

Nicole Kalil



Media Kit

2025



I'm So Happy You're Here!

Let me take a minute to do my happy dance... don't worry, it won't take long. I'm easily winded.

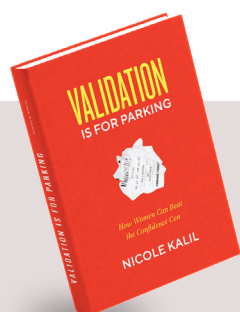
I'm Nicole, Podcast Host, Coach, Author, Speaker, Mom & Partner, Cheese Enthusiast, Hotel Snob & Reluctant Peloton Rider. I love to challenge the status quo, hate one-size-fits-all solutions, and have a stalker-like obsession with all things confidence.

Shedding gender expectations and redefining "woman's work" is both what keeps me up at night, and what gets me up in the morning (well that, and an abundant amount of coffee). And the only place I'm interested in leading women is back to themselves.

My mission is to help others gain confidence in who they are, own who they are not, and choose to embrace it all. I believe that there's a constant stream of experts who tell us how to BE confident. I'm more concerned with providing actionable tools to BECOME confident.

People say that "it takes a village" and I believe that impactful work can't be done alone. That's why I'm excited you're here! I can't wait to hear your vision and how you'd like to team up. I hope that we can work together, support one another, and create something meaningful.

Now let's get to work.



Click here to check out my #1 Amazon Best-Seller:

Validation is For Parking

Top 10

Apple Podcast Charts:
Self-Improvement &
Education

Top 200

All podcasts in U.S. on
Apple Podcasts (#176)

Over 150,000

Active Monthly Listeners

89%

of Listeners
are Women

64%

of Listeners
are Ages 28 - 45

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this is Woman's Work podcast



Together, we're redefining what it means, what it looks and feels like, to be doing "woman's work" in the world today. With confidence and the occasional rant.

From corporate boardrooms to artistic studios, kitchens to coding dens, we explore the multifaceted experiences of today's woman, confirming that the new definition of "woman's work" is whatever feels authentic, true, and right for you. You are the decider.

This podcast is for the career-driven, the get-shit-done warriors, the multitaskers who've perfected the art of typing an email, sipping coffee, and mentally planning business strategy simultaneously. You're a juggernaut in heels (or sneakers, because comfort), and you just found your hive.

Who runs the world? You decide.

Let's Be Social

Who Follows Nicole?

Women, ages 28-45, U.S. Nicole's audience across all platforms is over 80% women, with the majority being working professionals and entrepreneurs. They appreciate bold and edgy communication and authentic connection. Time is the one commodity they never seem to have enough of, so they love high-quality recommendations.



91.7k

Followers on Instagram



7,000

Followers on LinkedIn

51%

Weekly email newsletter open rate and 3.3% click rate

Price List

Check out the breakdown below to be featured on one of Nicole's channels

Podcast Ad

For dynamic pre-recorded ad placement (not host-read), email **podcast@nicolekalil.com** and we will put you in contact with our sales team.

\$20 CPM for 60-second ad, pre- or mid-roll

For personally endorsed, host-read sponsorships, please email **podcast@nicolekalil.com**. These are typically sold as weekly flights in packages.

\$30 CPM, 60-second pre- or mid-roll - *subject to change*.

Instagram Stories

Only offered as an add-on to a podcast endorsement.

\$250 per slide

Newsletter Mention

Share your product or promotion in one of Nicole's weekly emails to her engaged subscribers! This is written by Nicole, includes a personal endorsement, and one call to action with provided link.

\$500 per newsletter mention

Speaking Engagements

Email **speaking@nicolekalil.com** or use our contact form below, and provide a brief overview of your event, dates, and location (including virtual) and our team will respond with the best next steps!

Inquire for availability

VIP Coaching Day

Unlock your potential with an exclusive VIP Day, hosted by Nicole. Your day will be meticulously tailored to your needs: deep-dive discussions, strategic planning, and personalized coaching designed to create sustainable change. Hosted in Portland, ME; Boston, MA; or Zionsville, IN. Nicole can also travel to you. Email **info@nicolekalil.com** for availability.

Starting at \$10,000

All paid ads and engagements are subject to approval and may be declined based on brand image, alignment, or interest and availability at the requested time.

Let's Get to Work



How to Book

To get your product or service lined up for a collaboration, please email: info@nicolekalil.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!