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**, **conferences**, 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.

MODERN THERAPIST'S SURVIVAL GUIDE®

Who We Are



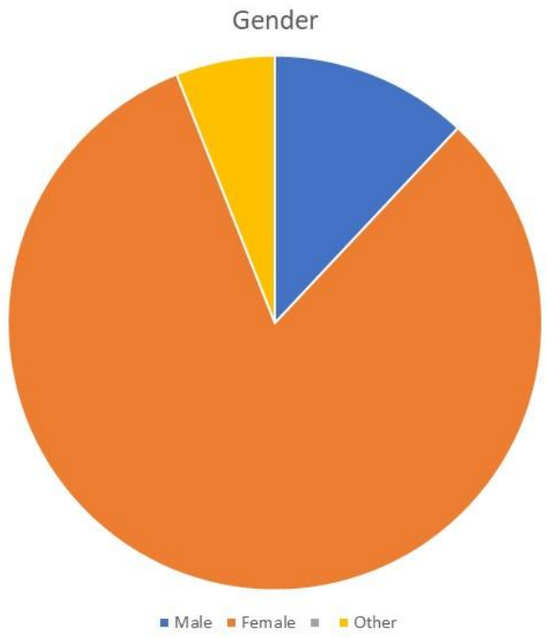
We are **Curt Widhalm** and **Katie Vernoy**! We're both Licensed Marriage and Family Therapists (LMFTs) in the Los Angeles area. Before founding Therapy Reimagined in 2017, we created successful private practices and became actively involved in the profession in many ways. Curt is the current chair of the California Association of Marriage and Family Therapists (CAMFT) Ethics Committee and has a group practice in Los Angeles. Katie is a past CAMFT President and current member of the CAMFT Ethics Committee. In our current work, we have come together to start a #TherapyMovement that reimagines the profession for the modern age. Our podcast, conferences, and continuing education 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

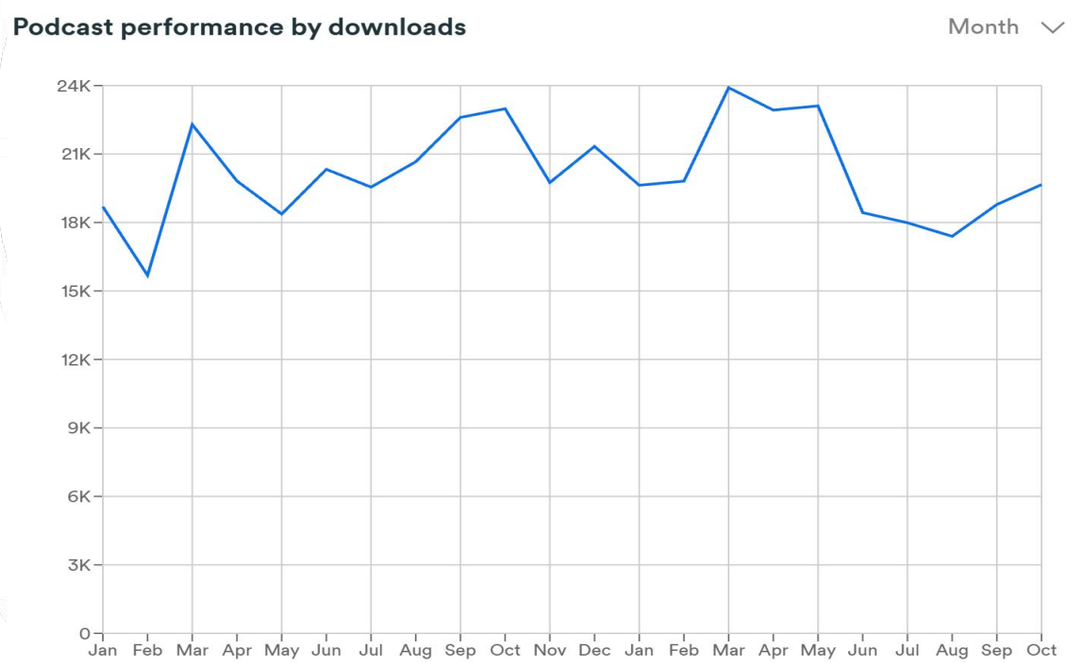
Our community of mental health professionals includes progressive, thoughtful clinicians and business owners. These #ModernTherapists are:

- 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



Our Reach

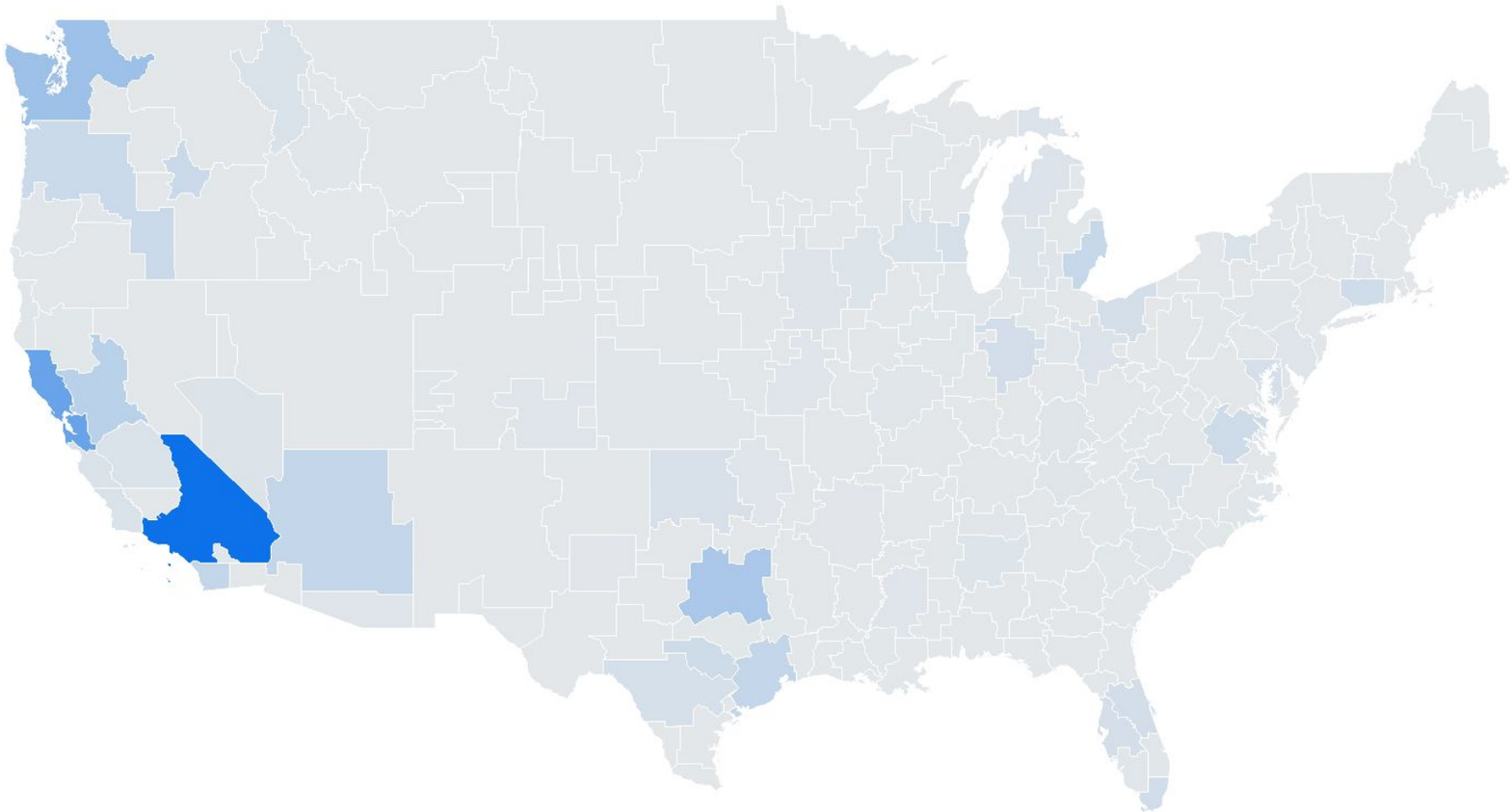
Each month, we put out at least 4 podcast episodes and see growth in initial and full library downloads month after month. We typically receive 1,500-2,000 downloads within a week of initial air date of a new episode and often over 40,000 ad impressions per month for each of our sponsors!



Downloads	
Per New Episode (at 1-3 months)	3,000+
Current Average Downloads Per Month	20,272
Total Downloads	2,291,742

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, New York, Washington, and Illinois) 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
- Many trusted partners who share our podcast episodes and educational content to their large audiences
- High open rates for both our monthly newsletters (50%) and our partner solomailers (50%)

Social Media Following ***As of 11/13/2026***	**Followers**
Facebook Page	5.1K
Facebook Group	7.8K
Instagram	3.2K

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.



249 Ratings

"A Home for Therapists"

"As real as it gets"

"I have to give it to them"

"Life-Changing"

Top Episodes:

1. Somatic Therapy
2. Why It's Hard for Therapists to be Friends
3. Navigating Incel Culture
4. AI Therapy is Already Here
5. What's New in the DSM-5-TR
6. What Therapists Should Know About Dissociation
7. Therapists Are Not Robots: How We Can Show Humanity in the Room
8. What to do When Clients Get in Their Own Way
9. Why Therapists Quit
10. We Answer the Question: Is EMDR a Pyramid Scheme

Top Interviews with:

1. Linda Thai
2. Dr. Jamie Marich
3. Laura Reagan, LCSW-C
4. Dr. Maelisa McCaffrey
5. Dr. Alexandra Solomon
6. Dr. Sharon Malone
7. Bryana Kappadakunnel, LMFT
8. Katie Read
9. Dr. Ben Caldwell
10. Stevon Lewis, LMFT
11. Megan Gunnell
12. Dr. Harry Aponte
13. Dr. Michael B. First
14. Jennie Schottmiller

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.

SimplePractice

PAUBOX

BUYINGTIME
Virtual Solutions For Your Business

HIGH PASS
EDUCATION

real Honest therapy

The Receptionist
a Sign In App company

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!

AND - Our conference is back in 2027!! **Therapy Reimagined: The Modern Therapist Conference** returns this May, and podcast sponsorships now include participation.

For more information about the podcast visit: mtsgpodcast.com

Premium Podcast Sponsorship – $5,000/month (Up to 12 available)

- Each monthly sponsorship includes at least 40,000 ad impressions 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
- Premium ad spots (i.e., aired in first position across the episode)
- 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, including Therapy Reimagined 2027

Supporting Podcast Sponsorship – $3,500/month

- Each monthly sponsorship includes at least 35,000 ad impressions 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
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Featured on our Podcast Sponsors page
- Co-marketing and collaboration opportunities available (including Therapy Reimagined 2027), when you sponsor multiple months

Tailored Podcast Sponsorship – (Inquire for Quote)

- Partnership for 3 to 12 months, can be renewed
- Includes at least 35,000-45,000 ad impressions across our library of episodes each month
- 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
- Choice of premium, supporting, or rotating ad spots
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Solo-mailers 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)
- Modern Therapist's Consumer Guide interview about your company
- Co-marketing and collaboration opportunities, including Therapy Reimagined 2027!

Mini Podcast Sponsorship – (When Available, Inquire for Quote)

- Choice of full or partial audience for ad spots
- Choice of Promotional Announcements read by the hosts at pre-roll, midroll, and/or post roll:
  - Pre-roll: 15 second introduction
  - Midroll: 45 second deeper dive into your company
  - Post roll: 15 second call to action
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Featured on our Podcast Sponsors page
- Co-marketing and content collaboration opportunities (including Therapy Reimagined 2027), when available
- Affiliate arrangements, when aligned

MODERN THERAPIST'S

SURVIVAL GUIDE®

For more information, please contact us:

podcast@therapyreimagined.com

Ready to Sponsor?

Request an Interview