

# MEDIA KIT



## ABOUT TSH OXENREIDER

Serial traveler and paradoxical homebody, I've been writing and talking about the beauty of making things simpler since early 2008. Whether it's what traveling with nothing but a backpack for a year will teach you about how much you really need (spoiler alert: not much), how to listen to podcasts without feeling overwhelmed, or sharing about a phenomenal woman running a small indie bookshop, I love sharing my passion for the simpler side of life.

I'm the creator and host of The Simple Show and Women's Work podcasts, founder of The Art of Simple, and I've written several books, including *At Home in the World*.

## ABOUT THE SIMPLE SHOW

I chat weekly with friends about breaking down big ideas. From deep stuff, like world events, to smaller things, like Netflix binges, we deep-dive to make sense of it all, then come back up for air more enlightened.

## ABOUT WOMEN'S WORK

More than a business show, this is a story show... I ask women—from all walks of life, who do all sorts of work—why they love what they do. They make our world a better place and contribute to our greater good.

## ABOUT THE ART OF SIMPLE

As a compendium to The Simple Show, my team of writers and I have been sharing stories for a decade about the beauty of simple living. We now also write about simplifying all sorts of things—from technology, to self-care, to travel, and beyond.



250,000+

Unique Visitors  
per Month

400,000+

Page Views  
per Month

40k



284k+



84k+



31k+



34k+



# BRANDS + AUTHORS

## SERVICES & RATES

Got a product, service, or book that fits our philosophy?

### Podcast Episode Sponsorship

Let us promote you on either of our highly-ranked podcasts! This is a great ROI for all sorts of promotions—Tsh can use her familiar, friendly voice to create for you an organic, naturally-read endorsement, and podcast episodes have a long shelf life because listeners download episodes years after their release. Both The Simple Show & Women’s Work are part of the Wondery network—to get a quote for our current rates, please contact [adops@wondery.com](mailto:adops@wondery.com).

### The Art of Simple Sponsored Post

Tsh (or one of the staff writers) will write an essay on a mutually-beneficial topic, where your brand will be appropriately integrated and highlighted. It will go to all subscribers and be promoted on our social media channels.

### Featured Facebook post

We’ll post a well-photographed image of your product using appropriate hashtags and a CTA link, with the option to add a giveaway for our almost 300k Facebook fans. Product required.

### Mix & Match

Get creative and tell us your idea for partnership! We’re open to outside-the-box ideas, including a combination of the above.

*“Tsh’s media outlets have been invaluable for bringing in subscribers to Around the World Stories. The results from Tsh’s endorsement on her podcast had an immediate impact, with a surge of both website clicks and membership purchases far exceeding our expectations. That was months ago, and we still have people signing up from that podcast. We’re excited to continue partnering with her in the future.”*

-TANIA LANDIN,  
co-founder, Around the World Stories



## INTERESTED?

For current rates and to brainstorm partnership ideas, please contact Caroline TeSelle at [caroline@theartofsimple.net](mailto:caroline@theartofsimple.net).