

WONDERY

REDHANDED

PRESS KIT

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RedHanded is an award-winning true crime podcast that offers a weekly dose of murder, wit and WTFs – delivered with all the facts, anecdotal tangents aplenty, societal scrutiny and real British flavour.

THE SHOW

6 years ago hosts Hannah Maguire and Suruthi Bala met at a party, they got drunk and decided to set up a true crime podcast together. Within months they had started recording the very first episodes of RedHanded, with a £10 microphone, locked in a cupboard under Hannah's stairs.

Today, RedHanded is an internationally-renowned, hit podcast racking up millions of downloads every single month from self-proclaimed 'Spooky Bitches' (the fans' affectionate nickname for themselves).

Since the good old cupboard days, the show has gone from strength to strength, including: winning Gold at the *British Podcast Awards* three years in a row, penning a *Sunday Times Best-Selling book*, and selling out live tours around the world. As the show continues to grow, Suruthi and Hannah now deliver more content than ever before with the help of their small, but amazing team of quality producers and creatives,.

'Best true crime podcast I've heard, ever.'

Dan Harmon

Writer/Director & Producer
Co-Creator of Rick and Morty

THE HOSTS & CO-FOUNDERS



Suruthi Bala

[@suruthilaya](#)

With a masters in economics and a constant eye on the global headlines, business-savvy Bala provides an essential and relatable, economic and social commentary to the podcast. Her past life in events lends itself to the pod's successful tours & live shows.



Hannah Maguire


[@hannahmaryanatasia](#)

As an anthropologist who went on to work in theatres and schools, Maguire's fascination with human behaviour and pop culture, plus her captivating storytelling, brings a fresh human insight to the podcast (and plenty of quality sound-bites for the RedHanded socials).

THE AWARDS

- Listeners' Choice 1st Place - 2023
- Amazon's Best Podcasts of 2023
- Listeners' Choice 1st Place - 2022
- Amazon's Best Podcasts of 2022
- #1 True Crime Podcast in the UK - Spotify Artist Wrapped 2021
- Listeners' Choice 1st Place - 2021
- Listeners' Choice 2nd Place - 2020
- British Podcast of the Year 2019 Top 20
- British Podcast Awards Nominee (True Crime) - 2019
- Listeners' Choice Top 10 - 2019
- Listeners' Choice Top 20 - 2018



 Spotify for Podcasters

You were the #1 most popular True Crime podcast in The United Kingdom

Case closed.



Avg downloads
within first 30 days
of episode release:

300K

Highest 1 day
downloads:

473K

RedHanded episode
downloads since Apr 2023:

44 MILL

THE STATS

Monthly earnings
through Patreon:

£48.6K

Avg downloads
per month:

4 MILL

THE DEMOGRAPHICS

GENDER

Women
87.8%

Men
12.2%

LOCATION

UK
37.5%

USA
36.6%

Australia
9.2%

Ireland
5.7%

AGE

18-24
8.3%

45-54
11.1%

25-34
44.2%

55-64
2.9%

34-55
31.8%

65+
0.8%

'As a true crime fanatic, I can say without hesitation that Hannah and Suruthi are my all-time favorite podcasters of the genre.'

Anna Paquin
Actor

THE SOCIALS

Instagram

135K

X

19.8K

YouTube

35K

Patreon

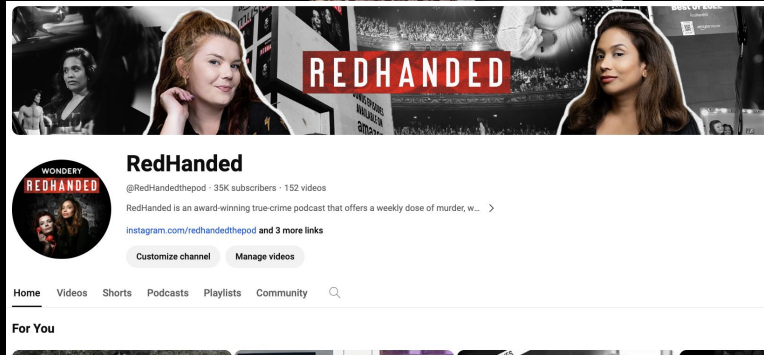
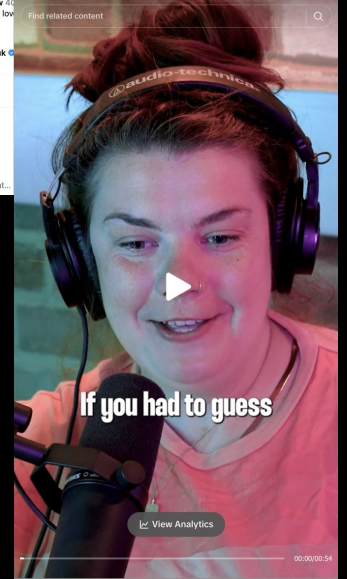
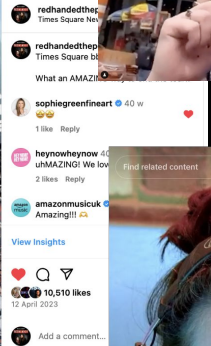
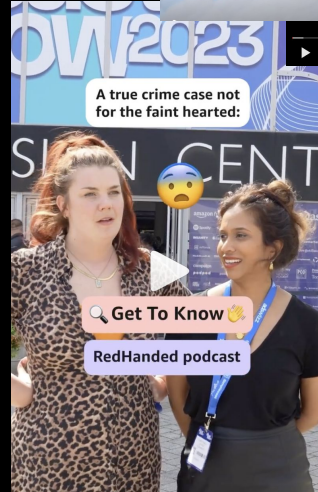
11K

TikTok

16.4K



On the 4th October 2023, the RedHanded team visited the Ancient Ram Inn, one of the most haunted locations in the UK.



SHORTHAND

Hannah and Suruthi created RedHanded's weekly sister-show, ShortHand, in 2022. Here the hosts step away from traditional true crime stories and talk about a range of topics that interest them – from Vlad the Impaler to contraception methods through the ages, and even . The episodes are on average 20 minutes long, and give informative rundowns in a bite size accessible format.

Due to its positive reception, in April 2023, Amazon acquired ShortHand, making it an exclusive show on Amazon Music and Wondery+. The partnership including distribution and ad sales also added RedHanded to Wondery's roster, though subscribers have early-access and listen ad-free, RedHanded can still be listened anywhere for free.

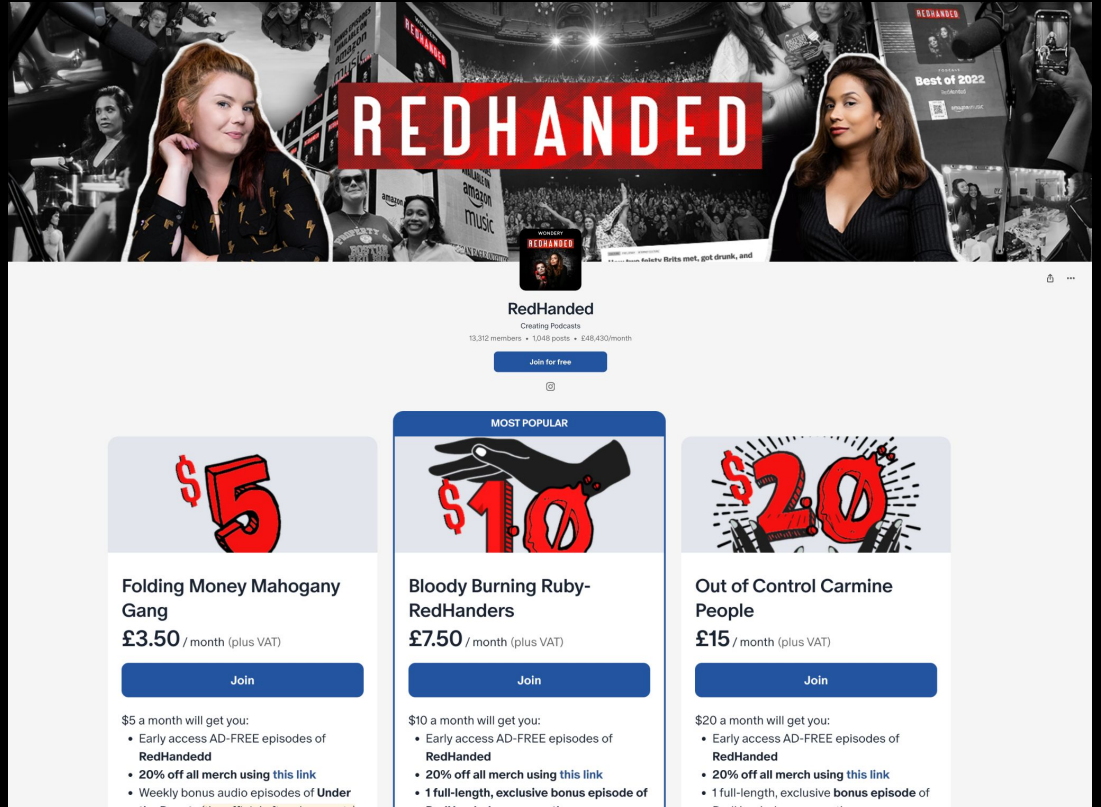


THE PATREON

RedHanded's Patreon averages £48k a month in subscriptions. The show offers three tiers that deliver a range of exclusive content, from the exclusive Patreon only show *Under the Duvet*, to bonus RedHanded episodes, and discounted merch.

RedHanded's incredibly successful community of patrons has been recognised globally, with the hosts even making an appearance at SXSW 2024 on the Patreon Sound Stage.

patreon.com/redhanded



The image shows a screenshot of the RedHanded Patreon page. At the top, there is a banner with the word "REDHANDED" in large white letters on a red background, set against a collage of photos from the show. Below the banner, the page header includes the name "RedHanded", the tagline "Creating Podcasts", and statistics: "13,312 members • 1,048 posts • £48,430/month". A "Join for free" button is visible. The main content area features three subscription tiers under the heading "MOST POPULAR":

- \$5 tier:** "Folding Money Mahogany Gang" for £3.50/month (plus VAT). Includes a "Join" button.
- \$10 tier:** "Bloody Burning Ruby-RedHanders" for £7.50/month (plus VAT). Includes a "Join" button.
- \$20 tier:** "Out of Control Carmine People" for £15/month (plus VAT). Includes a "Join" button.

Below each tier, a list of benefits is provided:

- \$5 a month will get you:**
 - Early access AD-FREE episodes of **RedHandedd**
 - 20% off all merch using this link
 - Weekly bonus audio episodes of **Under**
- \$10 a month will get you:**
 - Early access AD-FREE episodes of **RedHanded**
 - 20% off all merch using this link
 - 1 full-length, exclusive bonus episode of
- \$20 a month will get you:**
 - Early access AD-FREE episodes of **RedHanded**
 - 20% off all merch using this link
 - 1 full-length, exclusive bonus episode of

THE PRESS

“A cult hit balancing true crime, progressive politics and a lot of charm” - [Vox](#)

Vox

“A major draw for listeners is the rapport between the two presenter and the palpable enjoyment Suruthi & Hannah take in each other’s company.

It is often very funny, despite its dark subject matter.”

- [Crime + Investigation](#)

**CRIME+
INVESTIGATION**

“RedHanded is a rollicking listen” - [The Guardian](#)

**The
Guardian**

Amazon Music names RedHanded British Podcast of 2023 - [podnews](#)

RedHanded breaks into top 100 US podcasts for the first time (2023) - [podpod](#)

Podcasts: Is the ‘have-a-go’ podcaster coming to an end? - [BBC](#)

The 40 Best True-Crime Podcasts to Listen to in 2022 - [Cosmopolitan](#)

How podcasters became the new rock stars (2022) - [Telegraph](#)

Number #1 True Crime Pod 2022 - [BuzzFeed](#)

“Breath of Fresh Air” - [The Week](#)

19 of The Most Gripping True Crime Podcasts - [Stylist](#)

5 of the Best True Crime Podcasts to Download Right Now - [The Telegraph](#)

This Week in Audio - [The Guardian](#)

Best true crime podcasts of all time - [filmdaily](#)



BBC Radio 4 - Front Row

[10/2/2021](#)



Cover + Interview -
PodBible

[June 2022](#)

THE COLLABS



Harmontown

28/03/2019



Crawlspace

18/01/2023



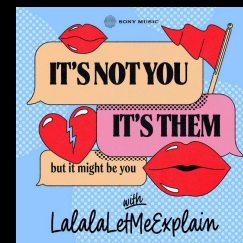
Dan Schreiber's We Can Be Weirdos

17/05/2023



Mel Schilling

14/11/2023



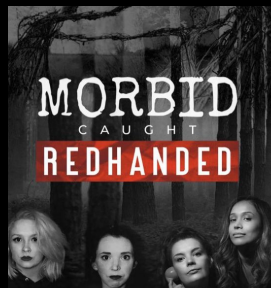
LalalaLetMeExplain

12/12/2023



Private Parts

2/12/2019 + 19/10/20



Morbid

16/04/2023



Disgraceland

9/11/2023



Tamron Hall

12/03/2024



Pending...
Help! I Sexted My Boss

THE LIVE SHOWS

RedHanded live shows are guaranteed sell outs.

Our current record is 4 minutes!

Here's a list of our recent shows:

EmptyHanded 2021: UK Tour

Confessions 2022: UK & Europe Tour

EmptyHanded 2023: North American Tour

Amazon's Best Podcasts of 2023 Live Show

SXSW 2024: Patreon Sound Stage

Pending... Confessions 2024: Aus/NZ Tour



THE LIMITED SERIES

While running RedHanded, Suruthi and Hannah have also hosted other hugely successful shows. Which have seen them take a more journalistic approach, being on the ground conducting interviews with people of interest and going to locations to gather primary research.

Their first series was the fascinating *Sinister Societies*, a Spotify exclusive in 2021. H&S took listeners on an exploration through the dark and insidious world of cults.

Next came, *Filthy Ritual* with Novel and Global in 2023. A gripping true-crime series around a notorious scammer in West London. In January 2024 ITV-owned Monumental Television secured the rights to re-create the series into a scripted TV drama.

And now an exciting limited series with Wondery is in the works. Scheduled to be released towards the end of 2024, the topic is just as timely as it is terrifying. Watch this space.



'What do you get when you cross a so-called shaman with the wealthy denizens of Hampstead in north London? Answer: a money-spinning scam worthy of a Hollywood movie.'

Fiona Sturges

Best Podcasts of 2023, Financial Times

THE BOOK



RedHanded's inaugural book shot straight onto the *Sunday Times* Bestsellers list in summer 2021.

With the show's trademark humour, research and unflinching analysis of what makes a criminal, the book takes you through the societal, behavioural, and cultural drivers of the most extreme of human behaviour to find out once and for all: what makes a killer tick?

Goodreads:

★★★★☆ 4.18 · Rating details · 1,420 ratings · 155 reviews

Amazon:

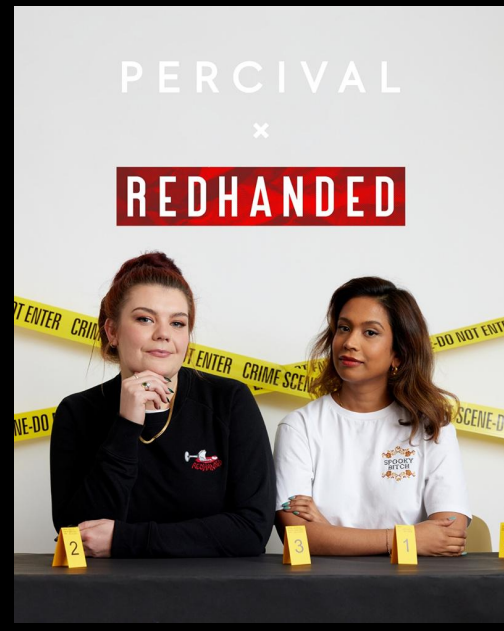
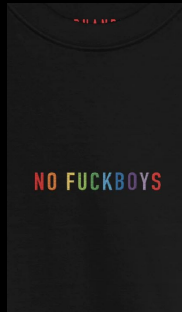
★★★★☆ 387 ratings

THE SUNDAY TIMES BESTSELLERS		GENERAL HARDBACKS	
1	And Away... Bob Mortimer (Simon & Schuster £20) The Shooting Stars and Gone Fishing funnyman's autobiography (42,095)		
2	This Much Is True / <i>Miriam Margolyes</i> (J Murray £20) The Bafta-winning star of stage and screen reflects on her life and career (11,145)		
3	Big Panda and Tiny Dragon / <i>James Norbury</i> (M Joseph £14.99) Illustrated, mindful tale of friendship, inspired by Buddhist philosophy (9,175)		
4	Belonging / <i>Alun Wyn Jones</i> (Macmillan £20) Autobiography by the most capped rugby union player to date (5,830)		
5	The Boy, the Mole, the Fox and the Horse / <i>Charlie Mackesy</i> (Ebury £16.99) An illustrated fable containing gentle life philosophy (5,560)	1	
6	RedHanded / <i>Suruthi Bala and Hannah Maguire</i> (Trapeze £16.99) A dive into the minds of killers and criminals, exploring what makes them tick (3,620)		
7	Lily's Promise / <i>Lily Ebert and Dov Forman</i> (Macmillan £18.99) Holocaust survivor's story of her life in Hungary and her time at Auschwitz (3,405)	17	
8	Odd Boy Out / <i>Gyles Brandreth</i> (M Joseph £20) Autobiography of the broadcaster, writer and former Conservative Party MP (3,240)		
9	Too Many Reasons to Live / <i>Rob Burrow</i> (Macmillan £20) The rugby league star on his career and his battle with motor neurone disease (2,935)	2	
10	Watching Neighbours Twice a Day		

THE MERCH

Merch is always a hit with Spooky Bitches, with recognised phrases on the podcast becoming popular hits, and sold-out collections with reputable fashion houses such as *Percival*.

For 2 years we have sponsored a local 5-a-side women's football team. In 2023 we released the kit to the public as merch, with all proceeds going towards the cost of training pitches, entering leagues and helping more women get involved with grassroots football.






THANKS!

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