



AI FOR ADVISORS  
SPONSORSHIP PROSPECTUS

THE PODCAST WHERE AI MEETS AUM

# A concentrated audience of exactly the right prospects.

Weekly conversations on AI and WealthTech — for the advisors, founders, and operators reshaping wealth management. One sponsor per episode, reaching the exact room your buyers live in.

**1h 27m**

avg. listening per person

**83%**

based in the US

**1,840**

unique listeners



Hosted by Mark Heynen & James Cantwell

YOUTUBE · SPOTIFY · APPLE · IHEART · OVERCAST

# The exact people WealthTech pays to reach.

AI for Advisors listeners are concentrated in the exact demographic WealthTech and AI companies spend heavily to reach: senior, US-based, professional decision-makers who choose to spend real time with in-depth conversations about the tools reshaping their industry. The guest list — Altruist, Kitces, Savvy Wealth, Orion, SS&C, Jump — tells you who's in the room.

**1h 27m**

Avg. listening time  
logged per listener

**90%**

Aged 28–59 (peak  
35–44)

**83%**

Based in the United  
States

**84%**

Industry  
professionals, male-  
skewed

**1,840**

Unique podcast  
listeners to date

**24,000+**

YouTube views  
across the channel

**~1,200**

Hours of audience  
attention captured

**5 apps**

Spotify, Apple,  
iHeart, Overcast,  
web

## RECENTLY IN THE ROOM

Altruist · Kitces · Savvy Wealth · Orion · SS&C · Jump

# Intent-driven attention, not background noise.

The engagement signals all point the same way. Roughly 43% of podcast discovery comes from active search — people are looking for AI-and-advisor content, not stumbling into it — and impressions turn into plays at a 9.4% conversion rate, well above the norm for the category. This is an audience that treats the show as a resource. For a sponsor whose buyers are financial advisors and WealthTech firms, that's about as qualified as podcast attention gets.

## 9.4%

**Impression-to-play  
conversion**

vs. the ~2–5% many shows  
see

## ~43%

**Discovery from active  
search**

people hunting for this  
content

## 10%

**Click-through on marquee  
episodes**

3.7% overall across the  
channel

## MARQUEE NAMES PULL THE ROOM — EVERY PLATFORM

EPISODE	YT VIEWS	LISTENING	CTR
Jason Wenk (Altruist) — AI + Custody	556	95 hrs	5.6%
Michael Kitces — AI, productivity & the 10-yr outlook	286	95 hrs	7.0%
Ritik Malhotra (Savvy Wealth) — full-stack vs best-of-breed	285	28 hrs	10.3%

## NATURAL FITS

WealthTech and advisor-software vendors; custodians, TAMPs and platforms; AI and SaaS providers serving wealth management; and consultants in M&A, succession, and startup growth targeting this market.

# One sponsor per episode. Two clean placements.

A 30-second host-read spot near the top of the episode, and a "brought to you by" read at the close. No mid-roll — we never interrupt the conversation, so your message lands where listeners are most present: the start and the sign-off.

## WHAT'S INCLUDED

- A 30-second host-read spot near the episode open
- A "brought to you by [your brand]" read at the close
- Distribution on YouTube, Spotify, Apple, iHeart, Overcast & web
- A mention and link in the episode show notes
- Evergreen placement — your spot keeps earning listens as the catalog is discovered

## WHAT ONE EPISODE REALISTICALLY REACHES

Straight talk: a new episode draws roughly 75–80 downloads in its first week and keeps accruing for months — marquee episodes have passed 500 downloads and 95 hours of listening apiece. Short clips cut from each one have topped 1,000 views on their own. You're not buying a stadium; you're buying a room full of the right people, and a spot that keeps working long after it airs.

### Single episode

30-sec spot near the open + a "brought to you by" read at the close.

**\$500** / episode

### 5-episode package

BEST VALUE

The same placement across five episodes. Buy 4, get the 5th free.

**\$2,000** = \$400 / episode

Host-read only – no mid-roll. One sponsor per episode. Prices in USD.

## Sponsor an episode

Reach out to James Cantwell to reserve a date or put together a multi-episode run.

[james@wealthtechselect.com](mailto:james@wealthtechselect.com) →