

# The Agewyz Podcast

Recommended by Caring.com:  
"Best Podcasts for Family Caregivers"

Media Kit 2020



# Introduction and Vision

## A BIT ABOUT THE AGEWYZ PODCAST AND WHY I STARTED THE SHOW

The **Agewyz Podcast** launched in 2015 while I was writing a book about the experience of caring for my then 80-year-old mother after my father's sudden death. Doing research for the book, I discovered there were millions of caregivers like me scrambling to access services for our loved ones in a confusing healthcare system, losing sleep, jobs and even friends as we slogged it out often alone and in isolation. But the media conversation on care seemed to be dominated by statistics. Where were the voices of the people actually doing the work?

I launched the weekly podcast to give caregivers a platform to share their stories: of how they cope, what they've learned and how care has changed their lives. Besides caregivers, guests include experts in the field of aging and people using media to creatively address health issues and challenge widespread assumptions about aging. My mission is to provide listeners with resources that help them age well and wisely, and to inspire people to make every moment in life count even under the most difficult of circumstances. The Agewyz Podcast now boasts over 58,000 listens per month through its distribution on the nationally syndicated Speak Up Talk Radio Network as well as iTunes, Stitcher and many other podcatchers.

My vision for the podcast is to support caregivers by giving them a voice, reminding them they are not alone and offering them tools and tips provided in the stories of people who have walked in their shoes. Through these frank and lively conversations that celebrate remarkable human courage, I hope to draw sustained attention to issues we cannot afford to ignore and to encourage policymakers to create policies around care that reflect the reality of our lives.



Jana Panarites  
Host and Producer

# About Jana

## Jana Bio

Jana Panarites works in media as a writer and a producer on projects designed to highlight pressing social issues and inspire social change. Her professional background includes extensive work in network television production and in the legal field.

Jana recently authored the book, "Scattered: My Year As An Accidental Caregiver" and presented on the power of stories to create change at the 2016 Aging in America conference. She's currently host and producer of the weekly Agewyz Podcast.



## Did you know?

Jana's love of music sparked her early years in radio as a DJ at WRUV-FM, the campus radio station of the University of Vermont, her alma mater. She's the proud daughter of Greek-American parents who taught her all about respecting and cherishing her elders. Jana went back to school at age 47 and earned a masters degree from the University of Southern California. In 2017 The Agewyz Podcast was named to Caring.com's list of "Best Podcasts for Family Caregivers."

## Skills

Storytelling



Communications



Audio Mixing & Editing



Social Media Marketing



# Our Listeners

Top 4 countries listening: #1-US; #2-Japan; #3-Canada; #4-UK

Nearly  
50% each:  
Ages  
25-45 and  
50+

## Age Demographics

Millennials, GenX and listeners ages 50 and up make up nearly all who tune into the podcast. These groups are grappling with aging and care issues in different and powerful ways that listeners are learning from and taking strength.

Almost  
evenly  
split

## Women + Men

51% of the listener audience is made up of women ages 35-68. 49% is made up of men ages 25-54. Women make up a higher percentage of caregivers, but men are increasingly getting involved with care. 10K people turn 65 every day; the impact is felt by both men and women; both can benefit from products and services that help them age well and wisely.

77%  
Have a 4-  
year degree  
or higher

## Education

77% of listeners are college educated. 25% are more likely to have completed post-graduate studies. 25% are more likely to have taken continuing education courses in the last year. 54% are more likely to attend museums. 44% are more likely to be a book club member.

44%  
earn  
\$75K +

## Wealth

44% of listeners earn annual incomes of \$75K or more. 42% are more likely to have used money management or financial counsel. 25% are more likely to spend \$40K+ on a car. 25% are more likely to own a vacation home.

# Recent Guests

A CROSS-SECTION OF CARERS, PROFESSIONALS IN THE FIELD OF AGING & CREATIVE TYPES - ALL TOUCHED BY CARE



**CAREGIVER  
CYNTHIA LIM**

Episode 151:

## **Wherever You Are**

Cynthia Lim talks about her memoir "Wherever You Are," about how her life was turned upside down - soon after this photo was taken - when her husband had a heart attack and suffered permanent brain injury.



**NY TIMES REPORTER  
JOHN LELAND**

Episode 159:

## **Happiness Is A Choice You Make**

John Leland shares some of the lessons he learned from six elders profiled in his best-selling book, "Happiness Is A Choice You Make" and about his series "85 and Up" for the *Times*, which explores the huge influence we all have over the quality of our lives as we age.



**RESEARCHER  
KALISHA BONDS**

Episode 164:

## **African Americans and Dementia**

PhD candidate Kalisha Bonds talks about the prevalence of dementia in African American communities, an overlooked population in dementia research, plus decision-making and the use of formal medical care by African Americans and their care partners.

## **A FEW OF OUR OTHER PAST GUESTS:**

~ Former Wisconsin Governor [Martin J. Schreiber](#) on caring for his wife Elaine who has Alzheimers.

~ Wellthy CEO [Lindsay Jurist-Rosner](#) on how caring for her mom who has MS led Lindsay to found care-based Wellthy.

~ Author/Illustrator [Marissa Moss](#) on her graphic memoir "Last Things" about about caring for her husband Harvey who died of ALS. The book is designed to spark a dialogue about end of life care.

~ Documentary filmmaker [Christine Herbes-Sommers](#) on her film "Coming of Age in Aging America."

~ International Alzheimers Advocate [Brian LeBlanc](#), diagnosed with early onset Alzheimers at age 54, speaks about living well with dementia.

# Kudos and Kind Words From Fans



**Pat Rullo**  
@speakupradioh

Following

Always cutting edge **#caregiver** information from **@JanaPanarites** and The Agewyz Podcast.



**Jana Panarites** @JanaPanarites  
5th generation DC native/powerhouse Loretta Veney on  
#Alzheimer's #caregiving + being her mom's mom bit.ly/2q0xxeF  
#AgewyzPodcast

7:00 PM - 19 May 2017



Great podcast!  
Like · Reply · 1 · April 6 at 11:51pm



**Jana Panarites** So glad you enjoyed it and got something out of it. I do the podcast in hopes that folks like you can hear the voices of your fellow warriors.

Like · Reply · 1 · April 7 at 12:20pm



Yes you are! Definitely could tell you've walked in these shoes 😊

Thank you! Loved your guest, Lisa 😊

Like · Reply · 2 · April 7 at 12:23pm · Edited



**Jana Panarites** is a gift!

Like · Reply · 2 · April 7 at 5:56pm

Closed Facebook group; names blocked out for privacy.



**Maggie McClane** Jana,

I love how imaginative and innovative you are in finding and sharing real stories about caregiving and ageing! Giving first-hand looks into new and changing situations that we all can learn from. Thank you for your dedication in getting these issues raised and starting discussions about them! There is much to learn about these areas and these issues will only become more and more important to us all.



**Feylyn Lewis**  
@FeylynLewis

Following

Great podcast from millennial caregiver  
**@grownuppains** and **@JanaPanarites**!!  
**#millennials** **#caregiving**



**Jana Panarites** @JanaPanarites  
Melissa Bilchik on genetic testing, caring for a mom w HD +why she's not a #Pinterest mom bit.ly/2p7Y24j #AgewyzPodcast

6:55 AM - 28 Apr 2017 from West Palm Beach, FL

2 Likes



# Potential Reach – The Numbers

When you sign up to be a sponsor of The Agewyz Podcast, you have access to thousands of educated, curious, tech savvy and active women and men navigating a complex system of care often with little guidance and few resources. These folks are eager to age well and wisely and they are loyal fans of the show. Below are some basic numbers which cover the show's areas of reach and audience.

2200+



## Social Media

The Agewyz Podcast reaches 1100+ followers of Jana's personal Twitter account, 650+ friends and followers in its Facebook community and 451 1st level connections on LinkedIn.

58000+/mo



## Listens

The Agewyz Podcast currently has 14,500 listens per week through its distribution on the Speak Up Talk Radio Network as well as iTunes, Stitcher, etc.

31000+



## Web

The Agewyz website has had 31000+ page views since its 2015 launch. Visitors engage with the website's lively podcast interviews, its episode show notes and links to resources, plus Jana's book, "Scattered: My Year As An Accidental Caregiver."



# Featuring The Agewyz Podcast!

The Agewyz Podcast and host Jana Panarites have been featured in a number of areas around the web and in live events. Here are a few examples of where the show and Jana have been seen.



On list: "Best Podcasts for Family Caregivers"



**OUT50 Palm Beach:**  
**Jana Panarites – The LGBT Elder Advocate**



## The New York Times

### *Calls for Social Security Expansion Grow Louder in Washington*

Retiring  
MARK MILLER JULY 15, 2016



"Like a lot of caregivers, I had no idea what I was getting into," said Jana Panarites, with her mother, Helen.  
Peter W. Cross for The New York Times

## Working Daughter

A Community for Women Balancing Caregiving and Career



# Sponsorship Levels

The ad packages below are based on an average of 14,500 listens per episode. Rates are negotiable ; if you would like to become a Presenting Sponsor and receive customized spots unique to your brand and mission , please enquire about pricing. Thank you in advance for considering to help support the podcast. If you have any questions, please don't hesitate to ask!

## ALL IN

### **\$1,000/episode**

We will promote your brand/ services with two live read audio ads:

- ~ 15-second Pre-Roll audio ad
- ~ 30-second Mid-Roll audio ad

PLUS:

- ~ Provide a URL link & your company name in searchable show notes & tagged audio file.
- ~ Tweet your brand to our Twitter followers (1000+) 3x per episode.
- ~ Mention your company when posting the episode on our Facebook page. ~Place a 250x 250 banner ad on the Agewyz

## SUPREME

### **\$725/episode**

We will promote your brand/ services with two live read audio ads:

- ~ One 15-second audio ad
  - ~ One 30-second audio ad
- PLUS:
- ~ Provide a URL link & your company name in the searchable show notes that go out to all distribution points. This URL will also appear in the tagged audio file.

## SUPER

### **\$600/episode**

We will promote your brand/ services with two live read audio ads:

- ~ 15-second Pre-Roll audio ad
- ~ 30-second Mid-Roll audio ad

# Get In Touch

Please contact Jana if you have any questions about anything in this package. I look forward to hearing from you and possibly working together!



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