



Employers 4 Change

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MEDIA KIT JAN 2024

Employers 4 Change [E4C], a SaaS platform providing employers with Diversity, Equity, Inclusion [DEI] Skills recruitment and Learning from interns to senior leaders.

THE INTERN
WHISPERER

01

ABOUT US

The Intern Whisperer Podcast is pre-recorded and distributed over 20+ podcast channels, , Employers 4 Change YouTube, Facebook video, and Valencia College Radio station.

OUR TEAM

The Intern Whisperer is hosted by Employers 4 Change founder Isabella Johnston, a serial entrepreneur with 20+ years of experience in adult training/learning and Secondary and Higher Education.

02

03

OUR REACH

We have produced 273 episodes since 2018, and reached over 12,500 people across the United States & includes international listeners.

SPONSORSHIP

Find our about our offer of affordable, high engagement advertising with no ad-blockers from an ever-growing loyal audience of Intern Whisperer listeners and learners.

04

BEHIND THE SCENES

Our format is a talk show featuring thought leaders, HR professionals, startup CEOs, small business owners, and corporate executives with enterprise reach. These experts share their business background, startup stories, and predictions about industry and job opportunities regarding The Future of Work. Our guests also share what a typical day would look like for an intern in their business and pass along mentor or leadership wisdom.

E4C MEDIA REACH

2,368

FACEBOOK
FRIENDS

16,126

YOUTUBE
VIEWS

247

X/TWITTER
FOLLOWERS

10,566

LINKEDIN
CONNECTIONS

442

INSTAGRAM
FOLLOWERS

**EVERY
TUESDAY**

AT 8 AM EST

14,900

PODCAST
DOWNLOADS

RECORDED

THANK YOU
VALENCIA COLLEGE RADIO

OUR RECORDING
STUDIO



**MEDIA KIT
AUGUST
2024**

E4C IMPACT

MEET ISABELLA

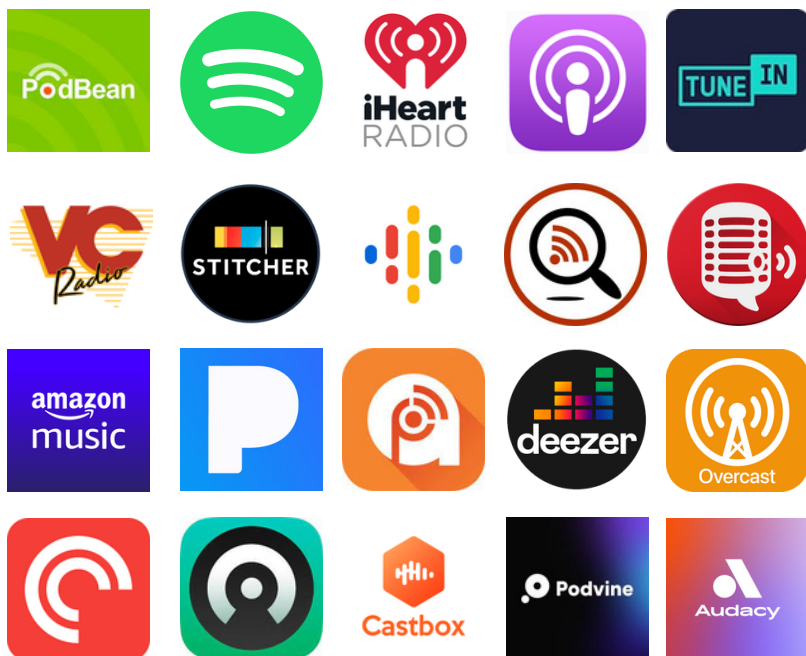


As a consultant, Isabella was asked by her peers and customers to teach them how to have a dynamic, impactful intern program that contributed to their business. She explained that because her background is in education, skill development, and adult learning she was in the rare opportunity to capture multiple sectors' needs and perspectives. One of her fellow startup friends asked if she had 1,000 employers and 1,000 students come to her - would she be able to help them? She thought about it and said "Yes."

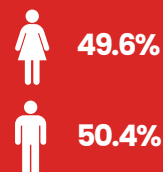
ISABELLA JOHNSTON

PODCAST HOST

24+ CHANNELS INCLUDING



STATISTICS



AGES 18 - 24	9.9%
AGES 25 - 34	38.8%
AGES 35 - 44	24.6%
AGES 45 - 54	14%
AGES 55 - 64	9%
AGES 65+	4.9%



PODCAST OUTREACH

Statistics

16 million people in the U.S. are "avid podcast fans"

45% of monthly podcast listeners have household income over \$75K – vs 35% for the total population

MEDIA KIT 2024

**464.7
ML**

2023 464.7 ml global
podcast listeners

**\$23,56
BN**

2023 Podcast market
industry is \$23.56 bn

**504.9
ML**

Est 504.9 ml global
listeners by 2024

**38.36
BN**

Est 38.36 Podcast market
industry by 2024

SOURCES

Demand Sage 2023
YouTube, Apple, Spotify



E4C FOR SPONSORS

Employers 4 Change

WHY US?

We can promote your show within days on The Intern Whisperer and promote it on our social channels. Every business has a story and ours is that we want to encourage one another with business stories from thought leaders, futurists, HR professionals, and CEOs. How they share challenges and highlights of their career path and their thoughts about what the Future holds 5 years from now. Aren't we all interns in our lives now? Technology changes daily, and adopting a continuous learning mindset and a culture that embraces growth means we all learn from one another. That is one way adults learn - through storytelling.

THEMES

- #FutureofWork
- Industry innovation
- HR Thought Leaders
- Entrepreneur Stories
- Wild Card Topics
- Mentor Advice

INDUSTRIES

- Technology
- Arts and Design
- Engineering
- Human Resources
- Management
- Education

WHY PODCAST ADS WORK



Audience Loyalty



High Engagement

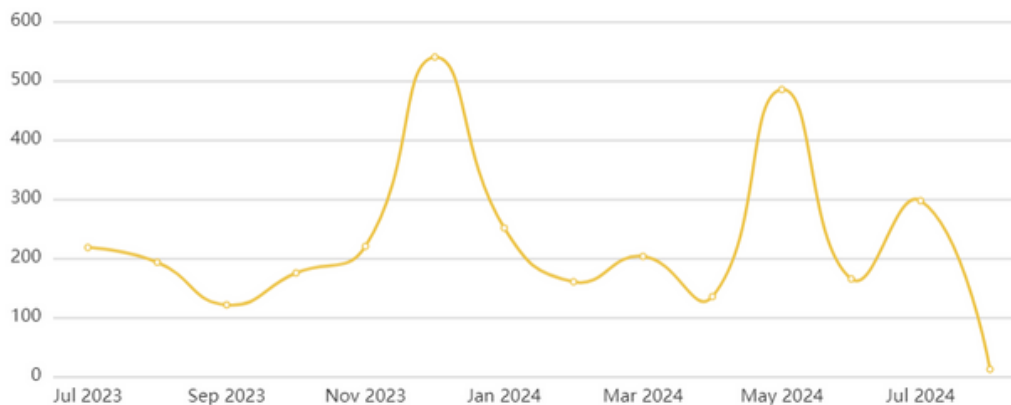


No Ad Blocker Software



Affordable

2023 - 2024 DOWNLOADS



Annual Fan Fav Contest from Thanksgiving to EOY promotes download growth spurt



SPONSOR

PRICING PACKAGES

A: One Episode

- 1 on-air patron announcement beginning or halfway, or end of show
- Share social post 3 x week pre-show drop (Monday), day of show (Tuesday), post show (Friday) on Facebook, LinkedIn, Instagram, X, and YouTube
- 15 mentions for week
- **One Show Rate: \$250.00 (Paid in full before show airs)**

B: Month 4 weeks

- 1 on-air patron announcement beginning, or halfway, or end of show
- Share social post 3 x week pre-show (Monday), day of show (Tuesday), post show (Friday) on Facebook, LinkedIn, Instagram, X, and YouTube
- 15 mentions per week
- Total monthly mentions 60 mentions for 4 weeks for 5 social channels
- Company logo and name shared in E4C monthly newsletter
- **Monthly Rate: \$800.00 (Paid in full before shows air)**

C: Quarterly - 3 months

- 1 on-air patron 30 second promo per show beginning, or halfway, or end of show
- Company logo and name shared in E4C monthly newsletter
- Company logo and name shared on E4C website
- Spotlight blog article on E4C website
- 15 mentions per week; 60 mentions per month, 180 mentions per quarter
- Acknowledge sponsor on show and social channels 1 week pre-show (Monday), day of show (Tuesday), post show (Friday) in social media distributed on Facebook, LinkedIn, Twitter, Instagram, and YouTube
- **Quarterly Mention Rate for Pre-Recorded Podcast (monthly payment \$750 per month for 3 months equals \$2,250 for 3 months).**
- **Discount for pay in-full for quarter (\$1,500.00)**

All podcast sponsors will be recognized as an E4C Scholarship sponsor. Eighty percent of your podcast support is donated to the E4C scholarship fund that provides stipends for students in unpaid internships.



Employers 4 Change

www.E4C.tech



Employers 4 Change



The Intern WHISPERER

Isabella Johnston

E4C SCHOLARSHIP FUND

The Intern Whisperer Podcast will donate 80% of sponsorship funding to E4C's Scholarship fund. Sponsors will receive recognition as a sponsor of the show and as a donor to the scholarship fund.

Students must be registered and a member of E4C's platform and matched with an E4C employer to be eligible to apply for E4C Scholarship stipend.