

JENNA
KUTCHER



Media Kit

2022

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



Hello there!

I ' M J E N N A K U T C H E R

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, having a New York Times best selling book, 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 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 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 just thankful that you saw something inside of me that had you reach out! Now, let's make some magic.

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*

THE STATS

420,000 +
monthly page views

125,000 +
unique monthly visitors

60% / 40%
new users vs. returning - stayed

27%
organic search

41%
direct visits

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

53 million+
*total Goal Digger podcast
downloads*

1.7 million
*podcast downloads monthly &
episodes per month*

250,000+
email list subscribers

AUDIENCE
DEMOGRAPHICS

89%

identify as 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

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... 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.

RECENT SPONSORS

SKILLSHARE.

ShipStation

headspace

BIRCHBOX ♦

LinkedIn

tailwind

NUTRAFOL



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

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

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

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

395: 4 Easy Financial Habits for Successful Women

438: How to Streamline Your Day to Get More Done

Let's Get Social...

INSTAGRAM



1,000,000+

average posts per day: 1

average story views: 30,000



FACEBOOK



145k +

average posts per day: 3



PINTEREST



3 million

monthly viewers

average posts per day: 25

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!

Price List

S O C I A L M E D I A E N D O R S E M E N T S

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

I N S T A G R A M S T O R I E S

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

S P O N S O R E D G I V E A W A Y

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

S P E A K I N G E N G A G E M E N T S

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.

Please inquire for availability

B L O G P O S T E N D O R S E M E N T

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

P O D C A S T E N D O R S E M E N T

60,000 downloads per episode within 30 days

\$3,000 (\$50 CPM)

Who follows Jenna?

W O M E N , 2 5 - 3 4 , U S A

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!



Hey, here's the truth:

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.

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

US
WEEKLY