

Speak directly to leading women in
North America focused on maximizing
their personal and professional lives

TALK

THE HONEST

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A Leading Platform for Women in North America

Honest. Impactful. Inspiring.

The Honest Talk aims to do things differently. We break down silos so women can connect through our shared stories and experiences — while also celebrating our differences.

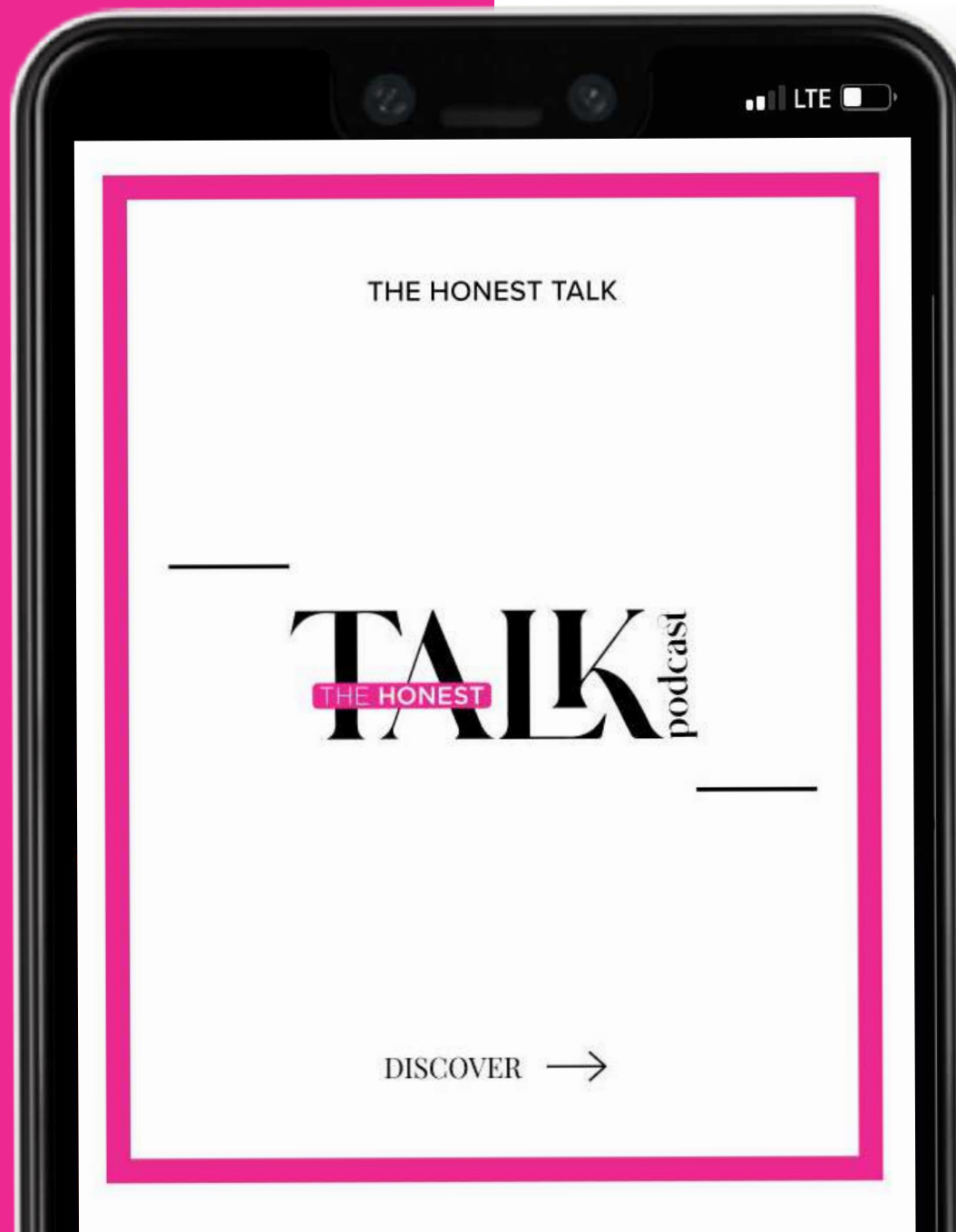
Led by respected entrepreneurs Jennifer Stewart and Catherine Clark, The Honest Talk stands out for its commitment to providing a platform for honest, authentic conversations.

The Honest Talk aims to provide insight, information, and inspiration. We challenge assumptions, foster personal growth, and promote empathy and inclusivity.





Among our audience are trailblazers in every field, including business leaders, entrepreneurs, politicians, diplomats, and journalists.



The Honest Talk
was named one
of Canada's
TOP podcasts
for women.

Our Audience –

04

88%

ARE WOMEN

35%

ARE 35-44 YEARS OLD

22%

ARE 45-54 YEARS OLD

30%

HOLD A SENIOR ROLE

16%

ARE DIRECTORS

8%

ARE VICE PRESIDENTS

Our Audience – is primarily composed of women working in:

**Business Development, Media and Communications, Human Resources, Marketing and Sales,
and Operations and Finance.**



73%

**ARE IN
CANADA**



23%

**ARE IN THE
UNITED STATES**

Banners

Banner sponsors receive 100% of all banner impressions on TheHonestTalk.ca.

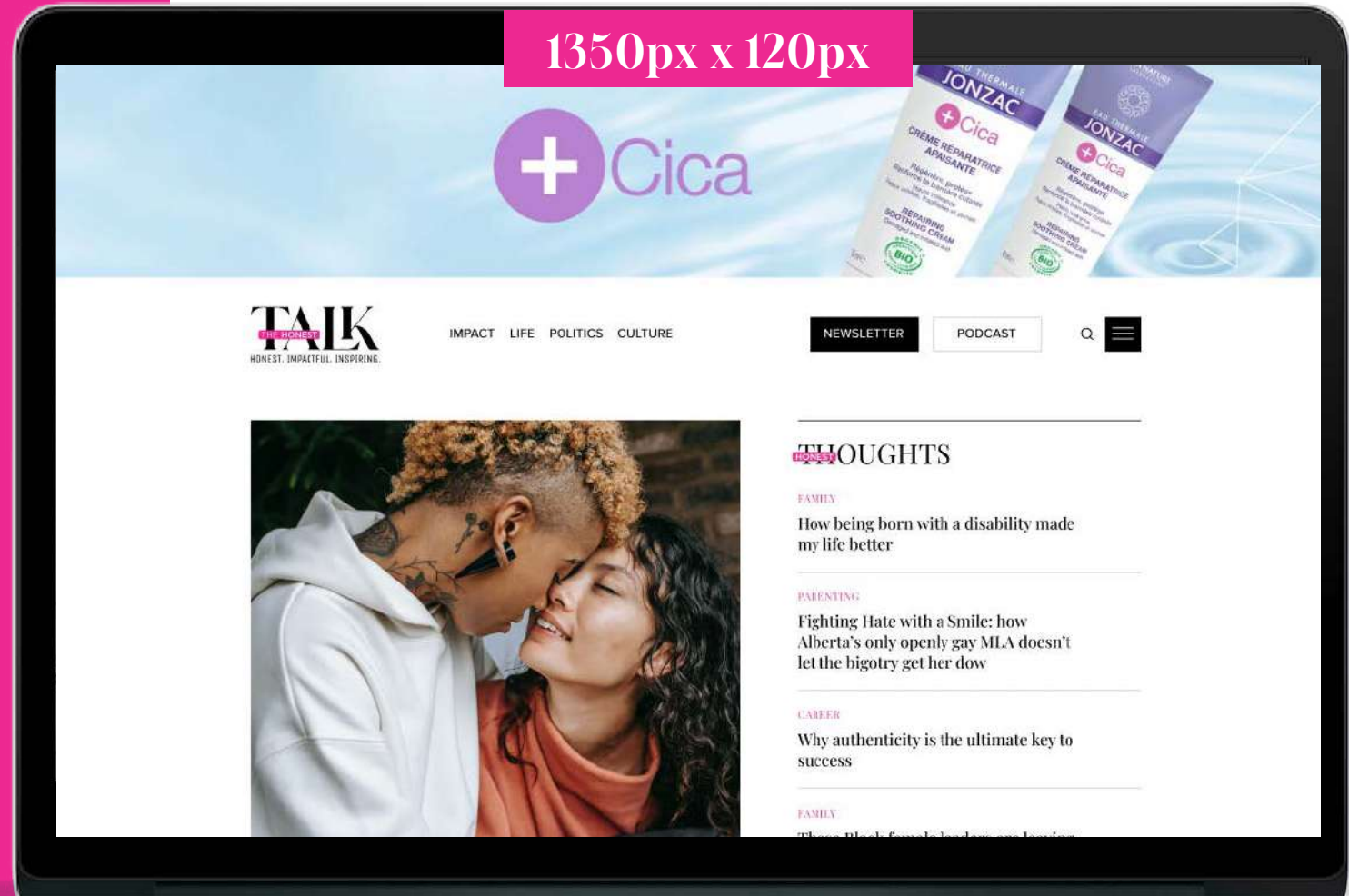
BENEFITS OF BANNER ADS:

- Visibility
- Exposure
- Customized audience

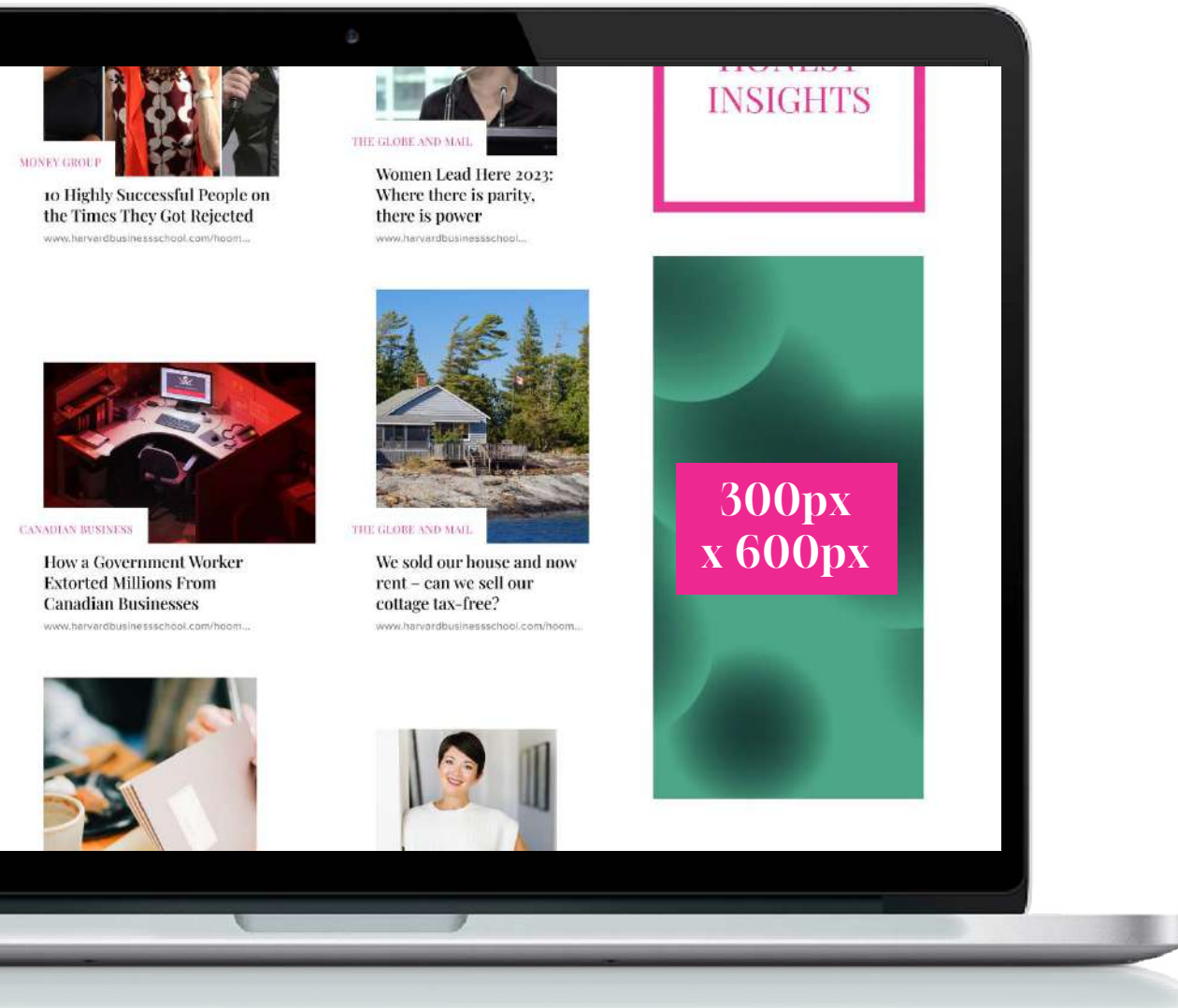
06

Main Page Top Banner —
\$750 per week

1350px x 120px



Sidebar Premium Banner — \$700 per week

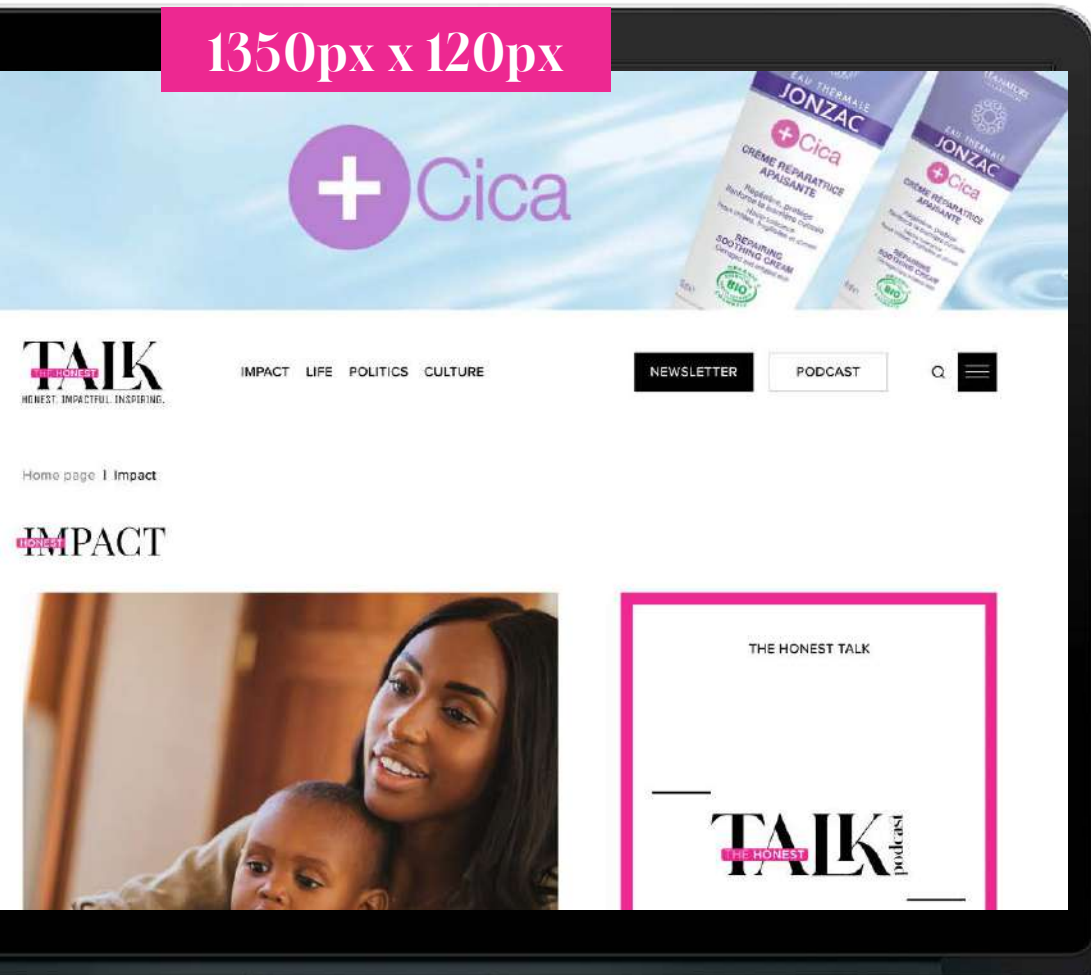


Main Page Middle Banner — \$700 per week



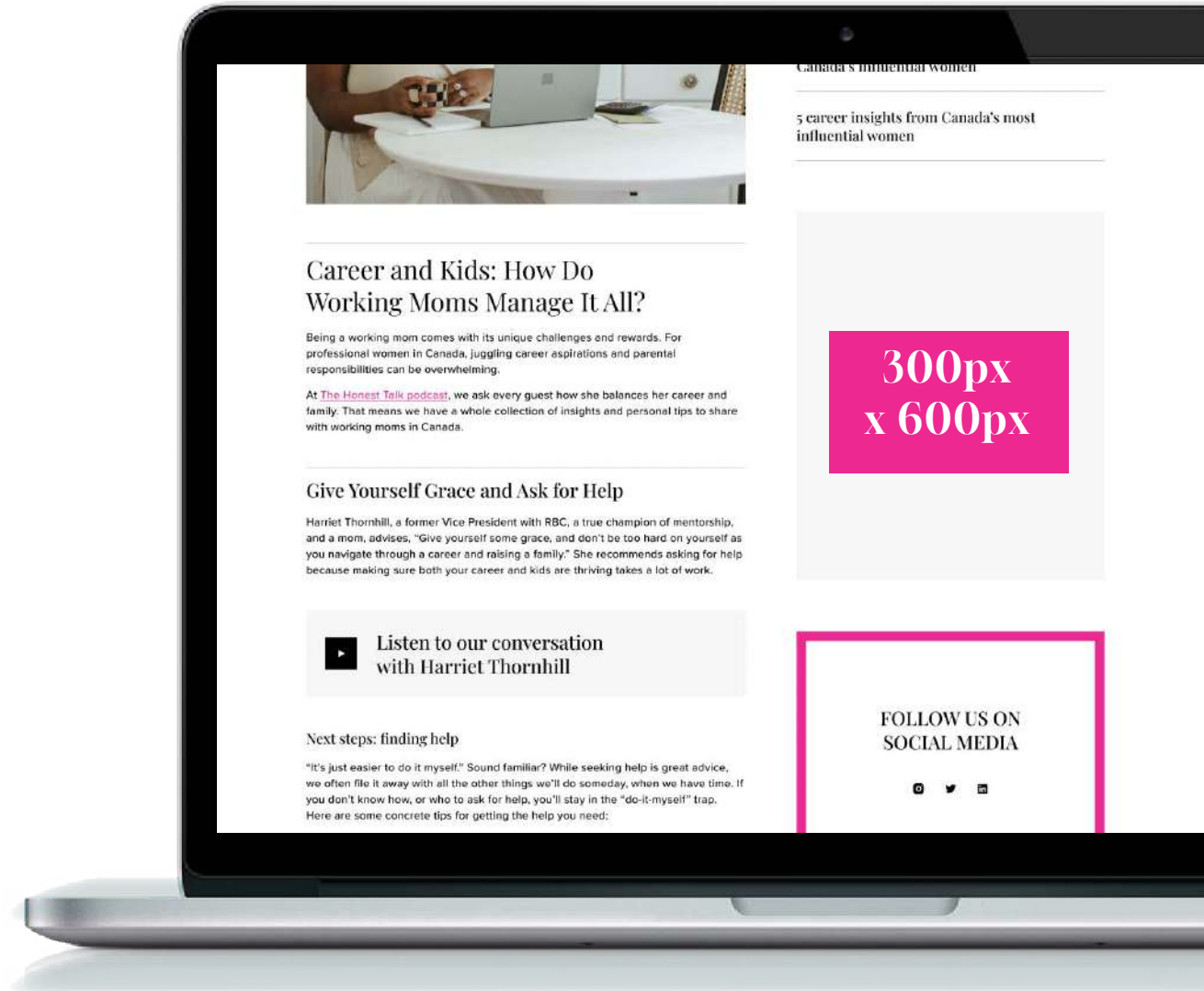
Category Page Top Banner — \$650 per week

1350px x 120px



Blog Post Sidebar Banner — \$600 per week

300px
x 600px



Spotlight

Work with our writers to create an article that is engaging, relevant, and timely to a wide audience of women leaders.

Articles are published to the homepage of TheHonestTalk.ca for a minimum of four days, featured on social streams, and included in our newsletter.

Articles can include links to your website.

\$2,500 per article

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FEATURED ARTICLES

Advice for working moms from
Canada's most influential women

Do I need a mentor?

The background facts on infertility



Honest Profile

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Collaborate with us to spotlight your business or a top executive. Allow us to showcase their remarkable journey, impressive achievements, and valuable insights.

Articles are published to the homepage of TheHonestTalk.ca for a minimum of four days, featured on social streams, and included in our newsletter.

Articles can include links to your website.

\$2,500 per article



TALK

newsletter

THE HONEST

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Once a week, The Honest Talk distributes a subscriber-only newsletter.

Newsletter sponsors receive a 970x250px banner on all devices either at the top or mid-way point of the emails for that day.

Top Banner:
\$500 per unique newsletter*

Mid-Newsletter Banner:
\$300 per unique newsletter*

*Weekly and monthly rates apply



TALK

podcast

THE HONEST

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The Honest Talk has been named one of Canada's leading podcasts for women. Hosts Jennifer Stewart and Catherine Clark speak with well-known female guests who have made an impact and continue to inspire.

These changemakers share their honest thoughts on everything from professional growth to mental health, racism to infertility, and gender empowerment to personal relationships, inspiring listeners to welcome change and embrace courage.

	Per Episode	Per Month
Pre-Roll Ad (15s)	\$750	\$1,500
Mid-Roll Ad (30s)	\$1,100	\$2,000
Full Episode (pre+mid-roll)	\$2,000	\$3,500



