

MEDIA KIT



JEFF DUDAN

SPEAKER | AUTHOR

You can find our host on Undercover Boss, as a Forbes contributor, and as a published author.



**TOP
25** ENTREPRENEURSHIP
APPLE PODCAST



35+ YEARS AS AN
ENTREPRENEUR



400K DOWNLOADS
PER MONTH

FEATURED ON THE HOMEFRONT GUESTS



ANDREW ZIMMERN

Chef, Restaurateur, Food Critic, TV Personality, Director, Producer, Businessman, and Author



CHRIS VOSS

Author and Academic, Former FBI Lead Kidnapping Negotiator, and CEO of the Black Swan Group.



STACY MADISON

CEO and Founder of Stacy's Pita Chips and BeBOLD Bars.



ROBERT IRVINE

Chef, Entrepreneur, Owner of FitCrunch, TV Host, and Author





THE FRAN

EDUCATE.

Insights that Disrupt, Direct, and Deliver.



ENTERTAIN.

Real-World Experts with Stories Worth Sharing.

HomeFront Brands



INSPIRE.

Inspiration for the Entrepreneurial Journey.

Part podcast. Part positive catalyst. Part kick in the *ss. **On the HomeFront** delivers bold, smart, no-B.S. content created by entrepreneurs, for entrepreneurs. Our host, Jeff Dudan, is the CEO of HomeFront brands, a franchise executive, Undercover boss, Forbes contributor, successful entrepreneur, speaker, and published author.

WE WALK THE WALK, TOO.

HomeFront Brands offers turn-key, community-based franchise opportunities with hands-on support. Our solutions help business owners realize sustainable success, and make an immediate and lasting transformational impact.



METRICS AND DEMOGRAPHICS

AGE



GENDER



TOP GEOGRAPHIES



297K SOCIAL REACH



870K VIEWS ON YOUTUBE

PACKAGE 1

- 30-second Mention at the Beginning of 1 Episode
- 1 Sponsored Instagram Reel
- 3 Stories About Your Company, with Links, per Week

\$1,500/Month

PACKAGE 2

- Title Sponsor of 4 Episodes in a Month
- 2 Mentions per Episode
- Tagged in the Description
- 4 Instagram Reels, Posted Once per Week
- Reposted on Facebook, TikTok, YouTube, and Instagram
- 3 Stories About Your Company, with Links, per Week

\$4,500/Month

PACKAGE 3

- 6-month Package Title Sponsorship (24 Episodes)
- 2 30-second Mentions per Episode
- 1 Sponsored Social Media Post per Week on Instagram, Facebook, TikTok, and YouTube (24 Posts Total)
- 24 Instagram Reels, Posted Once per Week
- Reposted on Facebook, TikTok, YouTube, and Instagram
- 3 Stories About Your Company, with Links, per Week

\$12,500/Month

À LA CARTE PACKAGES — **\$300** | :30 Pre-Recorded Spots

— **\$750** | :60 Custom Live Reads

— **\$500** | :60 Pre-Recorded Spots

— **\$1,000** | :60 Custom Live Read + Title Sponsor of Episode