



DANNY KENNEDY FITNESS

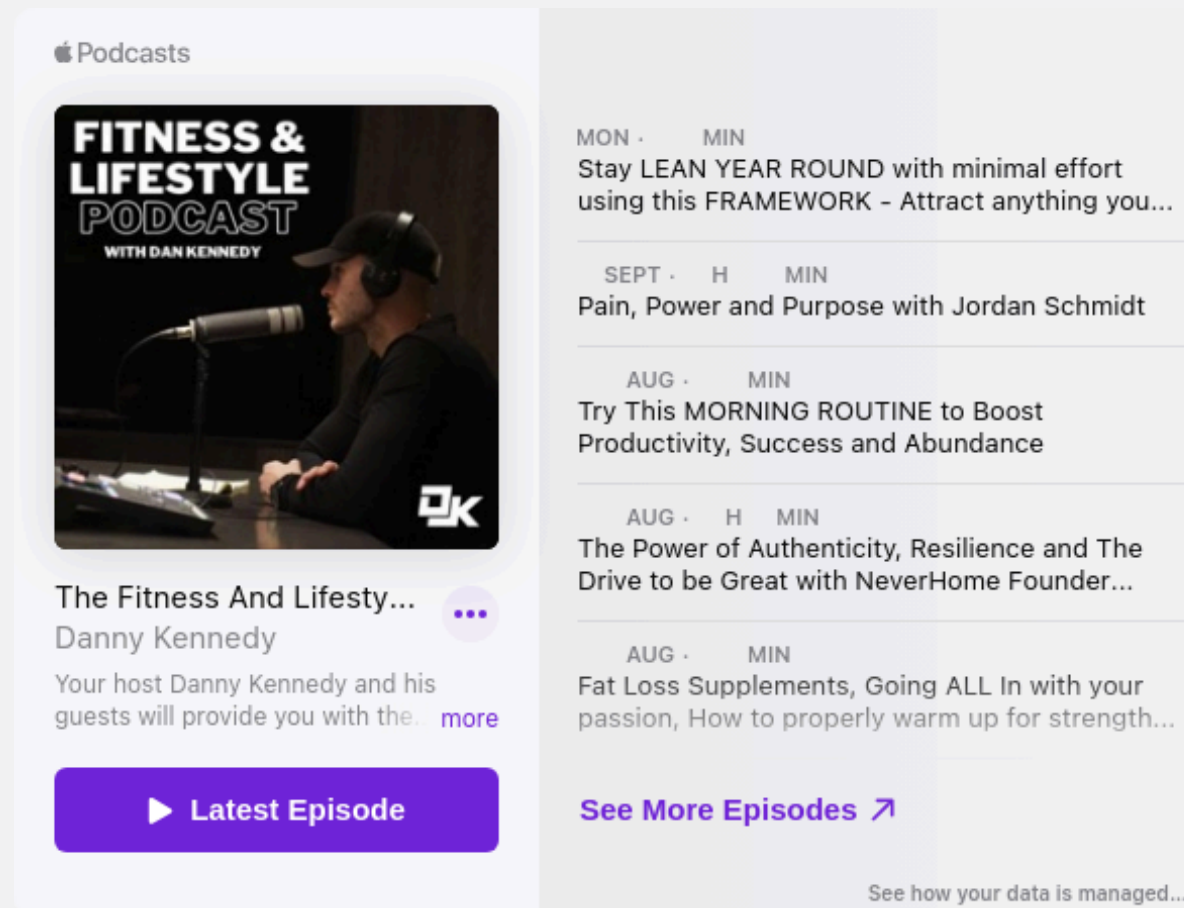
8.5 MILLION+
DOWNLOADS

ABOUT

Join DK and his world class guests as they deliver actionable & valuable content around all things health, fitness and lifestyle.

Your host Danny Kennedy and his guests will provide you with the knowledge and motivation to become the very best version of yourself. Dan is a qualified personal trainer/strength coach and international online coach, along with working as a mindset mentor for both athletes and every day people aiming to reach their full potential.

He prides himself in providing consistent, valuable and relatable information with a 'no bull shit' approach to help those who follow along with his content via social media, his email list and The Fitness and Lifestyle Podcast.'



The screenshot shows the Apple Podcasts interface for the 'FITNESS & LIFESTYLE PODCAST WITH DAN KENNEDY'. The cover art features a man in a black cap and headphones speaking into a microphone. Below the cover, the text reads: 'The Fitness And Lifesty... Danny Kennedy Your host Danny Kennedy and his guests will provide you with the. more'. A purple button labeled '▶ Latest Episode' is visible. To the right, a list of episodes is shown with their titles and durations. The first episode is 'Stay LEAN YEAR ROUND with minimal effort using this FRAMEWORK - Attract anything you...' with a duration of 'MON · MIN'. The second episode is 'Pain, Power and Purpose with Jordan Schmidt' with a duration of 'SEPT · H MIN'. The third episode is 'Try This MORNING ROUTINE to Boost Productivity, Success and Abundance' with a duration of 'AUG · MIN'. The fourth episode is 'The Power of Authenticity, Resilience and The Drive to be Great with NeverHome Founder...' with a duration of 'AUG · H MIN'. The fifth episode is 'Fat Loss Supplements, Going ALL In with your passion, How to properly warm up for strength...' with a duration of 'AUG · MIN'. A 'See More Episodes' link is at the bottom of the list. At the very bottom of the screenshot, there is a small link that says 'See how your data is managed...'.



YOUR HOST



Danny Kennedy

FITNESS ENTREPRENEUR AND OWNER OF DK FITNESS.

DK Fitness is well renowned in the fitness industry having been at the for front for nearly 10 years. Danny himself is now recognised as one of the very best personal trainers in the world. His high end techniques are called on by Olympic and professional athletes, celebrities and social media identities alike.

Throughout his years in the health and fitness industry so far, he's worked with clients in person and online, ranging from professional olympic athletes, celebrities, fitness models and social media identities and all people looking to achieve their health and fitness goals.

He's also currently the head trainer for the Keep it Cleaner app founded by Steph Miller and Laura Henshaw.

Danny has personally developed online training and nutrition coaching programs for people running families, small businesses and professional lives. His deep knowledge and understanding of current trends and the challenges people face on their fitness journey has seen Danny quickly become a leading expert in the sports nutrition and fitness industry.

Danny is a qualified personal trainer and strength coaching based out of Melbourne, Australia.

A FEW WORDS FROM HIS LISTENERS



5 Stars

720+ RATINGS



4.9 Stars

404+ RATINGS



Lioness6969, 29/09/2022

So good!!!! Has helped me so much on my wellness journey!

I've started my fitness journey with counting macros and this podcast has helped me so much. Thanks for all the incredible information and guest speakers. Keeps me motivated in the morning when I'm starting my day!



Aussietrainermallorca, 12/07/2022

Great Podcast

I've been listen to Dan for a while now. He is very informative and gives practical and easily digestible information to help everyone with fitness. I recommend his show 100%.



KateLR24, 01/03/2022

The best podcast!!!

This podcast has helped my in so many ways, I have made so many positive changes in my life thanks to Danny. Keep doing what you do legend!!



bek.dertinger, 18/03/2022

Best informative podcast

Always love listening to Danny's episodes. Hands down the most informative, straight forward, realistic advice out there. Learn something new every time I listen.



LisaSturg, 01/03/2022

Inspirational and educational

Danny's podcast is 5 star. His guests and the conversations are always thought provoking and insightful. He helps demystify so much misinformation in the health and wellness space. Can't wait for the next episode!



Spiky cat 12, 29/01/2022

New Listener

Just discovered Danny's podcast and really enjoyed every episodes I've heard Not too long (which I love) and jam packed with relevant education that I can take straight to the gym and implement. Love it 🍷

REACH

#1 AUSTRALIAN FITNESS AND LIFESTYLE PODCAST



8.5M+
DOWNLOADS



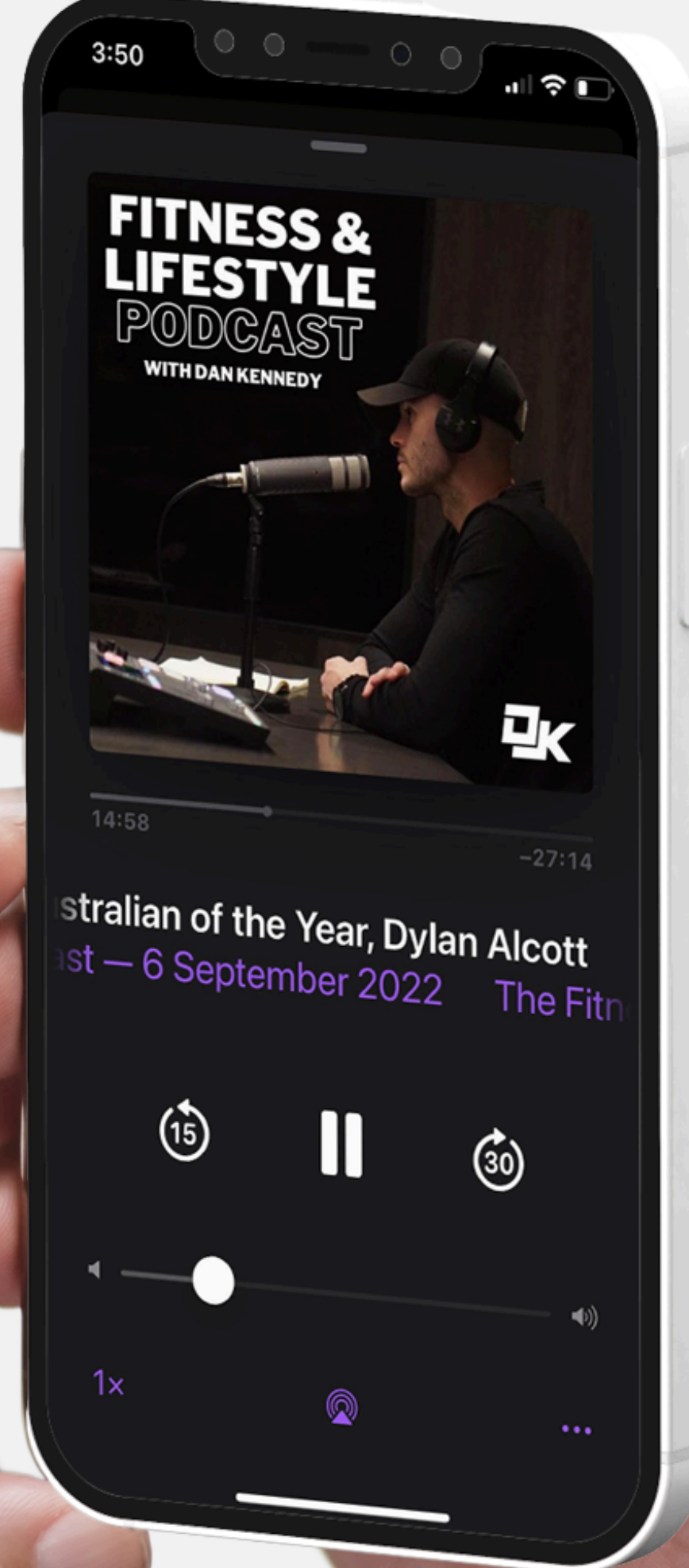
70,000+
MONTHLY DOWNLOADS



36K+
FOLLOWERS



367K+
VIEWS

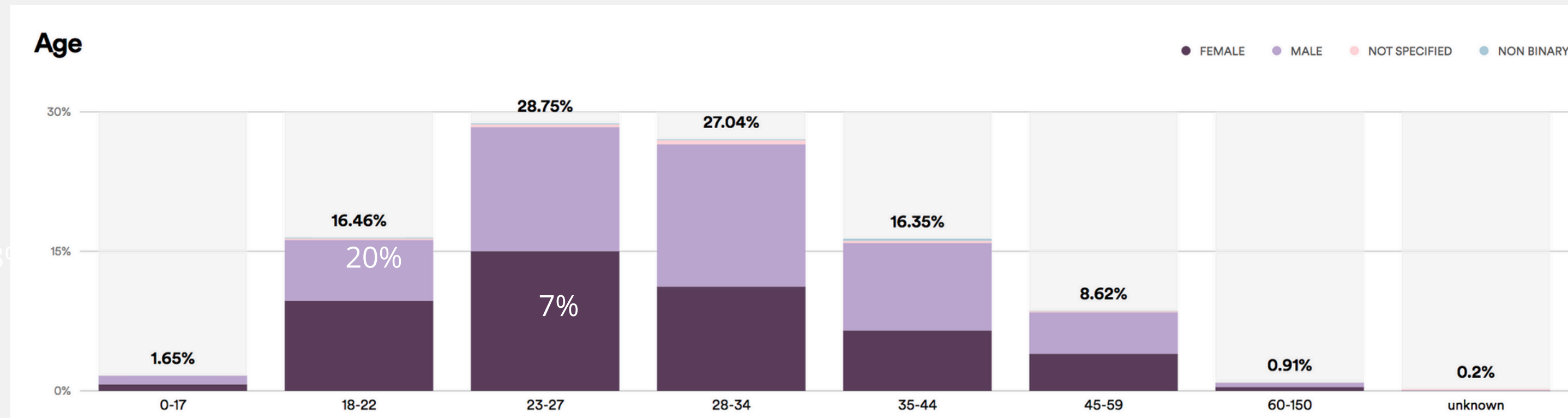
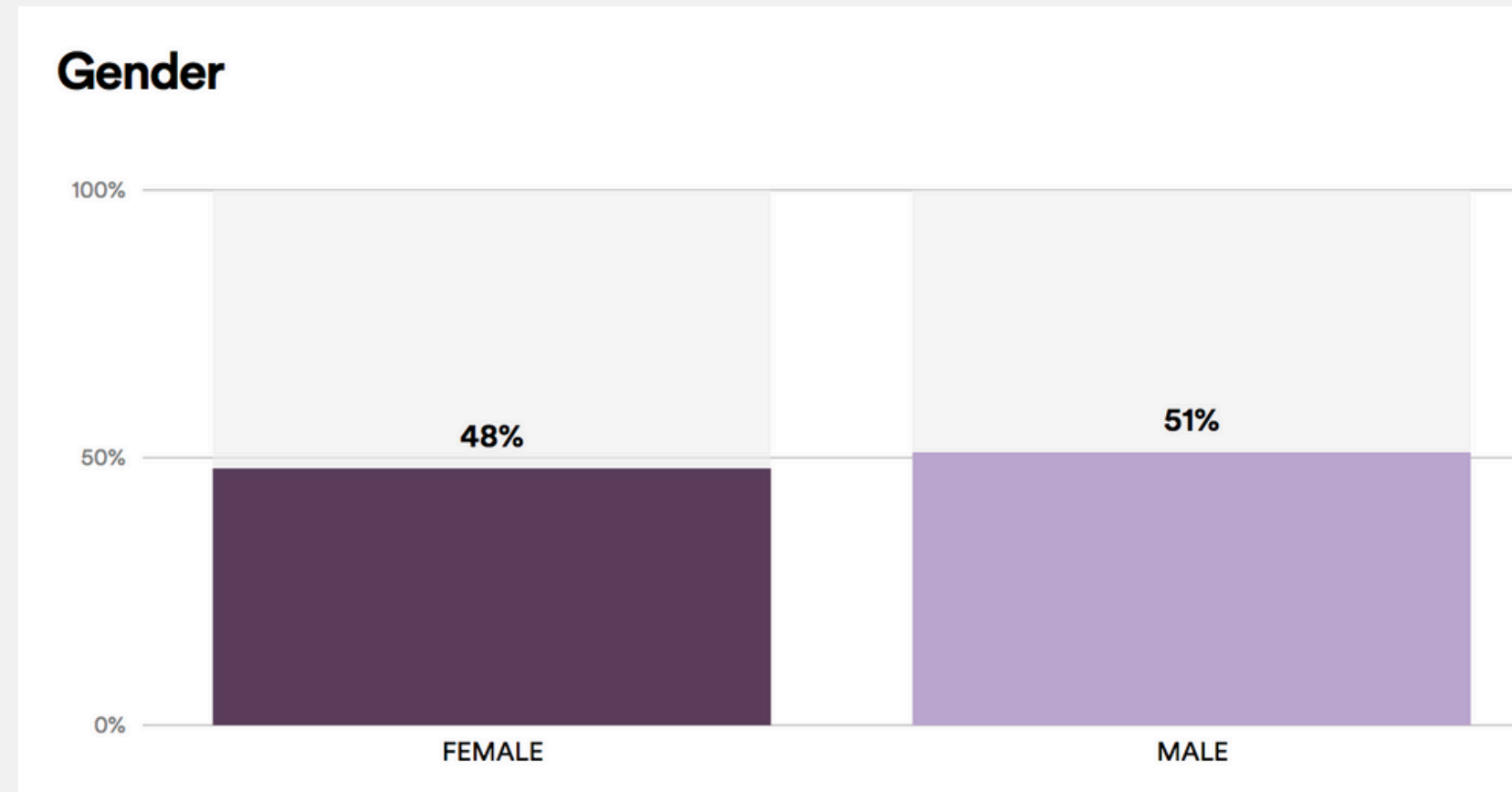


AS OF FEB 2024*

PAST GUESTS ON PODCAST



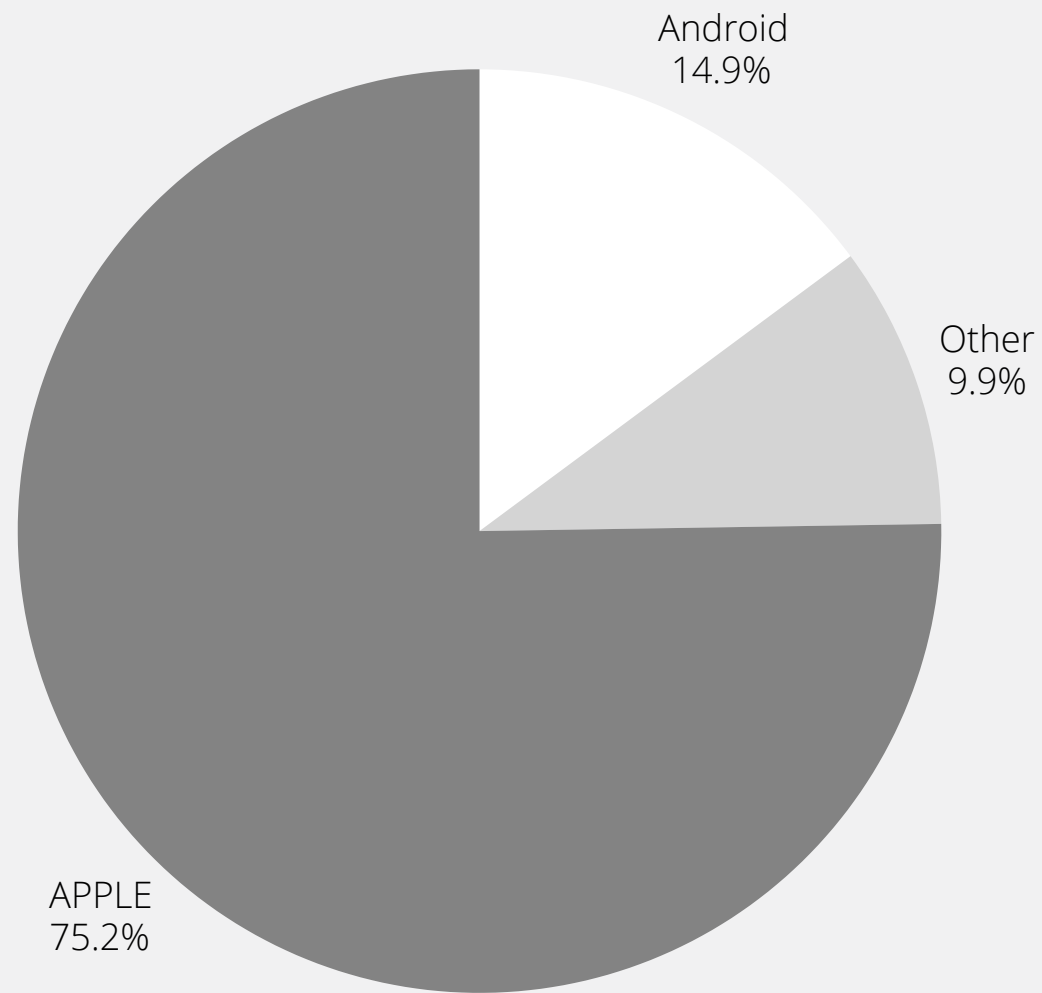
ONLINE LISTENER PROFILE



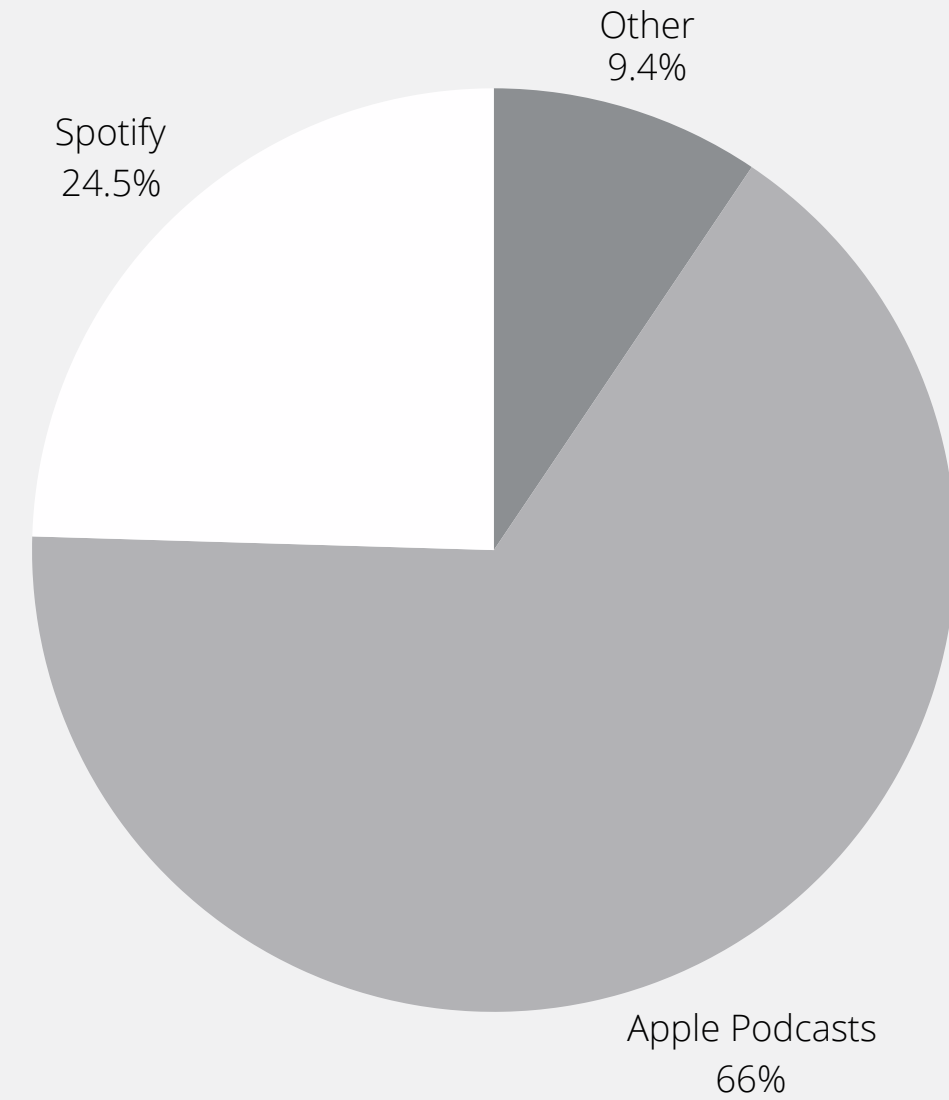
AS OF SEPTEMBER 2024*

PLATFORM OF CHOICE

PLATFORMS

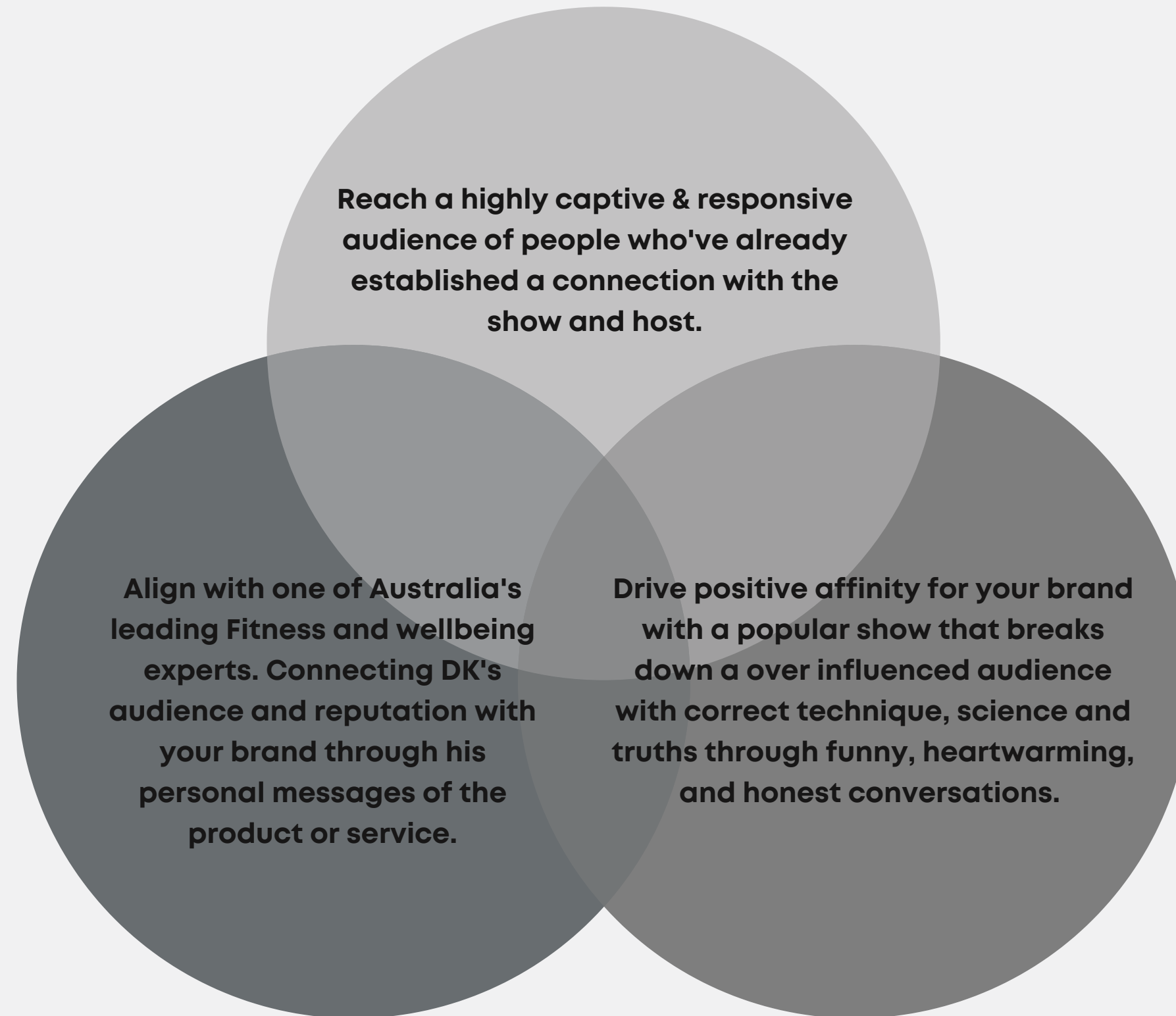


APPS



*AS OF SEPTEMBER 2024

A UNIQUE PROPOSITION



HOW YOU CAN GET INVOLVED

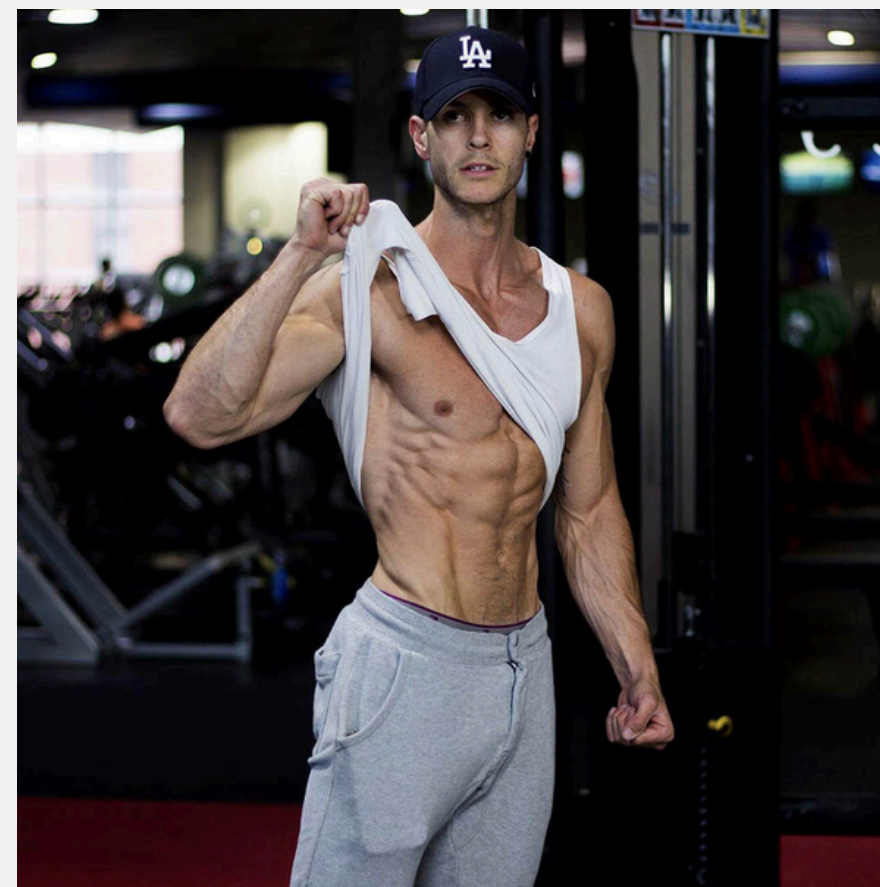
ON-AIR

An on-air advertising campaign with Fitness and Lifestyle Podcast will provide your brand with Pre, Mid and Post roll advertisements on episodes published (future and historic) during the campaign period. We will work with you to ideate key brand or business messaging in a native format that will resonate with our listeners. This could include on-air shout mention from Danny, interview with a key leader in your business or a Q&A about your brand.



GUEST INTERVIEWS

10-15min interviews with brand keynote guests,
500+ episodes published and counting!



SPONSORED EPISODES

Create a message that forever remains on
Danny's podcast that forever remains in the
episode. Instead of static messaging we can
look to create a permanent sponsored message
in an episode/s.



SPONSORED SEGMENTS

Opportunity to sponsor specific bottles
relating to your business and have a Master
Sommelier give tasting notes on your
selections.

HOW YOU CAN GET INVOLVED

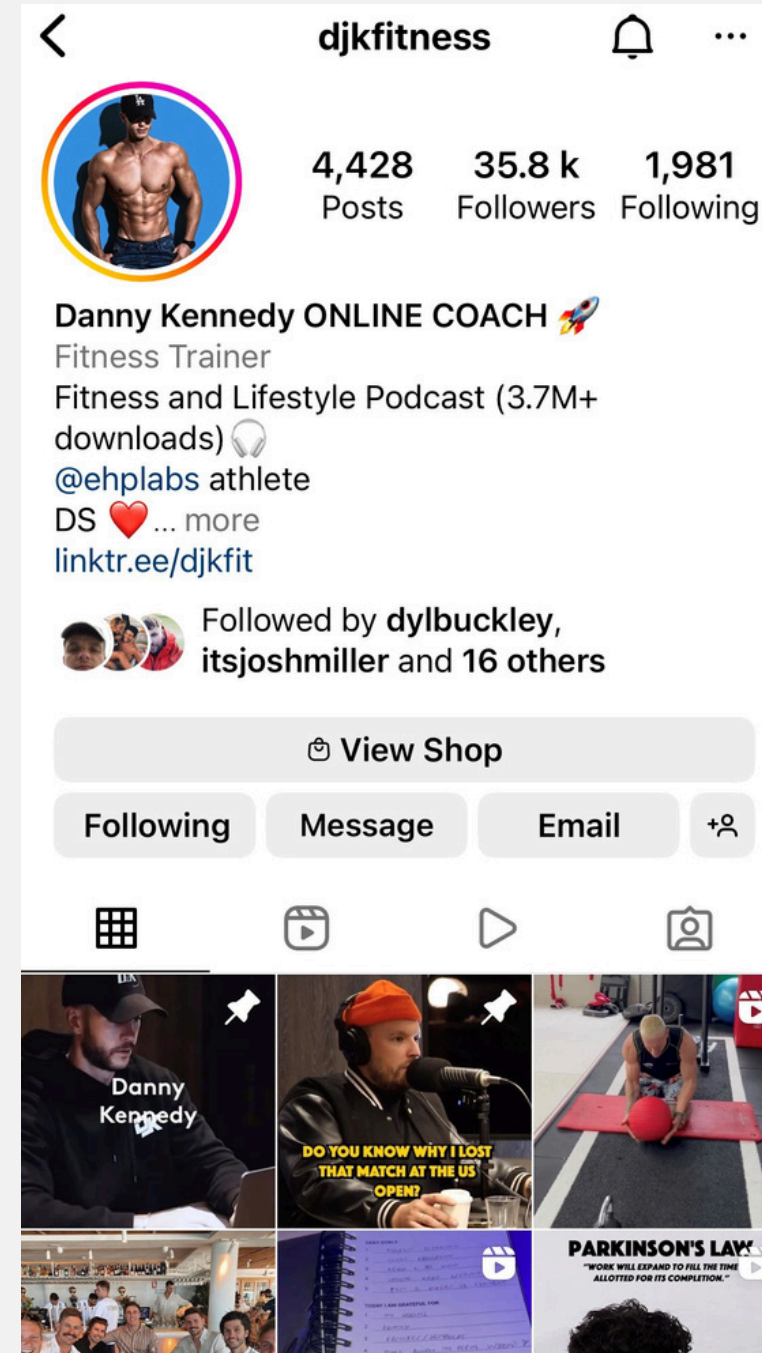
DIGITAL CONTENT

Our digital and content extension options allow you to create promotional expenditure opportunities that raise further awareness outside of on-air to drive further engagement with our audience and increase positive attitudes



VIDEO

Open and closing slate on published videos on YouTube and Facebook



SOCIAL MEDIA

Opportunity to receive recognition, static posts, mentions, tags, feature in stories and swipe up links.



BRANDED CONTENT

The opportunity for Danny to create and produce relevant audience podcast or video content in collaboration with your brand that will also be published and promoted through social channels

AD CAMPAIGN PACKAGES

We are flexible and eager to work with you on curating a rights and benefits schedule based on your campaign objectives and duration. Minimum campaign length is one month and partners will receive a minimum ad impression guarantee. Other opportunities including branded content, keynote speakers, sponsored segments, events etc to be discussed separately as apart of a broader partnership structure.

ONE-MONTH CAMPAIGN EXAMPLE

ASSETS	ANALYTICS
Guaranteed Ad Impressions per month	75,000
Social Media	1 x Feed Post 2 x Instagram stories
Link in shownotes	✓
Youtube/Facebook Opening/Closing Slate	Yes - for 3 month campaign
Product Placement	Yes - for 3 month campaign
Staff access to VIP workout club app access + educational hub	Yes - for 3 month campaign
Investment Guide	\$5,000 p/month

GEO-TARGETED CAMPAIGNS: We have the very best tech that gives you a super power to target your audience in very specific locations, whether it be by State, multiple states, specific cities or regional towns. Advertising dollars you save from going down the drain reaching audiences that aren't relevant to you! Have a chat to us about customising a package to meet your needs.

THANK YOU!

CONTACT

DANNY KENNEDY

DANNY@DANNYKENNEDYFITNESS.COM

0417 897 512