

*the*  
**PLUTUS™ AWARDS**  
**PODCAST**  
— WITH SARAH LI CAIN —

**MEDIA KIT AND  
PARTNERSHIP OPPORTUNITIES**

## ABOUT THE PLUTUS AWARDS



**Celebrating  
Excellence in  
Financial Media**

## WHAT ARE THE PLUTUS AWARDS?

The Plutus Awards are accolades for the individuals, businesses, and new media entities (blogs, podcasts, video channels, etc.) that develop and provide the best products, services, and content within the online financial media community. We recognize the best of the best!

Because the community of independent financial publishers has grown exponentially over recent years, founder Harlan Landes created the Plutus Awards to serve as an opportunity for those within the community to support one another and advocate for the community within the larger realm of the financial and media industries.

Thousands of submissions and nominations are judged by a panel of peer experts to determine the finalists and winners.

## IS THERE AN AWARDS CEREMONY?

The Plutus Awards Ceremony is the highlight of the awards season. Each year, Plutus Awards are announced and presented during a live ceremony at FinCon, the world's largest financial content expo. Top influencers in the financial media community attend the ceremony, which is a dynamic, live awards show format with hosts, presenters, and entertainment. The ceremony is also broadcast live online.



## AWARD CATEGORIES INCLUDE...

- Best Entrepreneurship Content
- Best Financial Independence Content
- Best Debt Freedom Content
- Best Savings Account
- Best Banking Website
- Best Use of Social Media
- Best Financial Content for Women
- Best New Personal Finance Book
- Best International or Expat Finance Content
- Best Checking Account
- Best Personal Finance Management App
- Podcast of the Year
- Blog of the Year
- *And many more!*



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**ABOUT THE  
PODCAST**



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## ABOUT THE PODCAST

The Plutus Awards Podcast is a program supported by the Plutus Foundation whose mission is to provide resources to financial authors, podcasters, video creators, and influencers — anyone in the financial media community.

The Podcast satisfies this mission by featuring interviews with some of the most successful in this community, where they share their tips, strategies, and stories.

Many of the Podcast's special guests have been Plutus Awards finalists and winners in the past. The guests reflect the diversity that is found within the community of influencers and producers.

The Podcast is distributed on all popular channels including Apple Podcasts, Stitcher, Spotify, Google Podcasts, and Radio Public.

## SPECIAL GUESTS

The Plutus Awards attract the biggest names in the financial influencer community.



## ABOUT SARAH LI CAIN, PODCAST HOST



Sarah Li Cain is a finance writer, the founder of Beyond the Dollar, and an AFC (Accredited Financial Counselor) candidate whose work has appeared in places like Bankrate, Business Insider, Redbook, Financial Planning Association, Stacking Benjamins and Her Money podcast with Jean Chatzky (of NBC Today).

Her work blends practical tips and mindset strategies so that those trying to change their financial life can see themselves in the starring role. She also integrates physical, spiritual and mental wellness so that money becomes a tool to enhance people's lives.

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**STATS AND**  
**DEMOGRAPHICS**

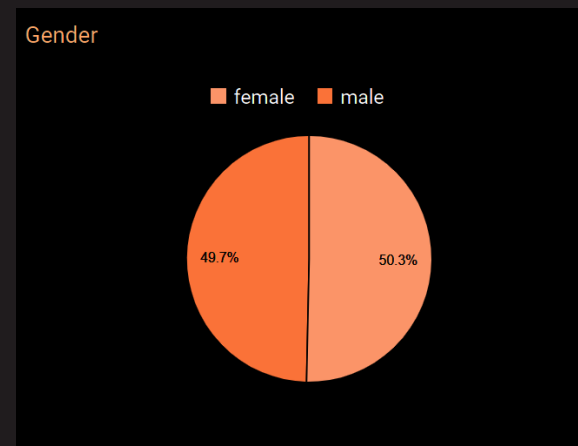
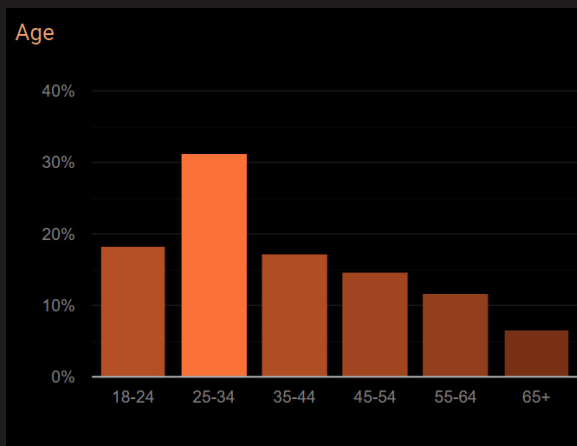


**Celebrating**  
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## STATS AND DEMOGRAPHICS

The Plutus Awards Podcast audience is the the highly-engaged community of independent financial influencers, a diverse group that looks to the Plutus Awards for advice and strategies from the best content creators.

The Plutus Awards is well established (over ten years) within this community for representing the highest echelon of quality and implicit trust. The limited number of brands that are associated with the Plutus Awards therefore receive a strong reputational benefit.



## RELEVANT LINKS

Podcast Home and Subscription Options  
<https://plutusawards.com/podcast/>

Podcast Logo and Graphics  
<https://plutusawards.com/podcast-media/>

Partnerships  
Harlan Landes, executive director  
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General inquiries  
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## AUDIENCE POTENTIAL

With the relaunch of the Plutus Awards Podcast, we have the potential to reach an audience in the millions.

We are building on our own platform, with an email marketing list of 13,000 and 215% year-over-year growth in website traffic. However, we also have the advantage of working with guests whose audience numbers total in excess of 10 million, including millions of podcast downloads a year.