

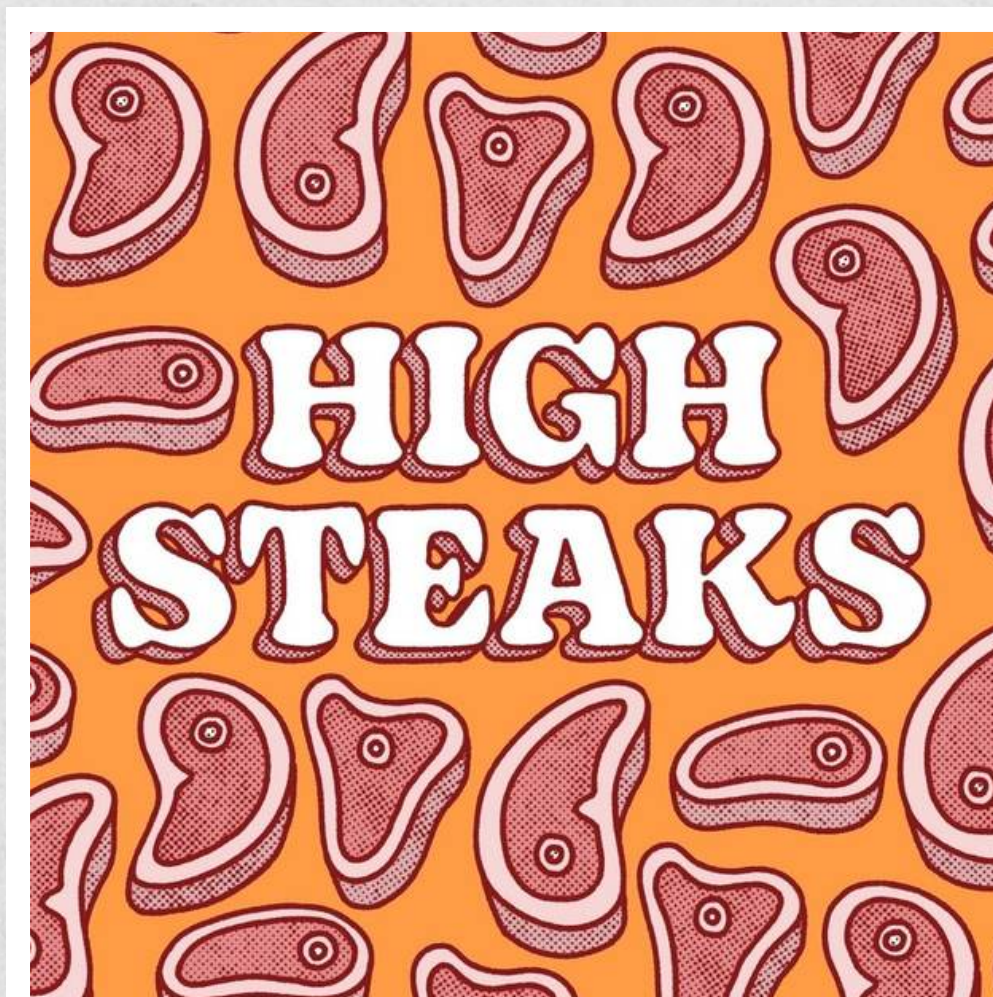


2026 MEDIA KIT

the home of celebrity beef

A weekly entertainment podcast unpacking the internet's most iconic famous feuds, frenemies and falling outs – hosted by two working journalists.

 @highsteakspod



INTRO

High Steaks is an entertainment podcast exploring celebrity beefs (get it, *High Steaks*?) hosted by **Laura Masia**, Digital Editor of TV WEEK and **Madi Bogisch**, Senior Lifestyle Writer at WHO Magazine.

Australia
Top Society & Culture Podcasts

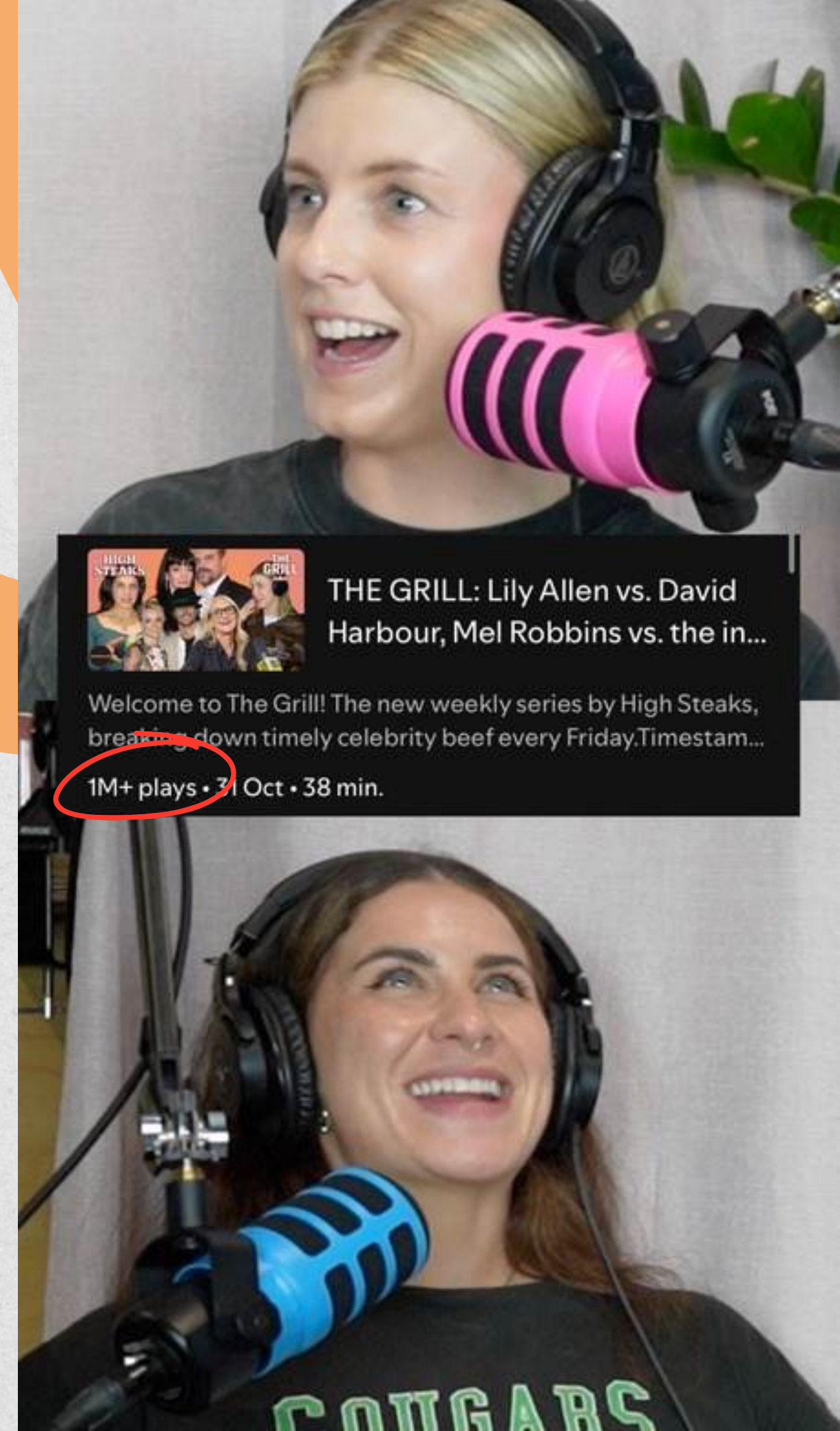
Podcast Charts Australia

Top Society & Culture podcasts, updated daily.

-  **Shameless**
Shameless Media
-  **The Louis Theroux Podcast**
Spotify Studios
-  **High Steaks**
Centennial World
-  **Happy Hour with Lucy & Nikki**
Lucy & Nikki
-  **Modern Wisdom**
Chris Williamson

Premiering in March 2025, High Steaks gained 98,000 listens in 10 weeks. Today, High Steaks is going strong with **20,000+ monthly listeners** and is consistently featured on Spotify's Podcast Picks of the Week, Pop Culture Deep Dives & What's Popping Off.

In October 2025, High Steaks launched weekly episodes called The Grill, which covers timely pop culture content from the week. The Grill went totally viral upon its release – **reaching 1.4 million listens on Spotify in a single week.**



METRICS



- **monthly listens:**
20,000+ on average

- **gender:**
85% female

- **age:**
19–27 49.4%, 35–59 39.8%

- **social views / mo:**
100,000+

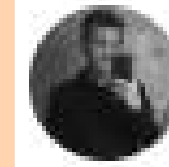
- **completion rate:**
85%

- **peak month reach:**
1.8 M (Nov 2025)

PERFORMANCE, NOT JUST FOLLOWERS

We have 100,000+ monthly views on a combined show + host following of under 4,000 – that means our content is reaching well beyond our own audience and expanding it every day!

WHAT OUR FANS SAY



@danhoffman333 2 months ago
my show is on!



@MagicBailey 1 month ago

Giggling and kicking my feet listening to this



@Dillbobinz420 3 months ago

It's so refreshing that you're both open to debating a topic. I love hearing your differing POV's



issypeach • 28w

Guys I'm a long time listener but first time commenter- this is such a great podcast. Your chemistry is perfect, you keep the stories tight but informative, and I just really enjoy each ep. Keep it up!



@Samavery999 1 month ago

Your friendship is so adorable and I love this podcast. Sending love from California ❤️



@scabby.knees99 1 month ago

Are you team Laura or team Maddie? jk, it's obviously both



kasper • 7w

first time listener and in-person SWer here! i REALLY appreciate how you guys discussed the Sam Levinson section and the levels of respect you showed for us. thank you so much for standing up for us so explicitly, i'm for sure a dedicated follower now and recommending this pod to my friends!!



👉Madi coughs*

MEDIA

Centennial World launches podcast network and new show dishing the celeb beef

14 March 2025 · Podcastinfo



TV WEEK



HIGH STEAKS

Available now on Spotify, CELEBRITY NEWS

From the biggest feuds we'll never forget to the fallouts as they happen, entertainment journalists Laura Masia and Madison Bogisch dissect the famous 'beef' that has everyone talking.



The real reason we're obsessed with celeb feuds

And what it says about us

Claire Isaac
May 31, 2026 - 4:55AM BODY+SOUL

BODY+SOUL

HOME > PODCASTS

Centennial World expands podcast network with celebrity feud drama 'High Steaks'

A prime destination for audiences hungry for tales of famous feuds, frenemies, and falling outs.

By **Natasha Lee** Published Mar 13, 2025 2 min read

mediaweek



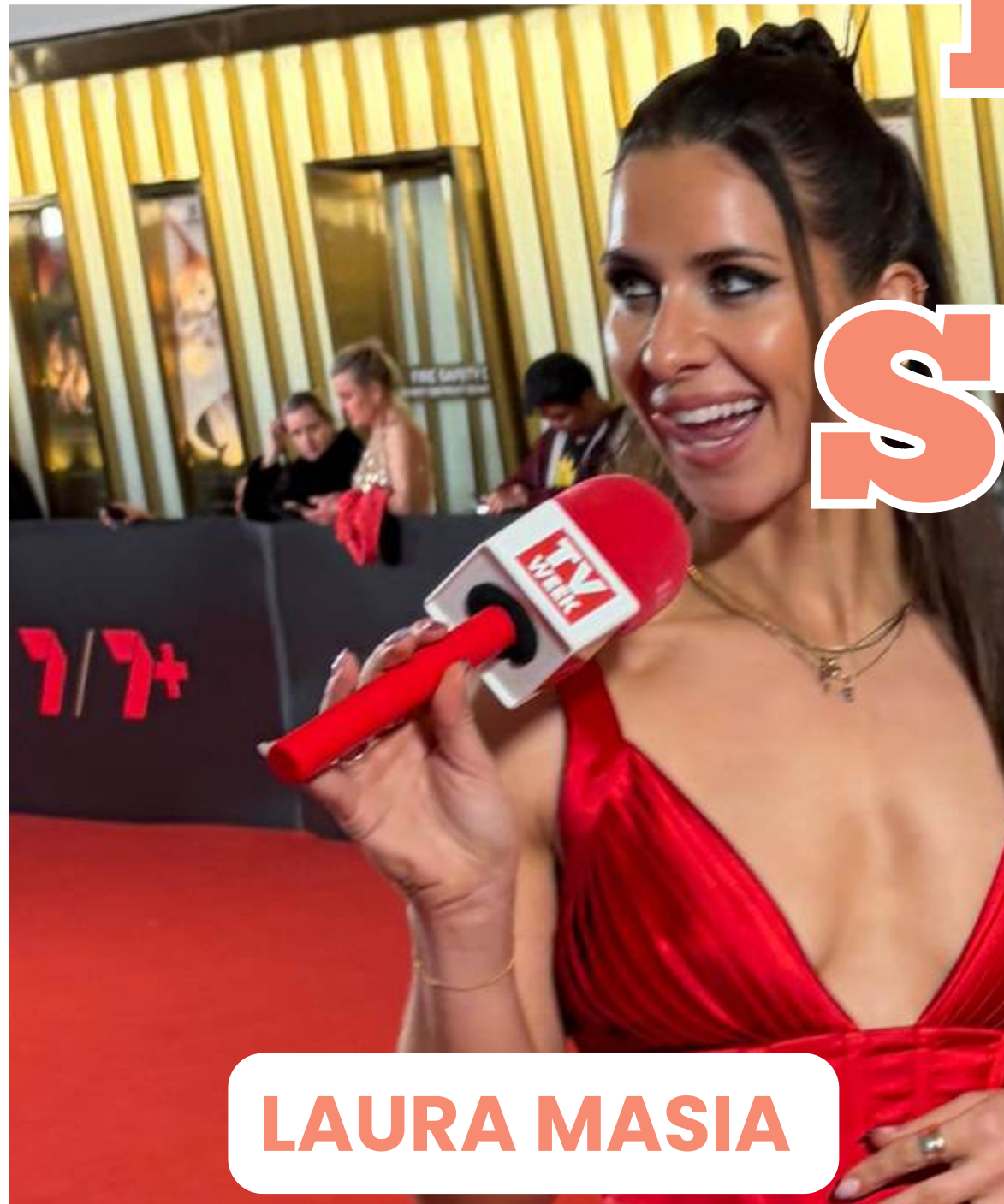
AUSTRALIA

Who

PODCAST HIGH STEAKS

WHO's very own Madison Bogisch and fellow journalist Laura Masia have teamed up to produce a 12-part podcast about the best celebrity beefs. Tapping into the fascination with famous fallouts, it will delve into the likes of media-driven barneys between former child stars to when Mark Zuckerberg and Elon Musk were desperate for a fight in the ring. (Out now)

THE BIG MISS STEAKS



LAURA MASIA

Laura is an entertainment journalist. She currently works as TV WEEK's Digital Editor, and was previously a Senior Writer for PEDESTRIAN.TV. Laura is known for her razor-sharp commentary on pop culture, PR savvy and mechanics of fame.



MADI BOGISCH

Madi is a lifestyle journalist who currently works as a Senior Lifestyle Writer at WHO Magazine. Madi loves to cover the weird, wild world of the internet with empathy and edge...and always brings the receipts.

RATES



BEST VALUE

PACKAGE ONE – THE BUNDLE

- 3x burned-in, host-read ads at the top of an episode + CTA in episode description
- 1x BONUS creative short-form social video with organic usage rights (Reels + TikTok)

~~\$1,200~~

\$900

PACKAGE TWO

Single Ad Read

\$300

- 1x burned-in, host-read ad at the top of an episode
- CTA placed at the top of the episode description

PACKAGE THREE

Social Short, Standalone

\$350

- 1x creative short-form video (Reels + Tiktok)
- Guaranteed 5k views
- Organic usage rights, 90 days – ask about paid whitelisting rights

CASE STUDY

Tempus One

Podcast, Social & Event Partnership

In partnership with Tempus One (Australian Vintage) in 2025, we launched High Steaks podcast with a packed event in the Sydney CBD, bringing together 85+ creators, listeners, and industry leaders to celebrate the fun, new addition to the Aussie podcasting landscape. The partnership included 4x podcasting advertising, 5x TikTok vertical videos across High Steaks and host accounts and an event.

THE HIGHLIGHTS:

- 1.9 MILLION listens in six months
- Featured in Spotify's Podcast Picks of the Week, Pop Culture Deep Dives & What's Popping Off playlists
- Earned coverage across PEDESTRIAN.TV, The Morning Show, Mumbrella, Mediaweek & more
- Charted in Top Podasts across Australia & New Zealand





CONTACT

For any enquiries, please contact Laura Masia: **highsteakspod@gmail.com**

THANK YOU

