



podcasters.spotify.com/pod/show/medspasuccessstrategies



medspasuccessstrategies.com



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AVAILABLE ON

Apple Podcasts

Spotify

YouTube

Web

HOSTED BY

Ricky Shockley

PODCAST MEDIA KIT

ABOUT

Where med spa and aesthetic practice owners discover strategies to **market, manage, grow, and scale** their practices.

Hosted by **Ricky Shockley**, a digital marketing expert with over **14 years of experience**, and industry insights featured on platforms like *CIO.com* and *Search Engine Watch*.

BY THE NUMBERS

PODCAST HIGHLIGHTS



163K+

Combined Lifetime Reach

YouTube Views / Podcast Downloads



Hyper-Targeted B2B Niche

Decision-Maker Audience

Med spa owners, nurse injectors, estheticians, plastic surgeons & practice managers — 90% US-Based



460+

Average Engagement Per Episode

Video Views / Audio Downloads



8K+

Email Newsletter Subscribers

Weekly newsletter reaching active med spa professionals

Last updated: June 2025



Release Schedule: Weekly (1-3 episodes per week)

WHY SPONSOR THIS PODCAST?

Highly Targeted Audience

Our audience is made up of med spa owners, providers, and industry professionals — all actively invested in growing their practice.

Deep Listener Trust

Our audience tunes in consistently for actionable guidance — sponsor recommendations carry genuine credibility.

Multi-Platform Reach

Your brand appears across YouTube, Apple Podcasts, Spotify, and a weekly email list of 8,000+.

90% US-Based Audience

Reach domestic med spa professionals who are ready to invest in tools and services for their practice.

AUDIENCE DEMOGRAPHICS + DISTRIBUTION

Core Audience: Hyper-targeted niche of medical spa owners, aesthetic nurse injectors, estheticians, plastic surgeons, and clinical practice managers looking to grow their business. (90% US-Based)

PLATFORM DISTRIBUTION (AUDIO LISTENERS)



- Apple Podcasts**
43.1%
- Spotify**
41.2%
- Web / Other**
15.7%

AUDIO VS. VIDEO DEMOGRAPHICS



PODCAST LISTENERS

66.4% Female
Gender split

Ages 35-44
Top age range (43.3%)



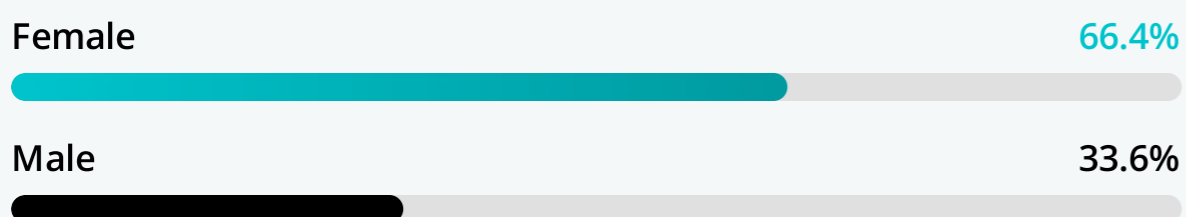
YOUTUBE VIEWERS

88.3% Female
Gender split

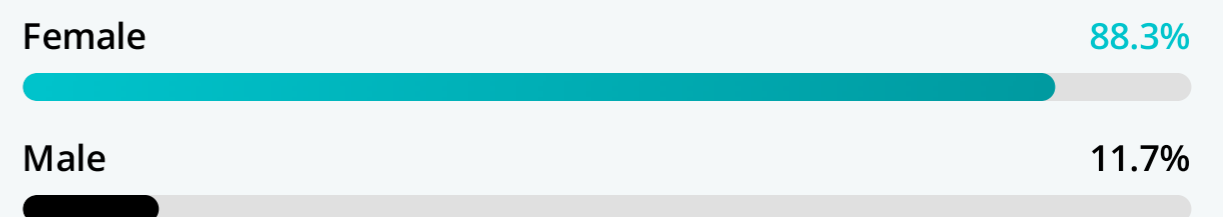
Ages 35-44
Top age range (77.7%)

GENDER BREAKDOWN

PODCAST LISTENERS



YOUTUBE VIEWERS



AUDIENCE PROFILE

90%

US-BASED

Domestic decision-makers

35-44

TOP AGE RANGE

Peak buying power demographic

B2B

NICHE FOCUSED

Med spa & aesthetics only

SPONSORSHIP PACKAGES

PREMIUM ADVERTISING OPPORTUNITIES



12 EPISODE PACKAGE

\$4,495 (One Time)

- 30-60 second ad read
- 12 episode minimum
- Your ad read recorded by Ricky Shockley
- Mentions in show notes with link
- Sponsorship shoutouts in emails to our list of 8,000+



24 EPISODE PACKAGE

\$7,995 (One Time)

- 30-60 second ad read
- 24 episode minimum
- Your ad read recorded by Ricky Shockley
- Mentions in show notes with link
- Sponsorship shoutouts in emails to our list of 8,000+
- **BONUS** Sponsorship link on our website for 90 days

PACKAGE COMPARISON

	12 EPISODES — \$4,495	24 EPISODES — \$7,995
30-60 sec ad read by Ricky	✓	✓
Show notes mention + link	✓	✓
Email shoutouts (8,000+ list)	✓	✓
90-day website sponsorship link	—	✓
Cost per episode	~\$375	~\$333



READY TO PARTNER?

Contact us to secure your dates:

anjelica@medspamagicmarketing.com