

LIFE, LISTENED

a podcast network
dedicated to the life you live

2016 Media Kit

We love to talk. We love to listen. And we love connecting people with ideas and inspiration to make life better.

Life, Listened is a family of podcasts featuring home, parenting and lifestyle topics.

- *The Home Hour* aims to make running a home simpler and more enjoyable
- *The Mom Hour* takes on parenting and motherhood topics with a mix of humor and helpful encouragement
- *The Style Hour* offers fashion tips and advice for busy moms who want to look great without breaking the bank
- *The Content Coaches* features advice from two seasoned writers who've built careers developing smart content
- *Work Life* is a professional development podcast about doing work that matters – in your business and in your life

Our shows are warm, engaging, conversational and fun. Our hosts and guests are passionate creatives and real-life moms and dads who love helping listeners through everyday challenges of parenting and home life.

If you're looking to reach a growing audience of podcast listeners (see box, page 3) to share your brand's message, let's talk. We'd love to listen to you.

MEET THE HOSTS



Meagan Francis

Author, speaker, mom of 5 kids.
Creator of the *Life, Listened* network,
host of *The Home Hour*, co-host of
The Mom Hour, *The Style Hour*, and
The Write-At-Home Moms.



Jessica Ashley

Professional writer and content strategist.
Co-host of *The Content Coaches*.



Shana Draugelis

Fashion writer, stylist, founder of The
Mom Edit. Co-host of *The Style Hour*.



Dave Krock

Advisor to business owners who want to
live wisely & create businesses that
matter. Co-host of *Life Work*.



Kyran Pittman

Author, blogger, mother of 3. Regular
guest co-host on *The Home Hour*.



Sarah Powers

Parenting writer, editor, mom of 3 kids.
Co-host of *The Mom Hour*.



Karen Walrond

Photographer, author. Regular guest co-
host on *The Home Hour*.

BY THE NUMBERS...

Life Listened is on the leading edge of a rapidly growing industry. After a successful launch in 2015 and two new shows added this year, our audience is expanding every day.

16,359 avg monthly downloads

152,916 all-time unique downloads

9,218 avg monthly downloads for *The Mom Hour*

Our shows are hosted by engaging, influential online personalities, each of whom brings an established audience, respected brand, and demonstrated social reach.

45,701 show hosts' Twitter followers

58,819 show hosts' Facebook fans

praise & honors for the **Life, Listened** shows

3 shows featured on iTunes' **New & Noteworthy** list in 2015

The topics on *The Home Hour* are helpful and Meagan's guests are always fun to listen to. There are useful tips with each episode, and I've yet to find one I didn't enjoy!
- iTunes reviewer *TingsMom*

I used to love reading fashion magazines, but now as a busy mom that has fallen by the wayside. Listening to *The Style Hour* is a great way for me to get my fashion fix while also feeling like I'm having a fun conversation with two kindred spirits.
- Heather A.

The Mom Hour named a **Notable Parenting Podcast** by *mental_floss*

It's so hard to find podcasts about motherhood and parenting that aren't preachy and that don't make me feel inadequate as a mom. You ladies are so down to earth and relatable. Keep up the great work on *The Mom Hour*!
- Lydia M.

The Mom Hour is like a recorded hug for moms. Meagan and Sarah provide information and, most importantly, reassurance. This gig is stressful and challenging; having nonjudgmental words of wisdom from more experienced mothers is priceless!
- iTunes reviewer *LittleG in the OC*.

@lifelistened

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Why PODCASTS?

- Podcast listening is on the rise. Consumption grew 25% from 2013 to 2014
- Busy parents on the go have discovered podcasts. In-car usage of digital audio jumped 21% in 2014 over the previous year
- Listeners are engaged, affluent, and well-educated. People who listen to podcasts are more active on social media AND more likely to follow brands.

Edison Research, *The Podcast Consumer 2015*

Let's work together!

Partnership opportunities available for brands of all kinds, from boutique, mom-owned businesses to large national companies.

Your goals.
Our audience.
Real results.



The Style Hour offers fashion tips and advice for busy moms who want to look great without breaking the bank.



Through interviews & guest co-hosts, *The Home Hour* aims to make running a home simpler and more enjoyable.



The Mom Hour takes on parenting and motherhood topics with a mix of humor and helpful encouragement.



Life Work and *The Content Coaches* are set for an early 2016 launch. Email us to find out more about these 2 new shows!

Let us customize a sponsorship package for you!

We have packages beginning as low as \$150 for small businesses, as well as the ability to build a strategic, integrated campaign designed for maximum impact. Choose from the following and together we'll assemble an approach that fits your goals and budget:

pre-roll & mid-roll sponsor spots
sidebar advertising
giveaways

social media collaboration
product integration
spokesperson work