



CLEANING UP THE MENTAL MESS

WITH DR. CAROLINE LEAF



Dr. Caroline Leaf is a cognitive neuroscientist, bestselling author, mental health and mind expert. Each week *Cleaning Up the Mental Mess* focuses on topics related to mental health and discusses ways to help you deal with issues including anxiety, depression, shame, guilt, PTSD and more. Whether you are struggling in your personal life or simply want to learn how to understand and use your mind to live your best life, this podcast will provide you with practical tips and tools to help you take back control over your mental, emotional and physical health.

Cleaning Up the Mental Mess is available on YouTube, Spotify, iTunes, OnePlace and PodBean

- Launched February 2018
- **Ranking:** Consistently in top 50 (often top 20) in iTunes Health Category
- **Content Schedule:** New episodes released every Wednesday - typically range 10-20 minutes
- **Current Format:** Intro, main message/discussion, occasional guest experts, outro
- **Future Format:** Pre-roll, intro, main message/discussion, [break]/mid-roll, cont. discussion/guest expert, outro
- **Episode Downloads:** Includes YouTube, Spotify, iTunes & PodBean: ~53,000 (over 30-day period)
 - **Made available on OnePlace in May 2019:** 3,000+ streams in first 30 days on platform
- **Total Downloads:** Includes YouTube, Spotify, iTunes & PodBean: ~4 million since February 2018
- **Ratings:** 700+ 5-star reviews on iTunes

★★★★★ *"I have been a fan of Dr. Leaf for over a year now and have benefitted from so much of her teaching. The last two podcasts on overthinking and people pleasing really spoke to me in my personal life! I am a counselor for a living, and so much of what she teaches has been pivotal in the implementation of my counseling practice! This is seriously some of the most helpful material I've ever had! Thank you, Dr. Leaf!"*
- Emily Oakley, April 25, 2019

★★★★★ *"My sister introduced me to your book, Think Learn Succeed, and since then I have been hooked. What you do is so necessary. I absolutely LOVE the 21-day detox and have since purchased three more of your books. Your work is a blessing and the podcasts help to reinforce what I have and am learning in the books. Thank you!"*
- Ashley ZK March 26, 2019

★★★★★ *"This has literally kept me calm as I drive. I have been learning so much from these podcasts and it has touched my heart deeply. I am so excited to keep listening! Thank you for doing these! They are changing my life."*
- Han Le Bran, January 31, 2018

Recent Episodes Topics Include:

- How to deal with performance anxiety + tips to overcome mental blocs
- Why do we keep making the same mistakes? + How to stop bad habits
- What is social anxiety and how do we stop it?



AUDIENCE OVERVIEW & DEMOGRAPHICS

- Organic listeners interested in health/wellness, mental health, and self-help
- Readers of Dr. Leaf books, *The Perfect You*, *Switch on Your Brain*, *Think Learn Succeed*, etc.
- Mental Health Summit/health and wellness conference attendees
- Dr. Leaf e-mail subscribers – 138,000 subscribers
- Dr. Leaf blog readers – 14,000 (average readers)

Age: Target: 25-34, Secondary: 35-44, Tertiary: 45-54

Gender: ~80% women, ~20% men

Location (United States Only): California, Texas, Florida, Georgia, New York

Interests: Health, wellness, mental health, self-help, education, religion/Christianity

SPONSORSHIP PARTNERS

Cleaning Up the Mental Mess with Dr. Caroline Leaf is committed to creating engaging, informational and relevant content for its listeners. We are interested in taking on partners who share a similar vision, offering products or services that are well-suited to our listeners.

SPONSORSHIP RATES

Ad Reach

~53,000 over 30-day period (Includes YouTube, Spotify, iTunes, OnePlace & PodBean)

~4+ million over 1-year period (Includes YouTube, Spotify, iTunes, OnePlace & PodBean)

Format: 10 or 30 second pre-recorded ad or organic conversation pre-roll/mid-roll/outro

Rate Options

\$15/CPM, 10-second ad pre-roll/mid-roll/outro

\$18/CPM, 30-second ad pre-roll/mid-roll/outro

Sample Ad Rate

10 second ad, \$15/CPM = \$750/episode

30 second ad, \$18/CPM = \$900/episode

Bulk Discount Packages

5% off 5-episode package (30 second ad)

10% off 10-episode package (10 second ad)

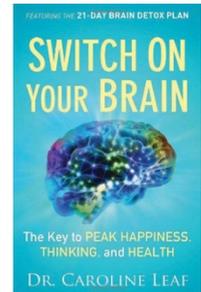
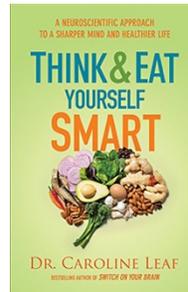


ABOUT DR. LEAF



Dr. Caroline Leaf has spent the last 30 years researching the mind-brain connection, nature of mental health, formation of memory and was one of the first in her field to study how the brain can change with directed mind input (neuroplasticity). Throughout her years of clinical practice, she has helped hundreds of thousands learn how to use their mind to detox and grow their brain to succeed in every area of their lives including school, university and the workplace. Dr. Leaf's research and work is specifically targeted towards individuals with traumatic brain injuries, learning disabilities (ADD, ADHD), autism, dementias and mental ill-health issues including anxiety and depression.

Dr. Leaf is a bestselling author of *Switch on Your Brain*, *Think Learn Succeed*, *Think and Eat Yourself Smart* and more. In the last year, she has been featured on *Elle*, *TED*, *Bustle*, *Forbes*, *Oprah Magazine*, *Huffington Post*, *Something You Should Know*, *Getting Curious*, and several other TV, radio, podcast and print outlets. Dr. Leaf is also a distinguished speaker, frequently leading discussions at national health and wellbeing conventions as well as annually at her Mental Health Summit.



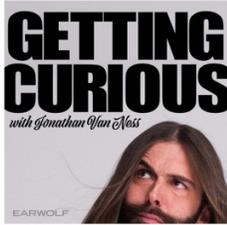
Dr. Leaf is currently conducting clinical trials using her 5-step program she developed while in private practice to further demonstrate the effectiveness of mind-directed techniques to help relieve mental ill-health problems such as anxiety, depression and intrusive thoughts. The primary aim of these trials is to make mental health care more affordable, applicable and accessible worldwide while reducing stigma around mental health.

In summer 2019, Dr. Leaf will launch her new app, *Switch*, aimed to help its users detox from toxic thinking habits through guided modules and interactive activities tailored to specific mental concerns. The app will be a supplemental addition to *Cleaning Up the Mental Mess* and is designed to be used alone or in conjunction with Dr. Leaf's other resources including her books, *The Dr. Leaf Show* and podcast.





RECENT PRESS



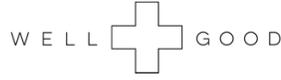
[Getting Curious with Jonathan Van Ness:](#) What is Toxic Stress and Why is she so Bad?



[Bustle:](#) 19 Physical Tolls you Didn't Realize Anxiety can Take on Your Body



[Forbes:](#) A Career Burnout Framework and the One Thing Neuroscientists Say Disrupts it



[Well + Good:](#) How to Harness Your Brain's "Veto Power" and Send Negative Thoughts Packing



[Oprah Magazine:](#) Tips to Be Happy



[Thrive Global:](#) The More Often Kids Use Smartphones, the Later They Start Talking



[TEDx Talk:](#) The Science of Thought



[Good Morning LaLa Land:](#) Transformation Tuesday Segment



Medium

[Medium:](#) Heroes of the Opioid Crisis: "The obvious solution is to create environments of love" With Dr. Caroline Leaf



[Inc:](#) How to Manage Drama in the Workplace Using Your Emotional Intelligence

SOCIAL MEDIA FOLLOWING

- Instagram – 193k followers
- Facebook – 350k + likes, 348k followers
- Twitter – 46.2 k followers
- YouTube – 82k subscribers

Sponsorship Inquiries Please Contact
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