

Growth by Design



The Role of Strategic Representation in Podcast Growth



When Calm Parenting partnered with True Native Media in 2023 the show was seeking a thoughtful approach to monetization that would not disrupt the trust they had built with their audience. At the time, the podcast was generating approximately 95,000 monthly impressions and had cultivated a highly engaged listener base centered around parenting strategies rooted in connection and emotional regulation.

Through strategic representation, True Native Media worked closely with the Calm Parenting team to introduce aligned brand partnerships that complemented the show's existing content and values. By prioritizing host-read storytelling and audience-first integrations, the podcast was able to begin generating revenue while maintaining authenticity with listeners.

Impression Growth

+148%

Revenue Growth

+175.1%

Repeat Advertisers

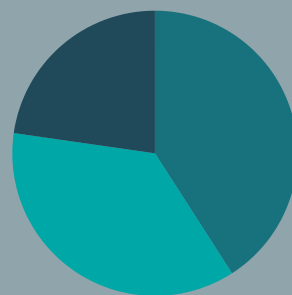
71.4%

Advertiser Snapshot

Brands across a range of mission-driven categories continue to invest in Calm Parenting. To date, the show has partnered with **38 advertisers**, with a typical campaign running approximately **4.5 months**.

The largest share of advertisers come from categories that align closely with the audience's interests, including **Health & Wellness**, **Home & Lifestyle**, and **Education & Kids Learning**.

- Health & Wellness
- Home & Lifestyle
- Education & Learni...



Testimonial

"Working with True Native Media has been transformative for our podcast. Not only have they helped us significantly grow our advertising revenue, but they've also connected us with brands that truly align with our audience. Their team understands podcasting, respects the creator voice, and makes monetization feel seamless."

Kirk Martin, Host

Ad Sample

AG1

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