



Talk Python To Me Podcast

Summary

Talk Python To Me was founded in April 2015 by Michael Kennedy. At the time there were zero active Python "general topic" podcasts. The show quickly grew to become the #1 Python podcast and continues to hold that spot. It is well-known and respected among the Python and Open Source communities.

Ranking

We are very highly ranked on **iTunes**. We are

- The **#1 Python podcast** (see tech category at Apple Podcasts)
- One of the top 3 **developer** podcasts (cycles between #1, #2, and #3 over time)
- Have ranked as high as #11 of all technology podcasts on iTunes

We rank **#1 for Python Podcast in Google** (run this in incognito/private windows) under both AI Overviews and organic search.

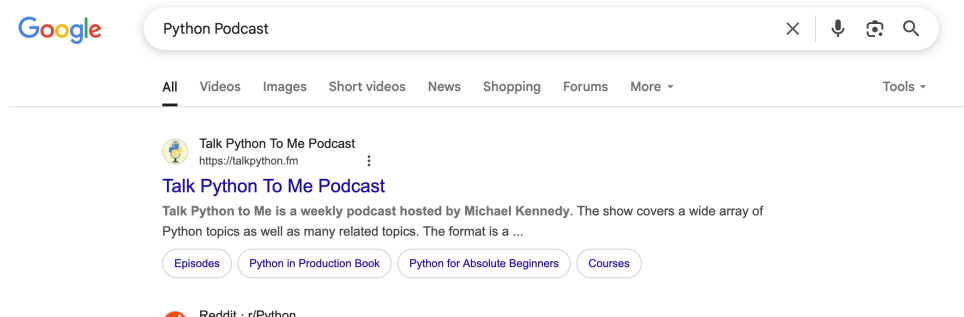
See the **AI Overview result** here:

✦ AI Overview



The absolute best Python podcasts to follow right now depend heavily on your current skill level and what you want to get out of your listening experience. If you want deep-dive interviews, **Talk Python To Me** is the industry standard, while **Python Bytes** is perfect for quick, weekly news updates.  Talk Python To Me Pod... +2

And the **organic search results** here:



When developers ask an AI which Python podcast to follow, we're the answer - 1st across OpenAI, Anthropic, and Perplexity (productrank.ai), and #1 in Google's AI Overview:

"Python podcast" Rankings

The top ranked **Python podcast** according to AI

Last synced 5/21/2025



5 citations found ▾

Ranking	Product	 OpenAI Ranking	AI Anthropic Ranking	 Perplexity Ranking
 #1	 Talk Python to Me	1st	1st	1st

Traffic - as of September 2026

- We have **47,500,000+ downloads** of the MP3 audio files
- Average episode has been downloaded **42,200 times 12-week rolling, 85,000 lifetime**
- Most popular episode: **416,000 downloads**

Pricing

We have space for two sponsors per episode. These two slots are referred to as the "first midroll" and "second midroll" slots. We limit sponsorships to two per episode. Both midrolls get the same amount of airtime, and so on. However, the first sponsor is always mentioned, well, first and appears before the second midroll sponsor. Typically this is at minute 15 and minute 30 respectively.

First midroll

Commitment	Rate (per episode)	CPM (12-week)	CPM (lifetime)
1-3 episodes	\$1,500	\$35.55	\$17.65
4-9 episodes	\$1,350	\$31.99	\$15.88
10-19 episodes	\$1,275	\$30.21	\$15.00
20+ / 6-month flight	\$1,200	\$28.44	\$14.12

Second midroll

Commitment	Rate (per episode)	CPM (12-week)	CPM (lifetime)
1-3 episodes	\$1,300	\$30.81	\$15.29
4-9 episodes	\$1,170	\$27.73	\$13.76
10-19 episodes	\$1,105	\$26.18	\$13.00
20+ / 6-month flight	\$1,040	\$24.64	\$12.24

Full-episode takeover (optional): Both slots, no competitor: \$2,520 / episode. \$59.72 twelve-week, \$29.65 lifetime CPM

Rates and CPMs effective September 2026. Twelve-week CPM is based on the rolling average; lifetime CPM is based on the lifetime average across all published episodes. Sponsor reads are baked into the audio permanently and continue delivering for the life of the episode.

What's included

For each episode you sponsor, you will be featured in

- The show introduction (5 seconds, [hear an example](#))
- A mid-roll segment coming in the middle of the episode
 - Typically 60-90 seconds ([hear an example](#))
- Show outro / conclusion segment (10 seconds; [hear an example](#))
- A 500 x 500 banner permanently featured on your episode's page (again, [an example](#))
- A permanent "back-link" to your site from multiple locations on our domain

Demographics

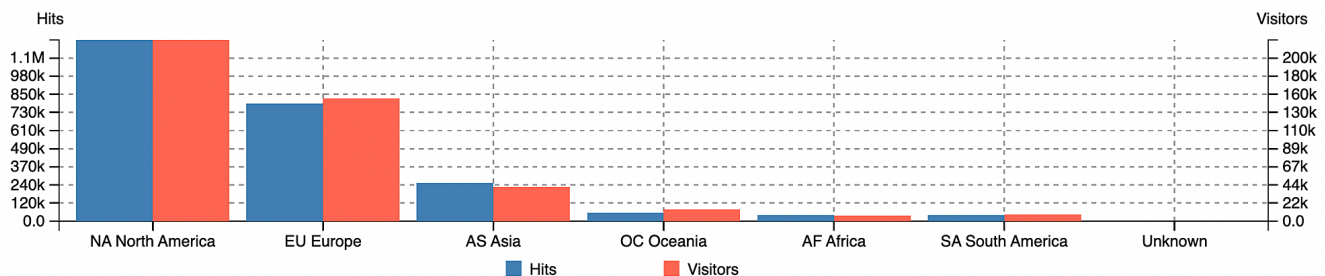
Frequently our sponsors are interested in the geographic location of our listeners. While we don't have perfect information on this, here is a chart for 1 month of traffic from our most recent analytics using IP address as a location proxy of our listeners.

You can see we are primarily USA and Europe based with fewer listeners in other regions.

GEO LOCATION

CONTINENT > COUNTRY SORTED BY UNIQUE HITS [, AVGTS, CUMTTS, MAXTS]

⚙️ Panel Options ▾



Listener background

Our audience falls into three roughly equal groups:

- **Python web and API developers** - building applications, services, and backends
- **Data scientists and ML/AI specialists** - including researchers and scientists working in Python
- **Everyone else** - economists, educators, students, hobbyists, and retirees who reach for Python as a tool in their own discipline rather than as their profession

Near perfect 5-star listener ratings and reviews

The podcast has received many positive comments and a near-perfect 5-star ratings.

Here are just the most recent ones:

The best python podcast I've ever encountered ★★★★★

Thank you for the deepest python podcast I've ever met! I'm learning a lot by just listening to it! Cheers, Alex

Salikov Aleksei via Apple Podcasts · New Zealand

Great show! ★ ★ ★ ★ ★

My number one podcast. Thank you so much Michael!

Anoniem-kvk via Apple Podcasts · Netherlands

A great show with something for everyone ★ ★ ★ ★ ★

If you use Python, you need to listen to this show. Great and engaging interviews with a wide range of guests ensure that no matter what your level, you'll learn something. This is one of my must-listen shows.

Saint Aardvark via Apple Podcasts · Canada

Love it ★ ★ ★ ★ ★

It is really superb in all aspects

czerpi via Apple Podcasts · Poland

Great show! ★ ★ ★ ★ ★

Michael highlights all aspects of tech, software development and more in this can't miss podcast! The host and expert guests offer insightful advice and information that is helpful to anyone that listens!

malfoxley via Apple Podcasts · United States of America

Plus, 872 more reviews.

Contact us

If you have questions or are ready to book a couple of episodes, please contact us at sponsor@talkpython.fm.