JENNA KUTCHER

Media Kit

2021
First and foremost, I am so glad you’re here!

Hello there!

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. I genuinely care about my people, all my people, and that includes my students, my followers, my connections.

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. I want to save others from quitting their 9-5 only to find themselves working 24/7 on a dream that now controls them. Showing up for them as a guide and support in any capacity, through the thick and the thinner, 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 just thankful that you saw something inside of me that had you reach out! Now, let’s make some magic.

In retrospect, I probably should have known that the girl who would haul a Coleman cooler over a half a mile to reach the intersection of two desolate dirt roads in a tiny Minnesota town to sell lukewarm lemonade for fifty cents would become an entrepreneur and influencer someday...

While I am proud of things like running the top marketing podcast in the country, my pretty social media feeds, and a massive online education business, I am even more proud of my life offline, the moments that never see the blue light of Instagram.

I’M JENNA KUTCHER
Let's Team Up!

THIS IS ME - MAYBE IT'S YOU, TOO!

I am a lover of simplicity and efficiency. That's why my completely organic skincare routine still only takes me 5 minutes and happens while my GF bagel is toasting.

Constantly rearranging and redecorating the house.

I am genuinely married to the best human I know. Seriously into the guy (good thing, ey!)

I'm an unrelenting believer in staying open-minded to people, ideas, experiences, and changes.

The best parts of my day are going and waking up my daughter from her naps to hear about her dreams. It's like a twice-daily comedy routine.

Believes in taking big naps every single day of the week.

I live for a long, non-hurried walk through the woods in any season.

Unexpectedly busting out very cringey, unorganized dance moves is my second language.

Overachiever every day of the week, even when Aunt Flo is in town. Guilty as charged.

I live mostly on sour gummy worms, smoothie bowls, and matcha. Sometimes all in the same meal.

Thinks soft sweaters and leggings are the universal dress code for life.

Likes to make any time, a good time... like, always.

I am obsessed with the glory and transformation found through imperfection. Mess doesn't scare me.

THANK YOU SO MUCH!

I can't wait to collaborate!
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 February 2021*
Our show is the Number 1 Marketing podcast in the country and consistently ranks at the top of the overall Apple Podcast Business charts. We just hit a massive milestone… 50 million downloads!

Each episode averages 60,000 unique downloads in 30 days, and the back catalog of episodes continues to reach tens of thousands of downloads each month.

The Goal Digger community is engaged, listening, and expanding every day, with over 253,000 Instagram followers and a private community of Goal Diggers on Facebook with over 60,000 members.

We book :15 pre-roll and :60 mid-roll ads with a link in the show notes. Only two sponsors are booked per episode. All ads are read by me as an endorsement/recommendation in a conversational style.

We love pairing the ads on the show with a weekly ad round-up on the @goaldiggerpodcast Instagram Stories, so your brand will also get a bonus ‘Swipe Up’ directly linked to your site.
Past Guests

KATHIE LEE GIFFORD  
Entertainment Legend

DR. TARA SWART  
Neuroscientist

RHA GODDESS  
Entrepreneurial Soul Coach

ALI STROKER  
Tony Award winning Broadway Performer

CANDICE KUMAI  
Author, Chef, TV Personality

ARLAN HAMILTON  
Founder of Backstage Capital

BARBARA CORCORAN  
Real Estate Mogul, Investor, TV Personality

Recent Episode Topics

371: Pre-Launch Secrets to Create Buzz and Warm Up Any Audience

383: 5 Ways a Podcast Can Help You Grow Your Biz

395: 4 Easy Financial Habits for Successful Women

401: Sick of the Same Goal Setting Strategies? This Is For You

414: My Easy 3-Step Process for Evaluating New Opportunities

438: How to Streamline Your Day to Get More Done
Let's Get Social...

I never let the algorithms get me down! My multi-million dollar business thrives in part due to hands-down loving the challenge of keeping up with every platform as they change and shift over the years. 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. We 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 of 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!
Hey, here's the truth:

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

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**Price List**

**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, Twitter or Pinterest.

**$8,000 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.

**$1,500 per giveaway**

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**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.

**$30,000 per event + travel**

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**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 385k+ email subscribers.

**$5,000**

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**Podcast Endorsement**

60,000 downloads per episode within 30 days

**$3,000 ($50 CPM)**

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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!

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

IHUFFPOST
Inc.
People
NEW YORK POST
THE EVERYGIRL
INSIDER
Forbes
Us