

ZEN PARENTING RADIO

MEDIA KIT 2019



In 2011, we decided to pursue our passion to share the philosophy of **“living what you want your kids to learn”** with other parents. And Zen Parenting Radio was born. Today, thanks to the dedication of our awesome listeners, we are consistently ranked in the **top 10 iTunes podcasts for kids/families**. From our initial weekly podcast, we have expanded our zenosphere to include an annual conference, which attracts powerhouse speakers and a nationwide network of parents in pursuit of **self-awareness, mindfulness, compassion** and **connection**. Add to that a few award-winning books, other dynamic events, education, outreach and more—and our little idea has become a movement. Turns out, parents who are aspiring to be more self-aware are just about everywhere. And we’re so thrilled to be part of the conversation for good.

If this sounds like something your brand is aligned with, we hope you will join us.

THE ZEN EFFECT

We reach an engaged and committed community of parents seeking positivity while feeling supported and empowered—physically, emotionally and spiritually. Partner with Zen Parenting Radio as a sponsor of our podcast, annual conference or customized opportunity to build your brand and connect with this self-aware group of parents.



7,000+

Average downloads/podcast
(and growing)



1.85 million

Total downloads



36%

Women between 30-50
largest audience
demographic



Annual conference brings
together more than

400 parents

ready to exchange
ideas and learn

Parents

Chosen by
Parents Magazine as

1 of 4

parenting podcasts to
"not miss out on."



i-Tunes-
370+ ratings

5-star

average



11,730+

Facebook followers



1,310+

Instagram followers



1,895+

Twitter followers

OUR DEMOGRAPHICS

TOP US MARKETS

Chicago, LA, Denver,
NYC, Seattle, DC,
Boston, Minneapolis

TOP GLOBAL MARKETS

US, Canada, UK,
Australia, Norway

GENDER

84% women
16% men

AGE

57% are between
25-44 years old

Parents

"Married self-help gurus Todd Adams and Cathy Cassani Adams, who are raising three daughters, host enlightening discussions that make you feel like you're getting therapy sessions from two people you'd like to be friends with in real life."

—Parents Magazine

"Very informative and relatable stories. Information and resources given in a non-preachy way. I love that you get perspectives from both the male and female view. So grateful for what you do."

- iTunes review



Todd Adams

Cathy Cassani Adams

SPONSOR THE PODCAST

7000+ downloads per podcast. 1.85 million total downloads. Consistently in the top ten podcasts for kids/families on iTunes. Each week, for the past seven years, the Zen Parenting Radio podcast reminds parents to live what they want their kids to learn.

\$600

Monthly investment (4 episodes)

- 30-second endorsement during each Tuesday podcast (mid-roll).
- Your logo on Zen Parenting Radio website
- Your logo (with link directed to you site or facebook page) in our newsletter seen by thousands of listeners
- Shared space with other like-minded advertisers. We accept sponsorships only from companies that align with our Zen Parenting Radio zest for making the world a better place

About the Hosts

CATHY CASSANI ADAMS

Cathy's unique perspective comes from her work as a Licensed Clinical Social Worker, Certified Parent Coach, Certified Elementary School Teacher, Certified Yoga Teacher, and teaching in the Sociology Department at Dominican University. Her recent book, *Living What You Want Your Kids to Learn: The Power of Self-Aware Parenting* won a Nautilus Award, National Indie Excellence Award, and an International Book Award. Cathy continues to inspire and be inspired by her own three girls, ages 9, 12, and 14.

TODD ADAMS

A certified life coach and advocate for men, Todd co-founded The Tribe Men's Group to support their journey to embrace healthy masculinity, conscious relationships, and financial well-being. He is also a member of the Mankind Project, a staff member for the New Warrior Training Adventure, and a blogger for The Good Men Project. Todd is also a certified instructor for the Institute of Heartmath where he was trained in stress reduction and relaxation. All in addition to co-hosting the weekly ZPR podcast with Cathy and raising their three amazing daughters.

For Zen Parenting Radio sponsorships, email todd@zenparentingradio.com or call 773.251.6344 to learn more.

“The Zen Parenting Conference is an opportunity to hear from prominent thought leaders about things that really matter, and to be with a community that cares and wants to make a difference. The conference weekend is connective and warm, and people leave knowing that together, anything is possible.”

–Cathy Cassani Adams



SPONSOR THE CONFERENCE

Connect with 400+ parents who are ready to exchange ideas and learn about new ways to support their pursuit of being the best versions of themselves. Plus, you can align with companies and individuals who share your mission of self-awareness, kindness and conscious living. Past keynote speakers Cheryl Strayed and Rob Bell were amazing — and our 2019 lineup featuring bestselling author **Glennon Doyle** and all-time international soccer scoring leader **Abby Wambach** promises to be unforgettable.

BRONZE

\$500

- One ticket
- Promo materials in attendee bag
- Your Logo/name featured in our program

SILVER

\$1,500

- Two tickets
- Promo materials in attendee bag
- Your logo featured on website, program and signage
- One shout-out on ZPR podcast
- Dedicated table in Zen showcase
- Sponsored item in raffle
- One social media mention pre event
- Logo appears in conference slide show

Sponsor both the conference and the podcast for a custom package!
Email todd@zenparentingradio.com for details.

GOLD

\$3,000

- Four tickets
- Promo materials in attendee bag
- Your logo featured on website, program and signage
- Two shout-outs on ZPR podcast
- Dedicated table in Zen showcase—prime location
- Sponsored item in raffle
- Three social media mention pre event
- Logo appears in conference slide show
- Acknowledgement as a GOLD partner on the day of the event

PLATINUM

\$5,000

- 10 tickets
- Promo materials in attendee bag
- Your logo featured on website, program and signage
- Three shout-outs on ZPR podcast
- Dedicated table in Zen showcase—premium location
- Sponsored item in raffle
- Five social media mention pre event
- Logo appears in conference slide show
- Acknowledgement as a PLATINUM partner on the day of the event
- VIP luncheon on Saturday

"Your first job isn't to raise your kid, your first job is to enjoy your kid. And that's the beautiful thing Zen Parenting is all about. They create a compelling space at their events where you get support and wisdom, but at a much deeper level, they help you remember to tune into the joy of being a parent. And who doesn't want more of that?"

– Rob Bell, New York Times bestselling author and 2017 Zen Parenting Conference keynote speaker



SPONSOR CUSTOM EVENTS

Want to host? Need a dynamic speaker? We welcome all potential partnership ideas. Get in touch and we can talk about it.

Both Cathy and Todd are available for:

- Speaking engagements
- Retreats/workshops
- Group facilitation
- Screenings
- 1:1 sessions
- Writing and thought leadership

We look forward to partnering with you!

If you're ready to become a sponsor, let's talk. Simply email us at **todd@zenparentingradio.com** and be sure to visit **zenparentingradio.com** to learn more.
