

ZEN PARENTING RADIO

MEDIA KIT 2023-2024



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, events or customized opportunity to build your brand and connect with this self-aware group of parents.



14,000+

Average downloads/podcast
(and growing)



3.5 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-
615+ ratings

5-star

average



12,600+

Facebook followers



2,700+

Instagram followers



2,175+

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

14,000+ downloads per podcast. 3.5 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.

\$1,200

Monthly investment (4 episodes)

- 30-second endorsement during each Tuesday podcast (mid-roll).
- 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 Cassani Adams, LCSW, co-hosts the Zen Parenting Radio podcast and is the author of *Zen Parenting: Caring for Ourselves and Our Children in an Unpredictable World* (2/22, Hachette Book Group). She is a social worker and former elementary school educator from a family of educators, and a yoga teacher who is a forever student when it comes to breathing and mindfulness. Cathy teaches in the Sociology/Criminology Department at Dominican University, and she lives outside of Chicago with her husband Todd and their three daughters.

TODD ADAMS

Todd Adams is co-founder and executive director of [MenLiving](#), an international nonprofit men's group. He is a [life and leadership coach for men](#) and is certified through 15 Commitments of Conscious Leadership, Tony Robbins Core 100 Life Coaching Program, and the Institute of Heartmath. He is a member of The Mankind Project, a staff member for the New Warrior Training Adventure, and a blogger for The Good Men Project. All in addition to co-hosting more than 600 podcasts on Zen Parenting Radio 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.

"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.
