



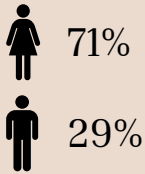
# Hayleigh

## HAYHURST

PODCAST PRODUCER | CEO  
HOST: EMPLOYEE TO BOSS PODCAST

### About me

Hayleigh Hayhurst is the owner of Espresso Podcast Production, a full-service podcast production agency, and host of the Employee To Boss Podcast. She is a strong leader who helps entrepreneurs unlock the power of podcasting to drive growth in their businesses.



84% US  
9% Canada  
4% India  
3% Other



Downloads



Growth  
per episode

### ESPRESSO PODCAST PRODUCTION

3.5K

INSTAGRAM +  
FACEBOOK  
FOLLOWERS

500

EMAIL  
SUBSCRIBERS  
47.88% AVERAGE  
OPEN RATE

20K

MONTHLY  
INTERACTIONS

5.6%

ENGAGEMENT  
RATE

### FREQUENCY

New episode every Tuesday  
since Dec '21

### MOST POPULAR EPISODES

- 50. Dating as an Entrepreneur with Women's Dating & Relationships Expert, Natalia Murua
- 52. Going Viral, Cultivating Joy & Making \$h!t Happen in Your Life with Mary Giordano, the CEO of JOY 360° Coaching
- 32. Educating Through Conversations with Paige Folkers, Host of the For Folks' Sake Podcast

# AUDIENCE & MORE

The listeners of the Employee To Boss primarily consist of professionals aged 18-60 who are in the first three years of their entrepreneurial journey. A large number of them are looking for tips for launching their own business, acquiring necessary tools, and receiving guidance on business expansion

The primary audience of Espresso Podcast Production consists of professionals aged 25-44 who are within the first five years of their entrepreneurial journey and either have a podcast or are beginning one. Their focus is on seeking advice for both podcasting and business strategies.



## SPONSORSHIP OPPORTUNITIES

### PODCAST ADS

*Ad delivery in 15 seconds, either host read or pre-recorded placement for future episodes*

**Pre-Roll: \$400.00**

**Mid-Roll: \$250.00**

**Post-Roll: \$100.00**

### UNIQUELY TAILORED EPISODE

*A sponsor can work with the show's creator to do an episode takeover with their topic/ad product and guest with Hayleigh Hayhurst as the host.*

**Starting at \$600**

### SOCIAL MEDIA CAMPAIGN

*Alongside a podcast ad placement, Hayleigh will post on social media promoting the sponsor of the episode on Espresso Podcast Production's Facebook, Instagram & Email List.*

**Starting at \$400**

add on to previous offers