

[sponsor kit]

ADULTING WITH HORSES

Adulting with Horses, the Podcast for Weird Horse Girls, is the best place to be if you can't be at the barn. We are your co-hosts and equine authors, Heather Wallace and Natalie Keller Reinert.

As crazy horse girls, we don't take ourselves too seriously in the saddle or out. We celebrate the things that make us different! Join us as we talk about horses and pop culture, and get a little weird in a fun way!

FAMOUS EPISODES

- Episode 9 –Damn, I Feel Like a Horse Girl
- Episode 8– The Care and Feeding of Horse Husbands
- Episode 3 –Bribery, Breeches, Books, and Bridgerton
- Episode 6– Horses Aren't Machines and Other Controversial Opinions

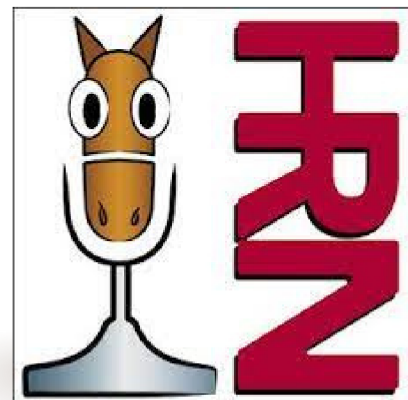
OUR LISTENERS

- 98% Female, ages 35–60+ years old in the US.
- Loves to talk about horses, love to laugh, ride across disciplines or simply enjoy being around horses! We are the every day horse crazy gal. Let's be friends!



A PROUD MEMBER
OF:

— OUR STATS —
HORSE RADIO
NETWORK &
EQUINE
NETWORK



LET'S COLLABORATE!

@adultingwithhorsespodcast (IG)
adultingwithhorsespodcast.com

CONTACT EQUINE NETWORK FOR SPONSORSHIP DETAILS:

DANDRICK@EQUINENETWORK.COM



LISTEN NOW



CO-HOSTS

Heather Wallace is short, sassy, and bold on the ground but not in the saddle! She is on a personal journey as a returning adult equestrian to follow her passion despite struggling with anxiety, trying to balance motherhood, and build a small business. Of course, she can't do it alone! She has Ferrous, her confidence-building pony and Delight, her heart horse and an off-track Thoroughbred who challenges her in every way.

Heather lives in New Jersey with her husband, three daughters, three rescue dogs, and her horses (of course!). Visit timidrider.com to learn more.

Natalie Keller Reinert is the award-winning author of more than a dozen books exploring love, human nature, and the passions which make us tick. With an extensive equestrian background, many of her books are set in the world of horses and horse-people. Drawing on her professional experience working with Thoroughbred racehorses, mounted patrol horses, therapeutic riding, three-day-eventing, and many other equine pursuits, Reinert brings her love of the equestrian life into each of her titles.

Visit nataliekreinert.com for a free book introducing you to the world of Reinert's fiction!

OUR PODCAST IS BIMOTHLY, RELEASING ON THE
1ST AND 3RD FRIDAY OF EACH MONTH.

OUR STATISTICS



LAUNCHED JUNE 2022

Our weird horse girl podcast has been steadily growing since its launch in June 2022, where it premiered on the Horse Radio Network and all major players. Less than one year later, in March and April of 2023 we averaged **8,200+ downloads** per month and steadily climbing, with 1,164 downloads in a single day.

We have 425+ private Clubhouse members on Facebook who participate in the podcast and interact with the hosts and sponsors daily.

Our demographic is primarily female, over 75% in the United States (91%) and cover both English and Western disciplines. If you are a weird horse girl, our podcast is for you.

SPONSORSHIP OPPORTUNITIES

All sponsorship contracts are for **6 months** and the pricing is **per episode**. Please choose 6 episodes or 12 episodes (released over 6 months) when submitting your request. Podcast episodes are released twice per month.

TITLE SPONSOR- **ONE 6-EPIISODE CONTRACT AVAILABLE** **\$350**

- Your name is repeated every time we say the show name during the show and in our promotions: "Adulting with Horses by Your Name."
- The first audio ad placement in each episode.
- You will be invited onto an episode to guest host for a segment.
- Your name will be included in a press release.
- The show notes for every episode will have the title "Adulting with Horses brought to you by Your Name." These show notes are sent out to all the affiliate websites, including Horse Radio Network and Equine Network, expanding your presence across the Internet and equestrian world.
- One social media promotion per month on Facebook and Twitter, and a post in the Adulting with Horses Clubhouse on Facebook.
- "No Conflict Policy", no competitor in your direct vertical will be placed on that show.

PREMIERE SPONSOR **\$250**

- One audio spot per episode provided by the brand and read by hosts.
- Logo on the podcast homepage with link to your website.
- One social media promotion per month on Facebook and Twitter, and a post in the Adulting with Horses Clubhouse on Facebook.
- "No Conflict Policy", no competitor in your direct vertical will be placed on the same episode.