



2026 MEDIA KIT · FOR B2B PARTNERS

# Happy At Work Podcast

## Media Kit for B2B Partners

An elite content ecosystem reaching HR leaders, C-level executives, and top management across the US, UK, and Europe. Multi-channel reach across LinkedIn, YouTube, email, and audio podcast platforms.

**Let's build a partnership**

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ECOSYSTEM OVERVIEW

# The numbers behind the network

A multi-channel community of senior decision-makers, growing month over month.



LINKEDIN NETWORK

**21,300+**

Premium Followers



YOUTUBE CHANNEL

**2,290+**

Subscribers · 48,000+ Total Views



EMAIL COMMUNITY

**6,500+**

Active B2B Subscribers



AUDIO GROWTH

**Rapidly  
expanding**

Spotify & Apple Podcasts audience

## Audience Demographics

- Seniority: 62% Director+ / C-Level · 28% Senior Manager · 10% Manager
- Age: 35–54 core (71%) · highly engaged B2B decision-makers
- Geography: United States · United Kingdom · DACH · Nordics · Benelux
- Function: HR · People Ops · Talent · L&D · Leadership · Executive

## PARTNERSHIP PACKAGES

# Pick the surface that fits your goals

Three focused ways to reach our community — combine them for a fully integrated campaign.

## OPTION 1

## English Email Newsletter

- 6,541 active subscribers
- 16.8% open rate · 42.84K opens
- 1.8% CTR · 4.69K clicks
- Ultra-low 0.3% unsubscribe rate

*Brand integration 2–3 times per month inside the flagship newsletter.*

## OPTION 2 · MOST POPULAR

## LinkedIn Organic Amplification

- 21,365 combined followers
- 40,473 impressions in 90 days (+27%)
- Weekly posts average 2,784 impressions
- Reactions +53.8% · Comments +33.3%

*Co-authored posts, native features, and direct tagging across the network.*

## OPTION 3

## Thought Leadership + Multi-Platform Streaming

- Featured expert guest slot
- LinkedIn Live broadcast
- YouTube: 11,447 views / +1,100 subs (28d)
- Audio plays +65.5% · audience +76.9%

*Spotify & Apple distribution included with full multi-channel rollout.*