

The Courageous Self-Care Podcast

Beyond Bubble Baths, Chocolate & Wine



#CourageousSelfCare

The Courageous Self-Care Podcast



Who Is This Show For?

The Courageous Self-Care Podcast is for women in leadership positions who identify themselves as overachievers. On the show, they learn how to practice strategic self-care so that they can be productive and peaceful at the same time.



The Topics We Cover

- little-known secrets for reducing overwhelm
- what you can do to stop feeling like you're always running from one place to the next
- the best tips for reducing worry
- new ways to feel relaxed that you never even new existed
- how to wake up feeling refreshed, re-energized and ready to go

Podcast Stats

Shared Daily with 3000+

Shared Monthly with 10,000+

Unique Views 1700+

Social Media Stats



2K+



250+



450+



400+

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Marketing Activities

At Courageous Self-Care, we market our podcast in variety of different ways and we are always adding new and innovative marketing strategies.

We market the podcast in the following ways:

- the show is hosted on Spreaker.com
- We are featured on iTunes
- the show is also featured on iHeartRadio
- each episode is released on our YouTube channel
- we mail regularly about the show to our 600+ database
- cross promotion marketing with our guest experts
- we post M-F on Facebook, Twitter, Google+, LinkedIn and Instagram



Show Logistics

Air Times & Dates

The show airs Monday to Friday from 9:00am - 9:30am PST

Broadcast Locations

The show is featured on our website, on iTunes, iHeartRadio and Social Media

Show Format

The show is between 10-20 minutes with 2 sponsor driven commercial breaks. The host, Christina Marlett, alternates between interviewing courageous thought leaders and delivering fresh, action-oriented content about self-care.

Sponsorship Opportunities



Why Podcast Advertising?

Inc. Magazine just released some interesting statistics in regards to advertising on podcasts. According to the study, 24 percent of U.S. consumers listen to podcasts on a monthly basis. Even more surprising, the average subscribe to at least six podcasts per week. With those numbers, it's hard to deny that podcasts are on the rise and can have a huge influence on consumers' choices. On top of the mobility of podcasts, since they're primarily heard through smartphones, WhyPodcasts.org says that advertisements on a podcast are likely on those episodes permanently and will be heard by any listeners replaying those episodes or bingeing the series.

Choosing to advertise on a Podcast is simply a wise business choice.

Promotion Packages

The following promotion packages are our most popular package. However, we are open to custom options.

ONE EPISODE OPPORTUNITIES

- 60 Second Top Of Show - \$49
- 30 Second Mid Show - \$27
- 60 Second End Of Show \$49
- 20 Minute Podcast Promotion Interview \$249

12 EPISODE PACKAGE

- 60 Second Top Of Show - \$539
 - 30 Second Mid Show - \$297
 - 60 Second End Of Show - \$539
- Your 12 episodes can be delivered in one month increments or however else you would like to position them.



4 EPISODES PER MONTH

- 60 Second Top Of Show - \$175 Per Month
- 30 Second Mid Show - \$88 Per Month
- 60 Second End Of Show - \$175 Per Month

Moving Forward

How to Advertise on the Courageous Self-Care Podcast

If you would like to advertise your brand on our show, we have a very streamlined approach to how the advertisers are selected and how we produce and deliver your commercial. Below you will find the overview of that process.

To apply to be a sponsor, go to www.ChristinaMarlett.com/



Online Application

- To maintain the show's integrity, we insist that our potential advertisers go through an online application process.
- If we are a good fit, you will receive a payment link within 2 business days. **CLICK HERE TO APPLY**

HOW THE COMMERCIALS ARE PRODUCED AND DELIVERED

- We have a couple of different options for production and delivery. If selected as an appropriate advertiser you can simply choose one of the choices on the automated web form.

CHOICES

- Your team can write an advertisement and our on-air talent will record and deliver the content for you.
- You can call in and deliver the content and we will record it on our end.
- You can produce and record your own advertisement and send us the files for edits and production.

CUSTOM OPTIONS

If you are interested in a custom sponsorship or delivery option, please feel free to book a chat at: <https://courageousselfcaresession.as.me/?appointmentType=6088750>

