

JENNA  
KUTCHER



# Media Kit

2024

*First and foremost, I am so glad you're here!*

# Hello there!

I'M JENNA KUTCHER



While I am proud of things like running the top marketing podcast in the country, having a New York Times best selling book, my social media feeds, and a massive online education business, I am even more proud of my life offline.

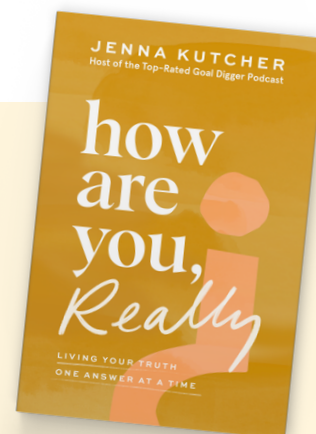
I am unapologetically ME in everything I create, even my morning smoothies. I don't like the fake and shiny, and you'll never catch me talking about something I don't truly believe in.

My mission is to empower women to build independent wealth through the fearless pursuit of their passions, whether they are tiny ideas or massive missions. Showing up for them as a guide and support in any capacity, through the thick and the thicker, is one of my greatest joys.

I can't wait to hear your vision, how you'd like to team up, and what your plan is to make your dreams come true. I hope that we can work together, support one another, and make an impact as a dynamic duo. And, most of all, I am thankful that you saw something inside of me that had you reach out! Now, let's make some magic.

CLICK [HERE](#) TO CHECK OUT MY

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



# The *Blog!*

Back in The Gilded Age of Blogging in 2011, when I entered the scene, I was in the midst of planning my own wedding and launching my photography business. Over the years, I see fresh readership come in every single month, our purpose is always expanding, and the content has evolved to keep up with my personal life, marriage, business, and what's going on in the world.

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

New posts are scheduled Monday, Wednesday, and Thursday, covering various topics including personal development, motherhood, business and marketing, wellness, and turning their dream into their reality.



## PUBLISHING SCHEDULE

*Monday - Thursday*

*\*stats are accurate as of January 2024*

## 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)

100 million+  
total Goal Digger podcast  
downloads

1.2 million  
monthly podcast downloads across  
8 episodes

255,000+  
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

The Goal Digger Podcast is consistently ranked as a Top 100 Apple Podcast and Top 10 Marketing Podcast on Apple. With over 100 million downloads, our show continues to be a source of information and inspiration for our listeners.



The podcast commands 200,000 active monthly users and gets over 1.2 million monthly downloads on average.

The Goal Digger community is engaged, listening, and expanding every day, with over 260,000 Instagram followers and a private community of Goal Diggers on Facebook with over 62,000 members.

Our podcast sponsorships are personally endorsed and host-read - running dynamically across our entire catalog. We typically sell monthly flights for our sponsors.

If you are interested in sponsoring the podcast, please email [podcast@jennakutcher.com](mailto:podcast@jennakutcher.com) and we will put you in touch with our sales team who will assist in the process!



# Past Guests



JENNA FISCHER

Actress (The Office)



ASHLEY FLOWERS

Host of @crimejunkiepodcast



BARBARA CORCORAN

Shark Tank Investor



ROBIN ARZON

Peloton Instructor and Entrepreneur



MARIE FORLEO

Author, Podcaster, and Coach



DR. TARA SWART

Neuroscientist

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# Recent *Episode Topics*

726: *If You Want Bigger Results,  
You HAVE To Do This*

732: *Getting Personal:  
Juggling Mom and CEO Life*

720: *5 Things That ARE Working  
On Instagram Right Now*

729: *10 Practical Steps to Reaching  
Your Financial Goals*

721: *The Power of Biohacking:  
How it Changed My Life*

714: *How to Actually Make and Keep  
Friends as a Busy Entrepreneur*

# Let's Get Social...

## INSTAGRAM



1,000,000+

*average posts per day: 1*

*average story views: 30,000*



## FACEBOOK



150k +

*average posts per day: 3*



## PINTEREST



2.5 million

*monthly viewers*

*followers: 85,000*

*average pins per week: 50*

I show up every single week on all my platforms as authentically me, because that's how people are showing up on the other side of the screen. Real lives require real encounters, and I refuse to do my social thing any other way.

My platforms reflect the complexity of who I am as a person. I talk about business, motherhood, body image, personal growth, home renovations and decor, what I'm wearing, snacking on, and washing my face with.

Consistency in my engagement every single month and year over year growth tells me there's a far greater purpose to these little squares and shares

I love being able to create a place where over a million of us can congregate, connect, and talk about life. I take pride in beautifully edited photos, my writing, my consistency, and my team that makes everything behind the scenes happen seamlessly.



## WHAT CAN YOU EXPECT?

*A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You'll get an authentic, excited, and engaging caption, and a genuine desire to share you with my audience!*

# Price List

Check out the next page to find a full breakdown of Jenna's pricing to be featured on one of her channels.



## Who follows Jenna?

WOMEN , 25 - 34 , USA

*Jenna's overall audience is 92% female with the majority being between the ages of 25-34. They seek light, humor, and connection-- and they love quality!*

All posts subject to approval and may be declined based on brand image or interest at the requested time.

All prices are in this list do not include any taxes. Taxes are applied to all collections and sponsorships when goods are exchanged.

## SOCIAL MEDIA ENDORSEMENTS

A social media endorsement reaches readers quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of service / product on one of the following platforms: Facebook, Instagram, or Pinterest.

*\$10,000 per post*

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## INSTAGRAM STORIES

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

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## SPONSORED GIVEAWAY

Sponsored giveaways are the best way to involve readers and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

*\$2,500 per giveaway*

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## SPEAKING ENGAGEMENTS

How it works: Email [hello@jennakutcher.com](mailto: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 in Pinterest and mentioned in Jenna's weekly email to her 250k+ email subscribers.

*\$5,000*

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## PODCAST ENDORSEMENT

Our podcast sponsorships are personally endorsed and host-read - running dynamically across our entire catalog, typically sold as monthly flights.

*Please inquire for details*

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## NEWSLETTER INCLUSION

Share your news, promotion, or product as an inclusion in one of Jenna's weekly emails to her 255k+ email subscribers. A newsletter inclusion endorsement includes one call to action and link to your specific initiative.

*\$3,000 per inclusion*

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## STAND-ALONE NEWSLETTER

Claim a full newsletter spot to share your news, promotion, or product to Jenna's 255k+ 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.

*\$7,500 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](mailto: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](mailto:hello@jennakutcher.com)*  
*[www.jennakutcher.com](http://www.jennakutcher.com)*

## AS SEEN IN:

**THE HUFFPOST** **Inc.**

**People**

**NEW  
YORK  
POST**

**E**  
THE EVERYGIRL

**INSIDER**

**Forbes**

**US**  
WEEKLY