

Made *in* Spain

THE PODCAST



Discover Spain beyond the clichés.

A podcast about Spain — its food, its places, its quiet luxuries, its loud festivals.

364K+

TOTAL DOWNLOADS

40

EPISODES PUBLISHED

114

COUNTRIES REACHED

#1

APPLE PODCASTS · TRAVEL

A podcast about Spain, told by two voices.

Made in Spain is an English-language podcast about the real Spain — artisan ateliers, exclusive festivals, secret culinary sanctuaries, and the people behind them. Hosted by Nalini Sharma and Laura Senior García, the show pairs a broadcaster's curiosity with an insider's authority, revealing the stories, places and passions that make Spain extraordinary.

The production model is experiential: the hosts go — to La Tomatina, to the Royal Andalusian School of Equestrian Art, to a family micro-winery, to Carnival — then return to the studio to tell it. Field experience carries the story; studio craft carries the sound.

Episodes publish every two weeks, on Tuesdays, and travel far beyond Spain: 364,000+ downloads across 114 countries, with sustained #1 rankings on Apple Podcasts' Places & Travel charts. The audience is affluent, curious and planning a trip — 71% North American, with Spain itself the show's fastest-growing social market.

Signed brand partners include italki, Goko Energy, Alice Kathleen & Co, and PDX — premium, editorially-aligned collaborations woven into the storytelling, never pasted over it.

FOR EDITORS — COPY-READY DESCRIPTIONS

ONE LINE

"Made in Spain is the travel-savvy best friend who tells you what Spain is really like — hosted by broadcaster Nalini Sharma and Spanish storyteller Laura Senior García."

SHORT

From hidden luxury to loud festivals, Made in Spain reveals the country beyond the clichés. Every two weeks, hosts Nalini Sharma and Laura Senior García go somewhere — a festival, a vineyard, a two-hundred-year-old atelier — and come back with the story. #1 on Apple Podcasts' Places & Travel charts in four countries; 364,000+ downloads in 114 countries.



Two voices. One country.



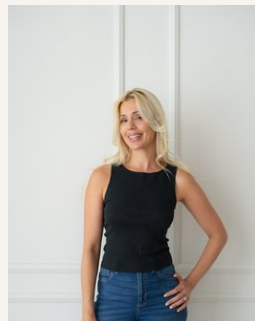
Nalini
Sharma

BROADCASTER · PRESENTER
PODCAST HOST

A Canadian broadcaster, presenter, and storyteller whose career spans television, lifestyle media, and international cultural storytelling. Nalini first became known to audiences in Toronto through her work on CP24 Breakfast, one of Canada's most-watched morning news programs — with appearances on Citytv, guest hosting on CityLine, and red-carpet coverage during the Toronto International Film Festival.

Today she splits her time between Europe and Toronto, bringing that broadcast experience into a more global storytelling format — and the journalist's instinct for the questions most listeners are quietly thinking.

"Spain has so much more going on than what makes it into the guidebooks. I want to find all of it."



Laura
Senior García

STORYTELLER · CO-HOST

Half English, half Spanish — raised between two cultures and at home in both. Laura is the show's inside voice and cultural sixth sense: the one who knows which family runs which restaurant, why olive oil from Jaén tastes different to olive oil from Cataluña, and what's actually happening at a Spanish wedding after the ceremony ends.

She co-founded Made in Spain Podcast to tell a version of the country that feels closer to the one she grew up in — uncovering the stories travel writers tend to miss.

"I wanted people to fall in love with the Spain that exists behind closed doors — the artisans, the flavors, the stories that aren't written down anywhere."

Who's listening.

364,232

LIFETIME DOWNLOADS
+13K in the last 5 weeks

114

COUNTRIES
2,063 cities and towns

42K+

SOCIAL COMMUNITY
Instagram + TikTok

1.9M

TIKTOK VIEWERS
trailing 12 months

DOWNLOADS BY MARKET



WHO THEY ARE

65% women · 75% aged 25–54 — squarely inside the travel-decision band. Affluent, English-speaking, planning or dreaming a Spain trip.

HOW THEY FIND US

72% of Instagram views come from non-followers. On TikTok, search alone now drives a quarter of all traffic. Discovery, not follower inertia.

WHERE THEY LISTEN

86% Apple Podcasts, 12% web and RSS. Top listener cities: Dallas, New York, Edinburgh, Montréal, Calgary, London, Barcelona.

#1 Apple Podcasts — Places & Travel.

SUSTAINED · APPLE PODCASTS

#1

Trinidad & Tobago

PLACES & TRAVEL

SUSTAINED · APPLE PODCASTS

#1

Indonesia

PLACES & TRAVEL

SUSTAINED · APPLE PODCASTS

#1

Egypt

PLACES & TRAVEL

MARCH 2026 · APPLE PODCASTS

#1

Belarus

PLACES & TRAVEL

JUNE 2026 · APPLE PODCASTS

#5

Spain

PLACES & TRAVEL

2026 · APPLE PODCASTS

#3

Korea

PLACES & TRAVEL

Charting in 29 countries · 1,606 tracked ranking positions · one in three inside the top 50.
Top-10 finishes in Jordan, Kuwait, Korea, Oman, Spain, Ireland, India and New Zealand.
Average ranking position up from #117 in January to #76 in July.

SELECTED COVERAGE

Sweet TnT Magazine

Coverage of the Trinidad Carnival series

2026

Women's Insider

Profile feature on the hosts of Made in Spain

2026

USA News

Feature on English-language podcasts about Spain

2026

Work with us.

Made in Spain works with a small number of premium, editorially-aligned brands. Partnerships are woven into the storytelling — host-read segments, on-location features, and social storytelling across Instagram and TikTok — never pasted over it.

CURRENT & RECENT PARTNERS

italki · Goko Energy · Alice Kathleen & Co · PDX

WHAT A PARTNERSHIP CAN INCLUDE

- Host-read episode segments, in the show's own voice
- On-location episode features and destination storytelling
- Instagram & TikTok content with a 42K+ community
- Newsletter placement — Occasional Dispatches from Spain

PRESS & INTERVIEWS

hola@madeinspainpodcast.com

Host bookings, features, panels — English & Spanish.

ONLINE

madeinspainpodcast.com

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