

JENNA
KUTCHER



Media Kit

2023

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.

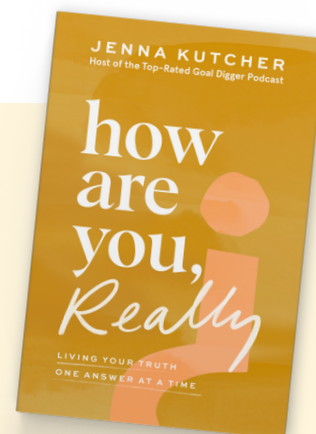
I am unapologetically ME in everything I create, even my morning smoothies. I don't like the fake and shiny, and you'll never catch me talking about something I don't truly believe in.

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 2023*

THE STATS

75,000 +
monthly page views

60,000 +
unique monthly visitors

72% / 28%
new users vs. returning - stayed

25%
organic search

30%
direct visits

50%
readers from social media
(Facebook, Instagram & Pinterest)

85 million+
total Goal Digger podcast
downloads

1.6 million
podcast downloads monthly 8
episodes per month

255,000+
email list subscribers

AUDIENCE
DEMOGRAPHICS

91%
are female

67%
of female listeners are 23-34 years old

81%
*of listeners are located in the
United States*

Top Markets

Los Angeles, New York, Dallas/Ft. Worth

RECENT SPONSORS

Nikon

DELTA

SKILLSHARE.

ShipStation

headspace

LinkedIn

tailwind

coupons.com

The Goal Digger Podcast

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... 85 million downloads!



Each episode averages 60,000 unique downloads in 45 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 261,000 Instagram followers and a private community of Goal Diggers on Facebook with over 62,000 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.

Past Guests



JENNA FISCHER

Actress (The Office)



ASHLEY FLOWERS

Host of @crimejunkiepodcast



DR. AMISHI JHA

Professor of Psychology & Author



AMINA ALTAI

Business & Career Coach



DANIELLE COKE

Artist, Educator, Activist & Entrepreneur



DR. TARA SWART

Neuroscientist

Recent *Episode Topics*

*624: My Exact Journaling Practice
and How It's Changed My Life*

*562: Screw Balance,
This is the New Goal*

*620: How to Leverage Where You
Are to Get to Where You're Going*

*560: Launch Secrets Inside:
No Live Webinar Required*

*590: Here's How Much We Made
While We Took 2 Weeks Off*

*542: Signs You're Facing Burnout
and How to Fix It*

Let's Get Social...

INSTAGRAM



1,000,000+

average posts per day: 1

average story views: 30,000

FACEBOOK



148k +

average posts per day: 3

PINTEREST



3 million

monthly viewers

followers: 77,000

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 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!

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, Twitter 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 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

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 in Pinterest and mentioned in Jenna's weekly email to her 385k+ email subscribers.

\$5,000

PODCAST ENDORSEMENT

Average 60,000+ downloads in 45 days. Includes :15 pre-roll and :60 mid-roll ad. *Our CPM is based on limited availability for 2023.*

\$3,750/episode

NEWSLETTER INCLUSION

Share your news, promotion, or product as an inclusion in one of Jenna's weekly emails to her 250k+ email subscribers. A newsletter inclusion endorsement includes one call to action and link to your specific initiative.

\$2,500 per inclusion

STAND ALONE NEWSLETTER

Claim a full newsletter spot to share your news, promotion, or product to Jenna's 250k+ 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.

\$5,000 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