



AFCPE®



Real Money

Real Experts

2023

**Podcast
Media Kit**

*Association for Financial Counseling &
Planning Education*

ABOUT THE PODCAST

We aim to give financial professionals the resources they need to succeed.

Real Money, Real Experts is a personal finance podcast written and produced by AFCPE®, the nonprofit leader in the field of financial counseling, coaching, and education. Our listeners are as diverse as the people that they serve – consisting of financial planners, counselors, coaches, and more. Launching in May 2020, the podcast educates and entertains with a combination of expert tips, engaging interviews, and real-life storytelling all in an effort to support and advance the field.

Our Co-hosts



Rachael DeLeon, AFCPE®
Executive Director

Rachael is deeply committed to AFCPE's mission to build, support, and ensure the integrity of the personal finance profession; to raise awareness for the value of the AFC®; and to build capacity within our field so that all people have access to qualified, trustworthy financial counseling, coaching, and education.



Dr. Mary Bell Carlson, AFC®, CFP®, Ph.D.

Dr. Mary Bell Carlson, AFC®, CFP®, is a financial behavior expert, well-known speaker, podcaster, and storyteller. Mary founded ChiefFinancialMom.com, a personal finance education blog to help other busy moms. As well as being the co-host of the Real Money, Real Experts podcast Mary is also an adjunct faculty member for the financial planning programs at the University of Georgia and Texas Tech University.

WHAT PEOPLE ARE SAYING

"Great show! The guests and content are well thought out and informative. Thank you!"



"I just started listening to the Real Money, Real Experts podcast and couldn't have started at a more perfect time. The series that you are doing on careers is incredibly timely as I find myself reentering the workforce. Thank you so much for talking about this very important topic."



TOP EPISODES

- AFC + CFP: Complementary credentials for maximum impact
- Coaching in the Field of Finance
- Financial Empathy: What it Means and How to Show it
- Financial Therapy & Healing Money Scripts with Dr. Brad Klontz

Real Money, Real Experts is now ranked #2 in the Nonprofit category for all Podcasts.

OUR AUDIENCE



→ 67% of our listeners are women



21%: 25-34
34%: 35-44
22%: 45-54
22%: 55+



International
listeners from
Germany, Japan,
Canada, UK, Ghana,
Italy, Philippines,
Hong Kong and
Spain + more

CAREER

5% Academia
25% Financial Industry
5% Government
20% Military
9% Private Practice
5% Nonprofit
32% Working across
multiple sectors



100k
website hits
monthly!

7000+ Email Subscribers

450+ downloads per episode



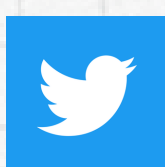
1.9k+



4k+



3.8k+



2.2k+

25k downloads since launch

By our third episode in 2020, we'd already exceeded our goal of 700 downloads!

PODCAST SPONSORSHIP PACKAGES

GOLD PACKAGE

Contains all items in Silver package, plus:

- Ad on AFCPE Member discussion board (2 weeks per episode)
- Ad in Membership Monthly Minute email, reaching 7,500+ engaged community members

\$1,000 for one episode or **\$3,500** for four episodes

SILVER PACKAGE

Contains all items in Bronze package, plus:

- Company advertising links in show notes
- Mention in podcast email blast with logo
- Logo added to YouTube accessible version

\$800 for one episode or **\$2,000** for four episodes

BRONZE PACKAGE

- 30 second ad spot at the beginning of the show delivered by co-hosts
- Mention on Facebook, Instagram, Twitter, and LinkedIn

\$500 for one episode or **\$1,700** for four episodes

20% discount for all non-profits!

CONTACT

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