

Birth Bruja Podcast

Sponsorship
Opportunities





The Birth Bruja Team

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About the Work

Birth Bruja is a queer, woman of color-led online educational platform devoted to decolonial approaches to healing and reproductive care. We host virtual workshops, support groups, mentorship programs, panel discussions and more.

The Birth Bruja Podcast is an extension of this work. We center guests with marginalized identities, and use storytelling and popular education to explore topics within the intersections of healing and reproductive care, such as:

- How to Build a Doula Business
- Birthing & Reproductive Justice
- Reclaiming Ancestral Wisdom
- Birthing Behind Bars
- Tales of a Queer, Black, Student Midwife
- Navigating Reproductive Experiences as a Survivor of Sexual Violence
- Decolonizing Birth
- Money, Privilege & Birthwork





Metrics

GENRE: Education & Storytelling (social justice, reproductive care, healing, spirituality, feminism, LGBTQIA+ & BIPOC centered)

LAUNCHED: Spring 2018

FREQUENCY: Published 2-3 times per month

DOWNLOADS TO DATE: 72,594

PODCAST SUBSCRIBERS: 1,082 (as of Oct 2022)

SOCIAL MEDIA FOLLOWERS: 14,177 (as of Oct 2022)

EMAIL LIST: 1440

AVERAGE OPEN RATE: 41.4%

LISTENER & SOCIAL MEDIA FOLLOWER BASE:

- People who are passionate about healing, mental health, birthwork, reproductive justice, and social justice
- Entrepreneurs, medical, legal & social service workers, doulas, midwives, labor & delivery nurses, lactation consultants, birth educators, birthing people, trauma survivors, those with marginalized identities & their allies

GENDER: 92.9% Women & 7% Men (Gender expansive info not available)

TOP LOCATIONS: New York, Los Angeles, Portland, Chicago, Oakland, CA

AGE RANGES:

- 25-34: 47.6%
- 35-44: 29.1%
- 18-24: 12.8%
- 45-55: 5.8%

Sponsorship Packages

Gold

- Investment \$5,000
- 3 months of promotion & 6 podcast episodes
- Exclusive promotion on podcast
- Featured in weekly emails to Birth Bruja listserve
- Weekly promotion on social media feed:
 - Instagram & Facebook
- Logo & link on Birth Bruja website

Green

- Investment: \$2,000
- 1 month of promotion & 3 podcast episodes
- Featured in weekly emails to Birth Bruja listserve
- Bi-weekly promotion on social media feed:
 - Instagram & Facebook
- Logo & link on Birth Bruja website

Red

- Investment: \$500
- 1 month of promotion
- Bi-weekly promotion on social media feed:
 - Instagram & Facebook
- Logo & link on Birth Bruja website

Blue

- Investment: \$250
- 1 month of promotion
- Logo & link on Birth Bruja website



Support Good Work!

Send questions & sponsorship inquiries to
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Join the social media conversation | @BirthBruja
www.BirthBruja.com

