

SURFING *the* QUICKSAND

[media kit]

with
KATHY VINES



Surfing the Quicksand **helps midlife women**
(think: 40-60, GenX and Elder Millennials)
get unstuck .

Host Kathy Vines brings a breadth of expertise and experience to her thoughtful and intimate conversations with guests and solocasts.

Kathy's a:

- Certified Career Coach & Certified Professional Resume Writer
- Certified Professional Organizer
- Former HR Executive
- Author, "Clever Girl's Guide to Living with Less"
- Speaker

OUR STATS

as of May 31, 2026



600+ avg monthly
plays/downloads

~650 subscribers
(~70% from YouTube)

Season One:
40 weekly episodes

Spotify Wrapped 2025
"Instant Hit Show"
69% more popular than
other debut shows

Popular Topics:

- Women's Health & Menopause
- Career & Reinvention
- Home & Organization
- Parenting & Aging Parent Caregiving
- Personal Finance
- Relationships
- Personal Growth



LET'S COLLABORATE!

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SURFING *the* QUICKSAND

[our audience]

WHY BRANDS PARTNER WITH SURFING THE QUICKSAND

Surfing the Quicksand serves women navigating one of the most dynamic and decision-rich stages of life.

Our audience doesn't come to the podcast for entertainment alone. They come seeking trusted recommendations, practical solutions, and expert guidance. Sponsors benefit from authentic host-read endorsements delivered within thoughtful, high-trust conversations.

Our Listeners:

- 93% Female, 75% 45-59 years old, 97% U.S. based
- Thoughtful, growth-oriented
- Often balancing caregiving, career shifts, identity changes, health and wellness, financial planning, and household responsibility
- Interested in productivity, wellness, personal development, organization, reinvention, and practical life tools

What They're Saying:

“ Kathy was the perfect host for this discussion. She guided the conversation with confidence, clarity, and genuine curiosity, creating space for meaningful insights while keeping everything engaging and understandable. ”

- YouTube Viewer

"Found this podcast by chance and gobbled up a bunch in one weekend! I'm hooked!"

- Apple Podcasts Listener

"Super helpful stories, tips and insights on a range of topics women are experiencing in middle age."

- Apple Podcasts Listener

Ready to collaborate? Inquires for episode sponsorships and hybrid affiliate partnerships: Kathy@QuicksandPod.com