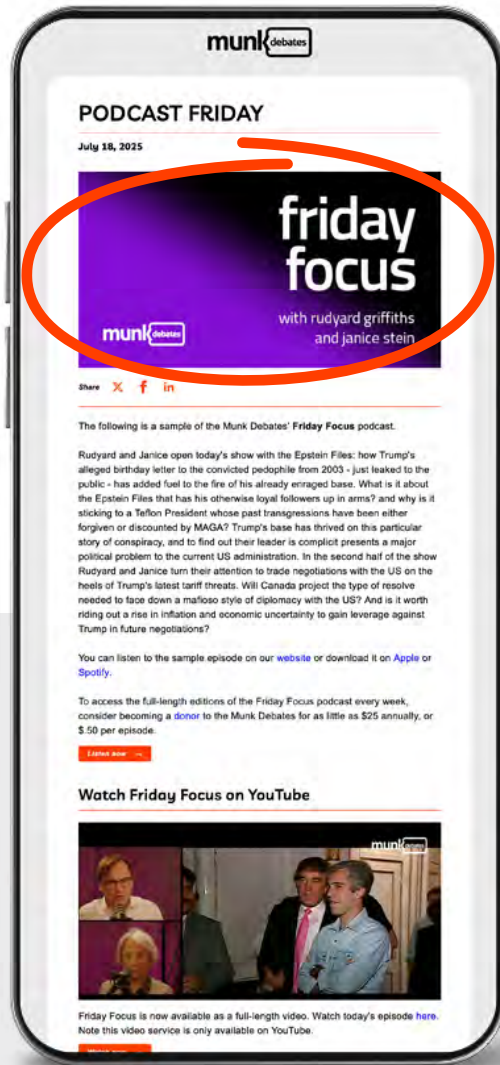
2000%



Year over
year audience
growth

35% 

Average viewing
duration



Email Sponsorship

Our weekly email is sent out to **80,000 engaged subscribers** every Friday with weekly podcast news and upcoming event announcements.

- Option for a prominent logo display above the scroll and a 50-100 word advertorial embedded midway through the newsletter, hyperlinked to any landing page of your choosing

80,000+

Email
subscribers



48%



Average open rate



munkdebates

Work with us

ricki@munkdebates.com