



The Bible in a Year Phenomenon: Religious Podcast Sees Half Million Daily Downloads

Listeners have loved *The Bible in a Year*:

- **4 Billion** cumulative listening minutes by 12/31/21
- **170 Million** cumulative downloads by the end of 2021
- **1 Million** downloads of Episode 1 of *The Bible in a Year* podcast



Average daily downloads is a reasonable proxy for audience size, meaning that the audience for *The Bible in a Year* podcast is nearly a half million daily listeners:

- **Nearly half a million** average downloads per day, 2021 (Exact figure 460,000, 11/2021)
- **90% of audience** is in the United States

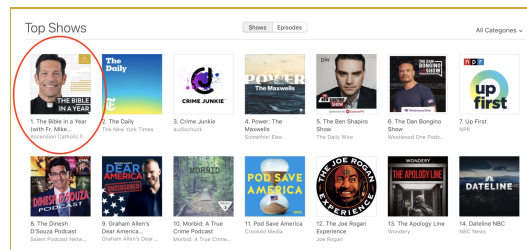
Podcast producer Ascension has seen remarkable community involvement in social media channels affiliated with the podcast, as well:

- **80,000** listeners have joined the [Facebook group](#)
- **5,000 - 10,000** views for the weekly LIVE “[Ask Jeff Cavins](#)” Q&A on Facebook
- **115,000** views of [Episode 1 of Bible in a Year on YouTube](#)

#1 Podcast in All Categories (Apple Podcasts, January 2021)

The Bible in a Year podcast broke the glass ceiling for religious podcasts, topping the secular all-categories Apple Podcasting chart within 2 days of its January 2021 launch.

- **#1 Podcast in America:** *Bible in a Year* was the #1 podcast in America in all categories from Jan 2 - Jan 18, 2021, knocking out top shows from *NPR*, *Dateline*, *Crime Junkie*, and more. (Source: Apple Podcasts)





#1 Podcast in Religion & Spirituality (Apple Podcasts, 2021)

- **#1 Podcast in Religion & Spirituality for 2021:** *The Bible in a Year* was the #1 podcast on Apple's Religion & Spirituality chart for the majority of 2021, including six uncontested months in the #1 position from January to June.

Media Coverage and Awards

- **Outstanding News Coverage:** Secular outlets picked up the story of a religious podcast topping the US Apple Charts with excited coverage in *The Times (UK)*, *DailyMail (UK)*, *CBN*, *Southern Living*, *Fox NY*, *National Review*, and *The Daily Wire* as well as pieces in nearly all national Catholic outlets.
- **Award-Winning Production:** *The Bible in a Year* won a [2021 w3 Gold Award](#) (Podcast: General Series - Health and Wellness) as well as the [#1 Award in Religion and Spirituality](#) from The Podcast Awards. Daily host Fr. Mike Schmitz was also voted one of the [Top 5 Podcast Influencers](#) of the year by the Podcast Awards, and Fr. Mike Schmitz and Jeff Cavins were together named "[Catholics of the Year](#)" by Our Sunday Visitor.

For Biographical Information about Fr. Mike Schmitz and Jeff Cavins

- **Bio for Fr. Mike Schmitz:** [Ascension Newsroom](#)
- **Bio for Jeff Cavins:** [Ascension Newsroom](#)
- **Listen to *The Bible in a Year* podcast:** www.AscensionPress.com/BibleInAYear
- **Ascension's New Podcast for 2022:** [La Biblia en un Año](#)

Revised 12/22/21