

Three Things I've Learned

with
Susan Dolci

Sharing the Stories
That Shift Our Souls

1st & 3rd Tuesday – 12pm pt/3pm et

susandolci.com

2020 Media Kit



Your Host – Susan Dolci



Susan Dolci is a Certified Diamond Process™ Transformational Life Coach and the creator of Goddess Arriving, a lifestyle blog that she started in 2013. After an extended leave from the corporate workforce to raise her three daughters, Susan funneled her lifelong passion for writing and the skills of her journalism degree into launching a blog aimed at “growing in grace and wisdom.” It is her belief that what people deeply long for is to be TRULY SEEN and TRULY HEARD and to know that they have made a difference in the world. Susan has seen the profound transformations that occur when people are allowed to express themselves in the compassionate, non-judgmental presence of another. It is her soul’s desire to help people deepen into presence and discover their divine nature.

www.goddessarriving.com

www.susandolci.com

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Who's Listening?

- Transformation Talk Radio is designed to attract **the Cultural Creatives**, a mass multi-generational cultural and lifestyle market unparalleled in U.S. history.
- Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the Cultural Creatives, with about **80-90 million** in the European Union.
- These individuals are now instituting a wave **of progressive social, environmental, spiritual, and economic change**.
- Their power as a consumer market remains virtually untapped.
- LOHAS describes a conservative estimate of these people to spend **\$228.9 billion** and growing.



Who's Listening?

How much do you agree/disagree...

"When price and quality are equal, you prefer to buy products from companies that advertise on the podcasts you regularly listen to."

Strongly Agree/Agree:

60%

51%

of those surveyed considered or ***purchased a product advertised*** during their favorite personality's show

80% Women

Top 6 Topics of Interest!

- Alternative Health
- Self Improvement
- Women's Issues
- Psychic Phenomenon
- Relationships
- Spirituality

How much do you agree/disagree...

"Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to."

Strongly Agree/Agree:

63%

143 Million

Are listening to online radio monthly.

Age Range

- 25-46 – 60%
- 47+ - 40%

Finance & Education

- College Grads 63%
- Earn over 150K 36%
- Employed Outside Home 51%



Our Reach – Through Transformation Talk Radio

50+ Ways to Listen

Our network sends shows to over 50+ outlets digitally. Your message is linked to each place for every show aired. (Total listeners unknown)

Web Hits

Transformation Talk Radio receives over 5 million pageviews monthly which is equal to approximately 300,000 – 500,000 unique visitors each month.

10,000

Our network tracks over 10,000 podcast downloads each month.
(doesn't include streaming without download)

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