



KANDRAC & KOLE
PODCAST PARTNERSHIP PROGRAM

KANDRAC & KOLE

INTERIOR DESIGN



INTERIOR DESIGN



PODCAST



INDUSTRY INFLUENCE

GET TO KNOW US

Voted one of "Atlanta's Top 20 Residential Interior Designers" by the Atlanta Business Chronicle, Kandrac & Kole Interior Designs is an acclaimed design firm with two decades of experience serving residential and commercial clients. Their work has been featured in leading publications across the U.S.

Since 2005, Joann and Kelly have built a respected partnership. They are renowned for their dynamic personalities, distinctive use of color, and unique custom designs. Frequently invited to share their insights at industry events and on design panels, they are recognized as diligent business operators who remain approachable and genuine, radiating constant positive energy.

In 2018, they used their infectious energy to launch their podcast, *Inside Design with Kandrac & Kole*. This lively, weekly conversation, where Joann and Kelly share design and industry insights, became so popular that they introduced a series of bonus episodes, *The Inside Scoop with Joann and Kelly*, in 2024.

Their dedication to the power of interior design also extends to their charity work throughout the U.S. and Guatemala.



"Named one of the Top 124 Interior Design Experts in 2024"

- [fixr.com](https://www.fixr.com)

WHAT WE ARE KNOWN FOR

Modern. Classic. Approachable. Fun.



INTERIOR DESIGN

Residential & Commercial

Our unique design approach harmoniously incorporates clients' needs and styles into every project to make spaces that are beautiful, personal and practical.



INSIDE DESIGN PODCAST

An Open Conversation

With more than 307.4k podcast downloads, we share insights about design projects, influential brands, our travels and personal stories. The podcast serves as a window into our world, showcasing our unique design perspectives.



INDUSTRY INFLUENCERS

Expert Content

We are considered impactful influencers in the design industry, and this influence extends throughout our content, social media platforms, speaking engagements and success in coaching other interior designers.

NEW For 2024!



INTRODUCING NEW BONUS EPISODES

This year we are doubling our podcast output from **26 episodes** to **52 episodes**, with the addition of our new lifestyle-focused bonus episodes **“The Inside Scoop with Kelly and Joann.”**



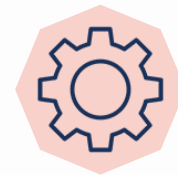
NEW SPONSORSHIP PACKAGES

This year we are offering NEW sponsorship package options to better meet the needs of our industry partners.



NEW YEAR, NEW NEWSLETTER!

Starting in January, we have redesigned and expanded content in our podcast promotional newsletters in order to better engage our readers. New content includes “Before and After” project images, “Things We Love” featured products, design tips, industry news and inspirational quotes.



WE STREAMLINED OUR PRODUCTION PROCESS

We have improved our podcast production process for more efficiency and to allow more focused social media promotion, enabling us to extend our reach across platforms and provide more value to our sponsors.

Inside Design with Kandrac & Kole *Podcast*



PODCAST LISTENERS

BY THE NUMBERS

Total Podcast Downloads
307,466

Average Monthly Downloads:
4,812

Episodes
180+

All statistics current as of January, 2024

OUR SPONSORS





PODCAST LISTENERS

DESIGN ENTHUSIASTS

Consumers who are invested in their homes, who value design and interiors, and want expert information on trends, top products, and new ideas.

INDUSTRY PROFESSIONALS

Interior designers and influential brands looking for the inside information that only Kandrac & Kole can provide - behind the scenes at top trade shows, business tips from renowned coaches, interviews with sought-after vendors. All designed to help professionals improve their businesses.

DEMOGRAPHICS

82% female	1.49% age 23-27
9% male	19.4% age 28-34
8% not specified	44.78% age 45-59
	10.45 age 60+

TOP LOCATIONS

United States
England
Australia
Canada

PODCAST RAVES

Two thumbs up!

★★★★★

Joann and Kelly are so fun to listen to! Each episode is dynamic, energetic and insightful. They have such interesting guests and provide lots of great information, inspiration and practical design tips.

Addicted to these podcasts!

★★★★★

I listen while driving to these two fabulous women. I don't think I've ever gotten through an episode without a 'Wow, I didn't that, or thank you moments.' The explanations that do along with their decisions and reasons stick with me and give me confidence to those BRAVE and BOLD decisions.

So much to learn!

★★★★★

Even with 35+ years of experience as a designer, I still learn so much! These guys are real pros and delightful to listen to.

Great insider content with personality!

★★★★★

Joann and Kelly pick fantastic guests, and they get them to provide a wealth of information. But the part that makes the podcast a joy to listen to is that their sparkling personalities shine through, and they bring out their guests' personalities as well. It's like eavesdropping on an interesting conversation!



"Wexel Art has a great story to tell and working with Kandrak and Kole was a seamless, organic way to share how our product design differentiates itself. Having customers call to place orders after hearing the podcast was the best part of all."

- Natasha McRee, Wexel Art



7,130 followers



109k monthly views



4K followers

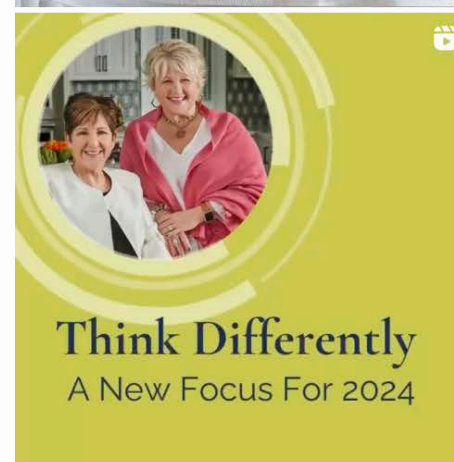


5K followers

@kandrackole

INDUSTRY INFLUENCE

The Kandrac & Kole brand extends beyond interior design. We are considered powerful influencers in the design industry, and this influence extends to our content, social media accounts, speaking engagements and success in coaching other interior designers.





INSIDE DESIGN & YOU!

PODCAST SPONSORSHIP OVERVIEW

2024 Rates Only – Limited Availability



64% of listeners pay full attention to podcast ads, and 95% of frequent podcast listeners have taken action after hearing an audio ad. Podcasting is a lean-in experience unlike any other, so if you're looking to build brand awareness and drive action, don't overlook it.

INSIDE DESIGN PODCAST VIP SPONSORSHIP

\$3500

No minimum commitment

Exclusive 30-minute guest interview all about your brand in one Inside Design podcast episode. This package is best for brand founders and industry professionals who want to tell your brand story as our featured guest.

INSIDE DESIGN PODCAST STANDARD SPONSORSHIP

\$1500

Three episode minimum commitment

This package is best for **emerging brands, event leaders or industry influencers** who would like to grow awareness of your brand or event among design industry professionals.

THE INSIDE SCOOP BONUS EPISODE SPONSORSHIP

\$750

No episode minimum commitment

This package is best for brands who would like a **quick shout-out** to a larger audience during our **NEW** lifestyle Bonus Mini Podcast - "The Inside Scoop with Kelly & Joann."

SPONSORSHIP DETAILS

PODCAST PROMOTIONS

ALL SPONSORSHIP PACKAGES INCLUDE:

Audio & Video Broadcast

Each podcast is professionally produced on video, available on YouTube, and audio, broadcast on Apple Podcasts, Spotify, Amazon Music, Google Podcasts, Stitcher, iHeartRadio, Pandora and Soundcloud. Sponsorship mention and link in show notes on each platform.

Newsletter

Sponsorship mention, logo and link included in our newsletter, sent to all subscribers.

Social Media

A custom promotional graphic and short video clip/reel are posted to five platforms

Kandrac-Kole.com

Sponsorship mention, logo and link in podcast show notes on our website

PLUS:



VIP & STANDARD SPONSORSHIP PACKAGES:

DURING THE PODCAST:

Beginning of show:

- 60 second live read
- Your website and product are shown on video

End of Show:

- Gratitude mention



THE INSIDE SCOOP

BONUS EPISODE SPONSORSHIP PACKAGE:

DURING THE PODCAST:

Beginning of show:

- 30 second live read
- Your website mentioned and shown on video

End of Show:

- Gratitude mention

BOOK US!

We would love to create an amazing experience
for your event attendees!

SPEAKING ENGAGEMENTS

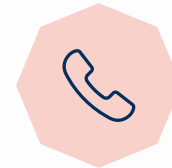
Book us to speak
at your special event
or conference!

Give us a call at 770-514-9699
or email us at podcast@kandrac-kole.com





Reach Out To Us!



770-514-9699



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