



Family of Brands

SOCIALITE · SOCIALITE VAULT · THE KATE SHOW

2022 MEDIA KIT

MEET THE FOUNDER

Kate the Socialite

WWW.KATETHESOCIALITE.COM



ABOUT KATE



I became a professional marketer in 2016, after spending two long years attempting to market my copywriting business and realizing that marketing could be done much more simply and effectively.

Today, I run Socialite, an international marketing agency for home pros.

As part of our family of brands, I also launched Socialite Vault, my proprietary agency-membership that reaches designers, stagers, and professional organizers across the world.

I'm a wife, mom, entrepreneur, and podcast host, and I'm obsessed with making marketing easier for the home industry.



BRANDWIDE STATS & REACH

Total Reach & Audience

83K

Annual website views

2.1 M

Episode Downloads

1.4 M

Social & Pinterest audience

Primary Countries

United States
Canada
Australia
United Kingdom
India

Podcast Data

Launched in 2018, The Kate Show Podcast is one of the top 1.5% most popular shows out of 2,726,026 podcasts globally, ranked by Listen Score using 1st and 3rd party data.

Audience Profile

Interior designer, design-builder, home stager, professional organizer, or window treatment professional.

Female, 30-60 years old, speaks English as native or second language.

Operating solo or with team of less than 20, often located in the bi-coastal US, Canada, UK, and Australia.

SPONSORSHIP RATES

THE KATE SHOW PODCAST



A MARKETING PODCAST FOR HOME PROS

ABOUT THE SHOW

The Kate Show is an Apple Top 200 Business & Career podcast and reaches thousands of interior designers, home stagers, professional organizers and custom workroom owners across the globe.

Listeners of the show are action-takers and motivated entrepreneurs who have learned to trust Kate's advice implicitly.

SPONSORSHIP TERMS

In order to be accepted as a sponsor, your brand must serve the home industry (interior design, home staging, design-build, professional organizing, window treatments, upholstery) and have a good industry reputation.

All our ads are incorporated organically into the show using Kate's own words. Sponsors may send a list of points to cover and their own call-to-action. Contract durations vary but always require a minimum commitment of two months unless other arrangements have been agreed upon, and our contracts always require a 30 day notice of termination.

FULL SPONSORSHIP | \$1500 PER MONTH

- Pre-roll 60 second ad
- 2/2 episodes per month
- Featured in the Vault member portal as a preferred vendor
- Includes script writing and 2 revisions of script and audio

ADVANCED SPONSORSHIP | \$900 PER MONTH

- Pre-roll 30 second ad
- 1/2 episodes per month
- Sponsor provides script for Kate to modify

BASIC SPONSORSHIP | \$500 PER MONTH

- Featured in the Vault member portal as a preferred vendor



**Become a sponsor of
The Kate Show**

Email us at:
hello@katethesocialite.com