



MODERN THERAPIST'S SURVIVAL GUIDE

Podcast Sponsorship

Join the #TherapyMovement



The #TherapyMovement

Let's reimagine therapy and therapist education.

Support a movement to innovate and improve the mental health profession and empower diverse voices in the field. Work with us to bridge the gap between therapist education and actual therapist experiences.

Through our [podcast](#) and [continuing education](#), we're exploring how to navigate the role of therapist as it is now.



The #TherapyMovement

We work to:

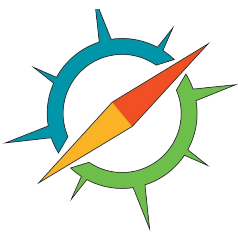
- **Create sustainable careers**, supporting sound business practices, the incorporation of technology, and adequate pay for all therapists.
- **Improve education** to reflect modern practices, support high quality clinical work, train therapists to care for themselves, and address the diversity in our communities.
- **Increase representation across the field**, supporting inclusion on our stages, in our classrooms, and in our offices.
- **Improve access to mental health care** without requiring sacrifice, financial instability, and burnout from therapists.
- **Cultivate a strong network** from within, so that therapists are empowered in their lives and in their practices.

Who We Are



We are **Curt Widhalm** and **Katie Vernoy**! We're both Licensed Marriage and Family Therapists (LMFTs) in the Los Angeles area. Before founding Therapy Reimagined in 2017, we created successful private practices and became actively involved in the profession in many ways. Curt is a current member of the California Association of Marriage and Family Therapists (CAMFT) Ethics Committee and teaches MFT students at Pepperdine and CSUN. Katie is a past CAMFT President and provides consulting for therapists stepping into leadership. In our current work, we have come together to start a #TherapyMovement that reimagines the profession for the modern age. Our podcast and continuing education events are different because we're willing to talk about what others avoid. We spotlight the importance of incorporating who you are as a person, a business owner, and a citizen in the world. We emphasize the importance of diversity, advocacy, and authenticity.

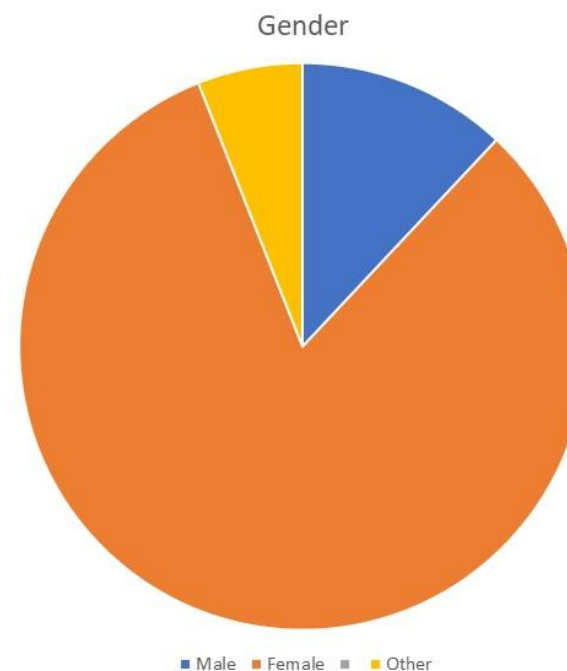
Learn more about us here: <https://therapyreimagined.com/about/>



Our Audience

Our community of mental health professionals is progressive, thoughtful clinicians and business owners. These #ModernTherapists are:

- Professionals who **value business and technology**
- Ready to **invest in themselves** to launch (or scale) their small businesses
- **Building their networks** of treatment providers
- Marriage and Family Therapists, Social Workers, Counselors, Psychologists, and other mental health and wellness professionals (Students, Pre or Provisionally Licensed, Fully Licensed, and Supervisors)
- Primarily female, age 25-54



■ Male ■ Female ■ Other



Our Reach

Each month, we put out at least 4 podcast episodes and see growth in initial and full library downloads month after month. We receive 2,000-3,000 downloads within a week of initial air date of a new episode.

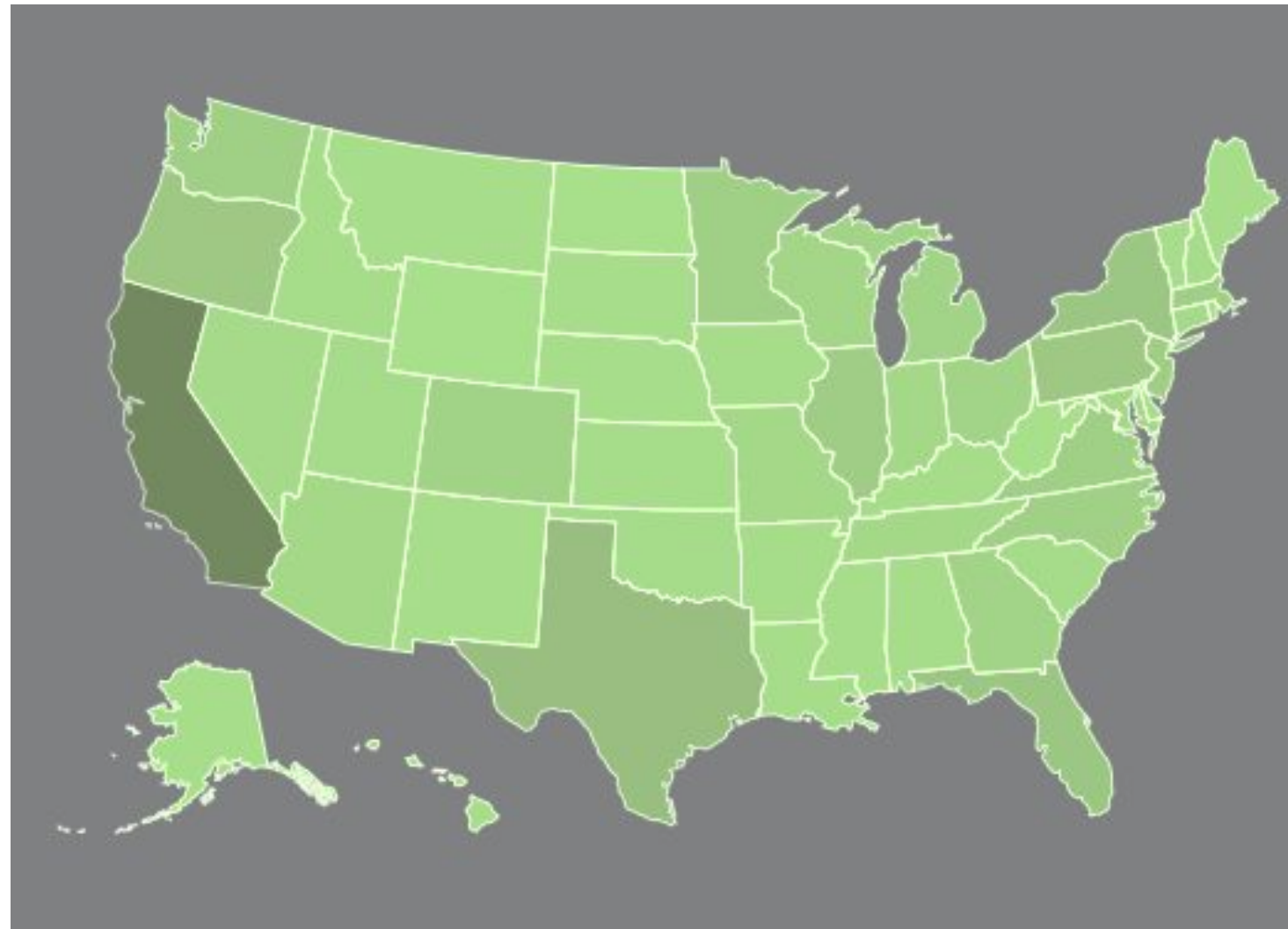


Downloads	
Per New Episode (at 1-3 months)	3,000 - 9,500
Current Average Downloads Per Month (for 2022)	36,500
Total Downloads <i>*Based on Interactive Advertising Bureau (IAB) standards starting 7/1/19 (We have 1,057,575 unique downloads since podcast launch Nov, 2017)</i>	851,980*



Our Footprint

Every year, we're tapping into new markets and expanding our reach nationally and internationally. We are reaching more and more Modern Therapists every day. Our weekly podcast reaches **all 50 states** (with the highest number of listeners in California, followed by Texas, Florida, New York, and Oregon) and has been downloaded in **175 countries** (with many regular listeners throughout the United States, Canada, Australia, and the United Kingdom).





Our Engagement

Through our events, our continuing education, our podcast, and our Facebook group, we strive to support and educate as many #ModernTherapists as we can. Our community is growing and stays very engaged in each of our platforms.

We receive:

- Numerous comments, texts, and emails each week responding to recent podcast episodes
- Engagement and discussion on timely topics in our Facebook Group
- Hundreds of people who have attended our large events
- A core group of folks who attends smaller gatherings like our monthly happy hours
- Many trusted partners who share our podcast episodes and educational content to their large audiences
- High open rates for both our monthly newsletters (50.9%) and our partner solomailers (50.7%)

Social Media Following <i>As of 10/27/2022</i>	Followers
Facebook Page	4400
Facebook Group	4725
Instagram	2900



Our Content

We are willing to open conversations that most podcasts avoid. We're excited to interview leaders in our field who expand our perspective, and our audience.



173 Reviews

Top Episodes:

1. What's New in the DSM-5-TR
2. Why YOU Shouldn't Sell Out to BetterHelp
3. What to do When Clients Get in Their Own Way
4. Are You Even Trauma-Informed?
5. The Return of Why Therapists Quit
6. An Incomplete List of Everything Wrong with Therapist Education
7. How to Fire Your Clients (Ethically)
8. The Jan 2022 Surprise of Good Faith Estimates
9. The Balance Between Boundaries and Humanity
10. Which Theoretical Orientation Should You Choose?

"A Home for Therapists"

"As real as it gets"

"I have to give it to them"

"Life-Changing"

Top Interviews with:

1. Dr. Michael B. First
2. Jeff Guenther
3. Laura Reagan
4. Dr. Jamie Marich
5. Dr. Diane Gerhart
6. Katie Read
7. Dr. Ben Caldwell
8. Patrick Casale
9. Megan Gunnell
10. Dr. Harry Aponte



Our Podcast Sponsors

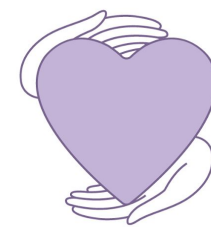
We partner with vetted resources designed to support our Modern Therapist community. We are pleased to have sponsors return year after year to collaborate and support the therapy movement.



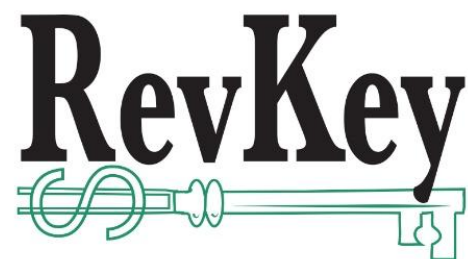


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PRIVATE PRACTICE GRIEF
Trainings for Mental Health Professionals





Sponsoring the Podcast

The Modern Therapist's Survival Guide Podcast supports our listeners through timely, engaging content and vetted resources.

We partner with incredible companies, impactful treatment centers, and innovative startups that empower our modern therapists to improve their businesses and their communities' mental health.



Sponsoring the Podcast

We go beyond a simple advertisement on our podcast to connect with our audiences, share your products and services, and collaborate on projects that move both of our missions forward. For this reason, we only partner with companies we have vetted and to whom we are comfortable providing referrals.

We're looking for right-match sponsors to connect with our large (and growing) audience!

For more information about the podcast visit: mtsgpodcast.com



Premium Podcast Sponsorship - \$5,000/month (9 Available)

- Each monthly sponsorship includes 30,000 downloads across our library of episodes
- Promotional Announcements read by the hosts at pre-roll, midroll, post roll:
 - Pre-roll: 15 second introduction
 - Midroll: 45 second deeper dive into your company
 - Post roll: 15 second call to action
- Only one premium sponsorship per month (and a maximum of 2 sponsors per month)
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Solo-mailer with your info & special offers
- Featured on our Modern Therapist's Consumer Guide Resources page
- Featured on our Podcast Sponsors Page
- Content Collaboration (co-creating content to organically spotlight your company)
- Co-marketing and collaboration opportunities



Supporting Podcast Sponsorship – \$3,500/month

- Each monthly sponsorship includes 30,000 downloads across our library of episodes
- Promotional Announcements read by the hosts at pre-roll, midroll, post roll:
 - Pre-roll: 15 second introduction
 - Midroll: 45 second deeper dive into your company
 - Post roll: 15 second call to action
- Maximum of 2 sponsors per month
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Featured on our Podcast Sponsors page
- Co-marketing and collaboration opportunities available when you sponsor multiple months



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For more information, please contact us:
podcast@therapyreimagined.com

Ready to Sponsor?
[Request an Interview](#)