



PARTNERSHIP OPPORTUNITIES

# PARTNER WITH BEHIND THE WORK

Reach a highly engaged community of ambitious founders, entrepreneurs, and professionals who are actively building their lives, careers, and businesses.

[PARTNERSHIP PACKAGES](#)

[DOWNLOAD MEDIA KIT](#)

[GET IN TOUCH](#)

BY THE NUMBERS

## THE REACH

**19K+**

**44+**

COMMUNITY MEMBERS ACROSS CHANNELS

BEHIND THE WORK WITH JESSICA SANTANA

EPISODES PUBLISHED THROUGH A WEEKLY CADENCE

54+

WEEKLY NEWSLETTERS DELIVERED

3

PLATFORMS — SPOTIFY, APPLE PODCASTS & YOUTUBE



Spotify  
5.0 Star Rating



Apple Podcasts  
5.0 Star Rating

WHO'S LISTENING

# THE AUDIENCE

Behind The Work attracts ambitious, growth-oriented listeners who are actively investing in themselves — their careers, businesses, and personal development.

70%

WOMEN

71%

BASED IN THE UNITED STATES

65%

AGES 25-44

They live in large metropolitan cities and care deeply about their health, careers, businesses, and personal development — and spend a significant amount of time on

their phones, making them highly reachable through digital and social channels.

# BEHIND THE WORK

WITH JESSICA SANTANA

FOUNDERS

ENTREPRENEURS

EXECUTIVES

CAREER CLIMBERS

AGES 25-45

WOMEN OF COLOR

TECH PROFESSIONALS

DECISION-MAKERS

## LISTENER PROFILE



### MOTIVATED & AMBITIOUS

Actively working to level up their careers, businesses, and personal lives



### EDUCATED PROFESSIONALS

College-educated, career-driven, many with advanced degrees or entrepreneurial experience



### TECH & INNOVATION FORWARD

Engaged with AI, startups, venture capital, and the future of work



### COMMUNITY-ORIENTED

Values authentic relationships, mentorship, and building networks that matter



### MULTICULTURAL & DIVERSE

Significant representation from Black, Latina, and first-generation professional communities

## WHY PARTNER WITH US?

# BEHIND THE WORK

WITH JESSICA SANTANA



## TRUSTED VOICE

Jessica Santana — Forbes 30 Under 30, Crain's NY 40 Under 40, and CEO of America On Tech — brings deep credibility and an engaged following that trusts her recommendations.



## AUTHENTIC INTEGRATION

No scripted reads. Partnerships are woven authentically into the show and newsletter, ensuring your brand resonates with listeners in a genuine, meaningful way.



## MULTI-PLATFORM REACH

Your brand reaches our audience wherever they engage — podcast, YouTube, weekly newsletter, Instagram, TikTok, and live events.

## PARTNERSHIP OPPORTUNITIES

**PARTNER PACKAGES**

Choose the level of integration that works best for your brand and goals. Custom arrangements are always welcome.

## 1 EPISODE

**EPISODE SPONSOR**

Dip your toes in — perfect for testing the audience.

- ✓ Pre-roll or mid-roll ad read (60 sec) — host-read, 1 episode
- ✓ Show notes mention + link on YouTube & podcast platforms
- ✓ Newsletter mention — 1 issue (email list)
- ✓ Instagram story mention — 1 story, episode week
- ✓ LinkedIn newsletter shoutout — 1 issue

— Collab or standout social post — not included

[GET STARTED](#)

HIGHLY RECOMMENDED

## BEHIND THE WORK

WITH JESSICA SANTANA 5 / 1 MONTH

### MONTHLY SPONSOR

Build recognition — great for sustained brand awareness.

- ✓ Pre-roll + mid-roll ad reads (60 sec each) — all 4 episodes
- ✓ Show notes mention + link — all platforms, all episodes
- ✓ Newsletter mentions — 4 issues (email list)
- ✓ Instagram story mentions — 4 stories (1 per episode week)
- ✓ Instagram collab or standout post — 1 dedicated post / month
- ✓ LinkedIn newsletter shoutout — 4 issues
- ✓ YouTube video description links — all 4 episodes

[GET STARTED](#)

12 EPISODES / 1 QUARTER

### PRESENTING SPONSOR

Maximum visibility — own the show for a full quarter.

- ✓ "Presented by [Brand]" title card — every episode intro
- ✓ Pre-roll + mid-roll ad reads (60 sec) — all 12 episodes
- ✓ Show notes + YouTube descriptions — all 12 episodes

# BEHIND THE WORK

WITH JESSICA SANTANA

✓ Newsletter mentions (email list) — 12 issues

✓ Instagram stories — 12 stories

- ✓ Instagram collab or standout posts — 3 dedicated posts (1/month)
- ✓ LinkedIn newsletter shoutouts — 12 issues
- ✓ Dedicated LinkedIn sponsor spotlight post — 1 per quarter
- ✓ Priority ad placement (pre-roll) — all 12 episodes
- ✓ End-of-quarter performance recap — engagement report

[GET STARTED](#)

## PACKAGE COMPARISON AT A GLANCE

DELIVERABLE	EPISODE	MONTHLY	PRESENTING
Host-read ad (60 sec)	1 episode	4 episodes	12 episodes
Show notes / podcast links	✓	✓	✓
Email newsletter mention	1 issue	4 issues	12 issues
Instagram story	1	4	12
Instagram collab / standout post	—	1/month	1/month (3 total)
LinkedIn newsletter shoutout	1 issue	4 issues	12 issues
LinkedIn sponsor spotlight post	—	—	✓

**BEHIND THE WORK**

WITH JESSICA SANTANA

EPISODE

MONTHLY

PRESENTING

YouTube description links

1 ep

4 eps

12 eps

Presenting title card

—

—

✓

Quarterly performance recap

—

—

✓

**NEED SOMETHING CUSTOM?**

Every brand is different. If none of the packages above feel like the right fit, reach out and we'll build something that works specifically for your goals, audience, and budget.

**LET'S TALK****GET IN TOUCH****LET'S BUILD  
SOMETHING TOGETHER**

Fill out the form below and Jessica's team will be in touch within 3–5 business days to discuss your partnership goals.

NAME

# BEHIND THE WORK

WITH JESSICA SANTANA

EMAIL

your@email.com

SUBJECT

Select a subject

MESSAGE

Tell us about yourself and what you'd like to discuss...

**SEND MESSAGE**

## BEHIND THE WORK

WITH JESSICA SANTANA

[HOME](#)

[HOST](#)

[EPISODES](#)

[BLOG](#)

[JOIN](#)

[CONTACT](#)

© 2026 Behind The Work with Jessica Santana. All rights reserved.