

Jenna Kutcher



*where the
woo meets
the work*

Media Kit

2026

FIRST AND FOREMOST, I AM SO GLAD YOU'RE HERE!

Hello there!

I'm *Jenna Kutcher*



While I'm proud of milestones like hosting one of the top marketing podcasts in the world, writing a New York Times bestselling book, and building a multi-seven-figure online education business, what matters most to me is the life I've built offline.

I've never believed in separating who I am from what I create. I don't do "fake and shiny," and I don't recommend anything I wouldn't use, buy, or believe in myself. Whether I'm sharing a business strategy, a skincare favorite, or a story from real life, my work is rooted in honesty, lived experience, and trust.

My mission is simple but deeply personal: to help women build independent wealth through the fearless pursuit of their passions without burning out, selling out, or losing themselves along the way.

I see my role as a guide, a partner, and a steady voice in a noisy online world. And when I collaborate with brands, I do so with the same care and intention I bring to my community.

If you're here, it means you saw something that resonated, and I'm grateful for that. I can't wait to learn your vision, explore how we might work together, and create something meaningful.

Why Brands Partner With Me

Brands don't come to me just for reach. They partner with me for trust, alignment, and long-term impact. Here's what sets my collaborations apart:

DEEP AUDIENCE TRUST:

My community does more than click the follow button. They listen, engage, and take action.

STORY-DRIVEN ENDORSEMENTS:

Every partnership is integrated through honest storytelling, not one-off ads.

VALUES-ALIGNED INFLUENCE:

I work with brands that prioritize quality, integrity, and real results.

PROVEN CONVERSIONS:

From podcast sponsorships to social campaigns, my partnerships are designed to move audiences from awareness to action.

BRAND-SAFE, FAMILY-FRIENDLY CONTENT:

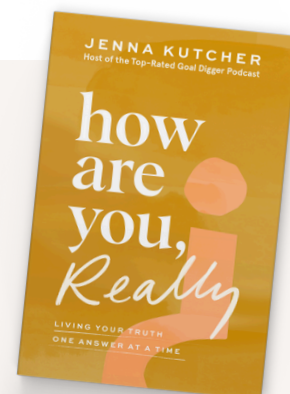
My platforms are built for longevity, trust, and credibility.



I believe the best partnerships feel natural, generous, and genuinely helpful, and my audience can tell the difference.

[CLICK HERE TO CHECK OUT MY](#)

New York Times best selling book: How Are You, Really?



The Blog

I started blogging in 2011, back in the early days when sharing your life and ideas online felt more like a conversation than a strategy.

What began as a creative outlet while planning my wedding and building my photography business has grown into a trusted resource for women navigating business, motherhood, wellness, and personal growth.

Today, the blog continues to evolve alongside my life and my audience. Readers come for practical education, honest stories, and encouragement from someone who's been in the trenches with them.

Simply, the blog is a chosen resource for many people to learn about business, leadership, and wellness from a friend and mentor they trust and feel comfortable with.



PUBLISHING CADENCE

Weekly (Thursdays)

CORE TOPICS INCLUDE

Business and marketing
Personal development and mindset
Motherhood and life seasons
Wellness, clean living, and routines
Turning ideas into sustainable income

*stats are accurate as of January 2026

THE STATS

75,000

monthly page views

40,000

unique monthly visitors

30%

organic search

37%

direct visits

26%

readers from social media
(Facebook, Instagram & Pinterest)

116 million+

total Goal Digger podcast
downloads

250,000+

monthly podcast downloads
across 8 episodes

275,000+

email list subscribers

AUDIENCE
DEMOGRAPHICS

91%

are female

50%

of female listeners are
28-45 years old

81%

of listeners are located in
North America

Top Markets

Los Angeles, New York,
Dallas/Ft. Worth

RECENT SPONSORS

Nikon

DELTA

SKILLSHARE.

ShipStation

headspace

LinkedIn

tailwind

coupons.com

The Goal Digger Podcast

With over 116 million downloads, The Goal Digger Podcast has consistently ranked as a Top 100 Apple Podcast and a Top 10 Marketing Podcast.

After 968 episodes, the show is currently on an intentional pause, but its impact is far from paused.



All podcast sponsorships are personally endorsed, host-read, and integrated dynamically across the full catalog. We typically sell monthly flights for our sponsors.

For sponsorship inquiries, please
contact: podcast@jennakutcher.com

the **GOAL DIGGER** PODCAST

Past Guests



JENNA FISCHER

Actress (The Office)



MEL ROBBINS

Best-Selling Author and Podcast Host



BARBARA CORCORAN

Shark Tank Investor



KENDRA SCOTT

American Fashion Designer



LUVVI AJAYI JONES

Author, Coach, Thought Leader



DR. TARA SWART

Neuroscientist

Recent Episode Topics

822

Smart Money Moves to Turn Your Side Hustle Into a Six-Figure Business

888

ADHD Built My Business (But It Also Broke Some Things)

824

The 5 Most Effective Strategies Every Small Business Should be Using

917

"I Quit Social Media And My Business Grew 165%: Here's How"

834

I Posted 104x on Instagram in 60 Days, Here's What I Learned

962

The Mic That Made Me: How Podcasting Changed Everything (Not Just My Business)

Social Media Platforms

INSTAGRAM

1,075,000+

average posts per day: 2

average story views: 30k

FACEBOOK

193k +

average posts per day: 2

PINTEREST

2.5 million

monthly viewers

followers: 95,000+

average Pins per week: 45

I show up online the same way I show up in real life: honest, consistent, and human.

My platforms are a reflection of the full picture of who I am: entrepreneur, mom, author, business owner, and person navigating real life in real time.

Rather than chasing trends or volume, I focus on connection, conversation, and community.



CONTENT PILLARS INCLUDE:

- Business and entrepreneurship
- Motherhood and life balance
- Wellness, beauty, and routines
- Personal growth and behind-the-scenes life

Audience Snapshot

My audience is primarily women who are building businesses, raising families, and redefining success on their own terms.

DEMOGRAPHICS

- 91% female
- Majority between ages 28-45
- 81% located in North America
- Top markets: Los Angeles, New York, Dallas/Fort Worth

PSYCHOGRAPHICS

They value:

- Trust over hype
- Progress over perfection
- Brands that make their lives simpler, healthier, and more intentional

THEY'RE INVESTING IN:

- Education and personal development
- Wellness and clean living
- Tools, products, and services that support real life



What You Can Expect From a Partnership

- **High-quality**, naturally lit, professionally shot content
- **Thoughtful storytelling** that integrates your brand seamlessly
- **Clear disclosures** and transparent endorsements
- **Genuine enthusiasm** and intention behind every share

I partner selectively, with a focus on long-term alignment and meaningful impact. If you're interested in working together, I'd love to explore what's possible. Let's create something that serves people well and lasts.

Investment & Partnership Details

MY RATES REFLECT MORE THAN CONTENT CREATION

They represent access to a deeply engaged audience, years of trust built through consistency, and thoughtful storytelling designed to drive meaningful results.

I partner selectively and intentionally, with pricing customized based on scope, strategy, usage, and long-term alignment.

SOCIAL MEDIA ENDORSEMENTS

A social media endorsement reaches readers quickly and is becoming the most popular way to advertise. This rate includes endorsement of service / product on one of the following platforms: Facebook, Instagram, or Pinterest.

\$10,000 per post

INSTAGRAM STORIES

\$1,000/slide for stand-alone, \$500/slide for add-on to a post.

SPONSORED GIVEAWAY

Sponsored giveaways are a powerful way to engage new audiences and generate excitement around your brand or product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

\$2,500 per giveaway

SPEAKING ENGAGEMENTS

How it works: Email hello@jennakutcher.com with your event information and dates and a team member will get back to you shortly to begin the conversation on teaching topics and booking Jenna for your event. Find more information on [Jenna's Speaking Page here!](#)

Please inquire for availability

BLOG POST ENDORSEMENT

A blog post endorsement includes an article written by Jenna with a mention and link to your product. All blog posts are pinned on Pinterest and mentioned in Jenna's weekly email to her 275k+ email subscribers.

\$5,000

PODCAST ENDORSEMENT

Podcast sponsorships are offered as monthly campaigns with host-read, dynamically inserted placements across the evergreen Goal Digger catalog.

Please inquire for details

NEWSLETTER INCLUSION

Share your news, promotion, or product as an inclusion in one of Jenna's weekly emails to her 275k+ email subscribers. A newsletter inclusion endorsement includes one call to action and link to your specific initiative.

\$5,000 per inclusion

STAND-ALONE NEWSLETTER

Claim a full newsletter spot to share your news, promotion, or product to Jenna's 275k+ email subscribers. A stand alone newsletter endorsement includes full email copy custom crafted to fit your initiative with strategically placed call to actions plus link inclusions.

\$10,000 per newsletter

THANK YOU SO MUCH! I CAN'T WAIT TO COLLABORATE!



How To Book

LET'S DO THIS:

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: hello@jennakutcher.com and include the product or service, the website, and what you envision for the sponsorship.

Please allow 5-7 business days for a reply. I'm so excited to team up with you and work together to make things happen!

hello@jennakutcher.com
www.jennakutcher.com

AS SEEN IN:

THE HUFFPOST **Inc.**

People

**NEW
YORK
POST**


THE EVERYGIRL

INSIDER

Forbes

U.S.
WEEKLY