Clube dos Contos Mágicos



A family brand. An educational mission.

Stories to listen to. Time to imagine.

A family production with professional direction.

A children's storytelling podcast in European Portuguese, created, narrated and produced by **Sónia Amorim**. Stories, classics and fables to share as a family, at bedtime or on a car journey.

Sónia Amorim · founder, narrator and producer. A professional musician and music pedagogue, she holds a Master's in Music Education (ESMAE), specialising in transdisciplinary learning based on Gardner's theory of multiple intelligences. A certified trainer (CCP/IEFP), she taught the cello from 2005 to 2023.

Her husband, **Mário Leite**, contributes co-production, audio post-production and character voices. Their daughters, **Benedita and Francisca**, are part of the voice cast. This shared family creativity shapes the Clube's identity, with Sónia leading its storytelling and educational direction.

Connection

Stories for children and adults to share.

Screen-free imagination

Time to listen, at home or on the move.

The Portuguese language

Words and characters that invite discovery.

Stories designed for families with children aged approximately 3–8.

The Clube in numbers

178.9k	1,586	24,435
total plays	Spotify followers	plays · last 30 days

2,115 hours listened in the last 30 days · **2,714 monthly listeners**
1,387 returning listeners · 1,327 new listeners

Source: Spotify for Creators · as at 8 November 2026.

> ### 73% completion in the first 7 days
>
> **O Fantasma que Perdeu o BOO!** (The Ghost Who Lost His BOO!) · 1,407 plays since 31 October. Completion measured over the first 7 days (data as at 7 November 2026), reported by Spotify as 14% above the podcast's usual level.

25% of the episode	**87%**	50% of the episode	**80%**
75% of the episode	**76%**	Completion	**73%**

Retention by quartile · first 7 days · Spotify for Creators, 7 November 2026.

AUDIENCE · ALL TIME · ALL PLATFORMS

European Portuguese, heard in 97 countries.

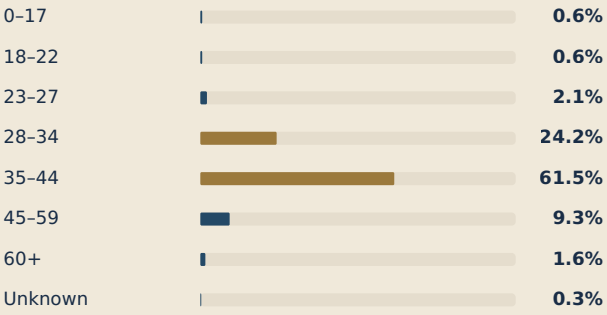
85.7%
aged 28–44

55.4%
women

82.2%
in Portugal

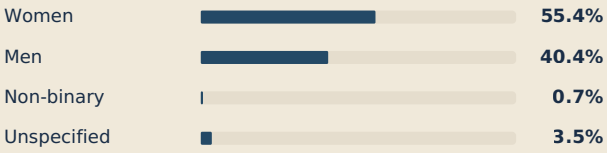
Profile of the accounts listening to the Clube: 85.7% are aged 28–44, an age profile consistent with the life stage of many families with young children.

Age



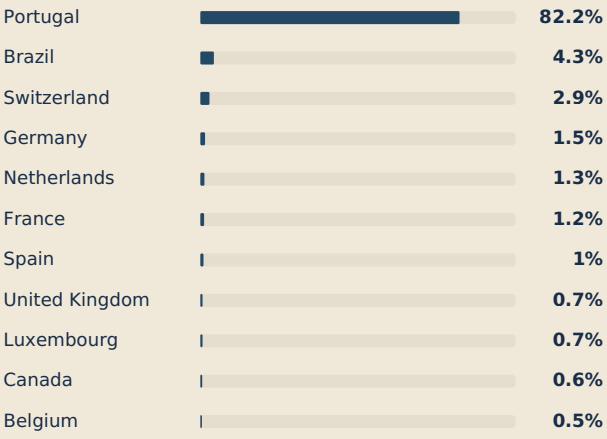
85.7% aged 28–44.

Gender



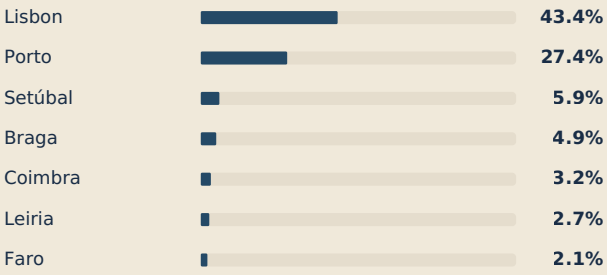
A majority-female audience.

Leading countries



97 countries in total, including Angola, Cape Verde and Mozambique.

Regions of Portugal



Listeners across all 20 regions, including the Azores and Madeira.

Portuguese roots. A connection to the diaspora. Our audience is rooted in Portugal and Portuguese-speaking communities. Portugal accounts for 82.2%. Switzerland, Germany, the Netherlands, France, Luxembourg, the United Kingdom, Belgium and Canada together represent 9.4%: a presence in countries that are home to the Portuguese diaspora. The Clube gives families abroad a way to keep European Portuguese part of childhood. Brazil represents 4.3%; listeners also tune in from Portuguese-speaking African countries, including Angola, Cape Verde and Mozambique.

Devices: Android 46.4% · iPhone 45.6% | **Spotify app:** 99.9%

Source: Spotify for Creators, all time, data as at 8 November 2026 · All platforms.

MEANINGFUL PARTNERSHIPS FOR FAMILIES

The story comes first.

A family brand with a clear educational direction and carefully crafted production. Transparent collaborations with a distinct Portuguese identity and a place in families' listening routines.

How we can work together

Sponsored episode

Connect your brand with a story, with sponsorship clearly disclosed.

Opening or closing mention

A message read by Sónia, clearly identified as advertising without disrupting the story.

Bespoke brand story

An original story for your brand, with age-appropriate learning at its heart. Concept, rights and usage agreed together.

Instagram content

Complementary content, with formats, schedule and advertising disclosures agreed in advance.

Objectives, deliverables, schedule, rights and evaluation agreed before production. Results reviewed against each collaboration's agreed objectives and indicators.

The warmth of a family.
The care behind every story.

From idea to collaboration

01 · Understand

Explore the brand, its objectives and its fit with the Clube's families.

02 · Agree

Define the concept, format, schedule, deliverables and usage rights.

03 · Produce and review

Protect the storytelling experience and review the agreed indicators after publication.

Our commitment

Only brands suitable for children and families. Transparent, clearly identified advertising — never misleading. Consistency with our educational values and editorial independence. **Children's voices and privacy are protected:** any use of their voices requires specific consent from their parents or guardians and agreed usage limits. Campaign rights are never granted automatically.

Let's talk

Partnerships · parcerias@clubedoscontosmagicos.pt

Partnerships: clubedoscontosmagicos.pt/en/partnerships/

Spotify: Listen to Clube dos Contos Mágicos ↗

Instagram: @clube_dos_contos_magicos