

PODCAST SPONSORSHIP

Podcast Sponsorship With Derrick Kinney

A premium trust platform for brands that want to reach advisors through authority, long-form conversation and multi-channel editorial amplification.

MODERN AMERICAN ADVISOR · PARTNER WITH US

OVERVIEW

A sponsorship that becomes a content campaign.

Podcast sponsorship on Modern American Advisor is not just an audio insertion. Each sponsored episode is packaged as an editorial and distribution moment across the podcast, website, newsletter, email and social ecosystem.

Hosted by

Derrick Kinney — former top-1% advisor, bestselling author and growth authority

Built for

WealthTech, asset managers, advisor services, coaching and platform partners

Designed as

Trust-led authority, not commodity pre-roll advertising

Why this matters

- Advisors give more attention to respected long-form conversations than to standard ad units.
- A host-read message carries the trust of the host and the context of the topic.
- Companion editorial, transcript publishing and newsletter promotion extend the value after release.
- Repeated sponsorship creates familiarity, authority and recall across the advisor audience.

CORE PACKAGE

Episode Sponsor Package

The episode sponsor package is the standard sponsorship unit. It gives the sponsor presence around the audio, the episode page, the article version, the transcript, newsletter/email promotion and wider content distribution.

On the podcast	Sponsor branding on episode page; mention in the episode introduction; host-read sponsor message in-show.
Editorial extension	Article version published on MAA; transcript edited for readability; sponsor branding on article/transcript page.
Newsletter & email	Branding in email and newsletter promotion; direct links to podcast and article version.
Website & social	Website promotion around the sponsored episode; social/LinkedIn promotion where appropriate; digital magazine mention where relevant.

What the sponsor receives

- Brand association with a credible, advisor-focused host and editorial platform.
- A long-form message environment that can carry nuance, expertise and trust.
- A published content asset that can be shared by sales, marketing and leadership teams.
- A clear package of placements rather than a single fleeting audio mention.

PRICING

Podcast sponsorship investment

The pricing below is structured to reward partners who commit to consistency and repeated advisor visibility.

Single Episode Per episode sponsorship across the full deliverable set.	\$6,350
Monthly Podcast Four weekly sponsored episodes. Buy three; the fourth is included.	\$19,050
Founding Partner Three-month partnership for the price of two monthly packages. Best for sustained category ownership and repeated visibility.	\$38,100

Designed for partners who want repeated visibility, stronger brand alignment and a sustained presence across the podcast, website, newsletter and digital content ecosystem.

Typical partner uses

- A WealthTech firm owns a month of growth-focused episodes around practice efficiency.
- An asset manager sponsors an advisor education theme supported by newsletter amplification.
- A coaching or consulting firm builds repeated association with advisor growth and client acquisition.

PREMIUM CONTENT OPPORTUNITY

Featured Podcast Partner

For partners who want to go beyond sponsorship, MAA can create a featured podcast partnership built around the sponsor's own expertise, leadership, proposition or market view.

By proposal

- Guest appearance on the podcast, subject to editorial fit and host availability.
- Pre-call planning and theme development.
- Editorial positioning and question mapping.
- Sponsor-led thought leadership article.
- Full transcript and article publication.
- Short-form social clips and reels where suitable.
- LinkedIn distribution, newsletter amplification and website promotion.
- Digital magazine mention where relevant.
- Optional webinar follow-up campaign.

Best for

Brands that want to move from visibility to market authority — especially firms with senior leaders, research, books, products, campaigns or distinctive market views that deserve a deeper conversation.

HOST AUTHORITY

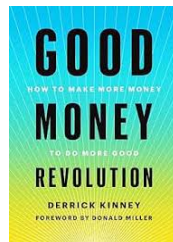
Why Derrick Kinney

Derrick Kinney is a former top-1% financial advisor, Wall Street Journal and USA Today bestselling author, keynote speaker and recognised authority on advisor growth.

He built, scaled and successfully exited one of America's premier advisory firms. That track record gives the MAA podcast platform immediate authority with advisors who care about growth, client acquisition, communication and performance.

Trust transfer

A host-read message works because the advisor trusts the host. Derrick's background gives the message commercial and professional context.



Growth relevance

Advisor growth, client acquisition, communication, leadership and practice performance are natural themes for the audience and for premium sponsors.

Visual assets are used selectively and at a premium editorial scale so source quality is protected.

PROCESS

How we build the partnership

Every sponsor receives a structured editorial and production process so the campaign feels premium, joined-up and useful to the sponsor's own sales and marketing teams.

- 01 Positioning**
Clarify audience, sponsor message, category context and success measures.

- 02 Episode planning**
Align episode topic, host-read copy, companion article angle and distribution plan.

- 03 Production**
Record, edit, package, publish and quality-control all core assets.

- 04 Amplification**
Promote through MAA website, newsletter, email, social and relevant editorial channels.

- 05 Follow-up**
Share campaign summary and recommendations for the next activation.

PARTNER WITH US

Next step

Use this guide as the pricing and package reference. The web page stays deliberately cleaner; the PDF carries the full package detail for campaign planning and internal approval.

To discuss availability, themes and fit, contact the Modern American Advisor partnerships team. We will shape the right episode, monthly or founding partner proposal around your timing, audience and commercial objective.

Modern American Advisor

Premium editorial · audience intelligence · podcasting · research · webinars · private experiences