

THE NOURISHED CHILD®

A podcast & YouTube channel hosted by Jill Castle, MS, RDN

Raising healthy kids, inside and out.

About the Podcast & YouTube Channel

Since 2016, The Nourished Child® has helped parents feed and raise healthy, confident children without stress, shame, or diet culture. Hosted by pediatric dietitian Jill Castle, it reaches parents two ways: a weekly YouTube channel for parents of toddlers through teens, and a podcast with 270+ episodes for deeper conversations and expert interviews.

Our content delivers:

- Evidence-based nutrition education
- Emotionally safe, non-diet messaging
- Parent-friendly strategies for everyday life
- Practical frameworks based on Jill's Whole Child Healthy™ model

With over 270 episodes on the podcast and over 230 videos, Jill Castle and The Nourished Child® empower families worldwide to raise healthy kids, inside and out.



AUDIENCE SNAPSHOT

The Nourished Child® reaches a highly engaged, high-intent audience of parents and professionals seeking trusted, practical nutrition guidance.

YouTube	Podcast	Newsletter
• Weekly videos • 26,000+ monthly views • Top topics: picky eating, child weight and eating habits, teen growth	• Bi-weekly episodes • 35,000+ IAB-certified downloads (YTD) • 517,000+ lifetime IAB downloads, top 1.5% on Listen Notes	• Weekly • 10,000+ subscribers • 47% open rate

MULTI-PLATFORM AMPLIFICATION

Sponsors reach the same parents three ways: weekly YouTube videos that keep earning views for months and years, biweekly podcast episodes (mostly solo, with select expert interviews), and The Munch newsletter.

Advertise on YouTube, the podcast, or both. Your ads run in the videos and episodes where they fit best, chosen by Jill.

“I love this podcast! Jill is so validating and grounding. She shares excellent and up to date info in a relatable and compassionate way. Thanks!

WHY BRANDS PARTNER WITH TNC

1. High Trust, High Credibility

Hosted by a 35-year pediatric dietitian and national expert, the podcast and YouTube provides trustworthy, research-backed information brands can confidently align with.

2. Targeted Access to Parents

Listeners are parents seeking actionable solutions for feeding challenges, growth concerns, and everyday nutrition. They're highly receptive to aligned products and services.

3. Emotionally Safe, Non-Diet Messaging

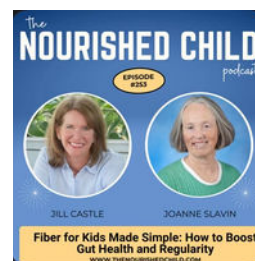
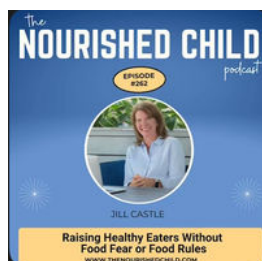
Brands benefit from Jill's commitment to responsible communication, essential in today's child health landscape.

4. Strong Engagement & Long-Term Listenership

Videos and episodes continue to gain listens over months and years, giving sponsors long-lasting exposure.

5. Multi-Platform Visibility

Sponsors are featured across podcast audio, YouTube, and newsletter, increasing visibility and reach.



WHAT WE TALK ABOUT

The Nourished Child® covers a wide range of topics across childhood nutrition, health, and development, including:

- Picky eating
- Appetite and hunger cues
- Growth spurts and height
- Toddler feeding routines
- Child weight concerns & emotional well-being
- Whole-child habits
- Sports nutrition for young athletes
- Gut health & fiber
- Emotional eating and stress
- Parenting strategies for feeding
- Healthy snacks & meals
- Hormones and puberty
- Family routines for wellness

“I have been using your podcast to help medical students regroup after lectures and clinics to have a real life understanding of the field. Love your material and recommendations!”
~CarineML

“I love your approach to helping us know what the nutrients do. I’m excited to make these changes in mealtimes and snacks! Thank you!!”
@yessir2747

Sponsor ads are aligned with episodes that connect naturally to their mission and products.

ABOUT JILL CASTLE, MS, RDN



Jill Castle is America’s Childhood Nutritionist, a pediatric dietitian with 35 years of clinical experience, six books, and a national platform dedicated to raising healthy kids inside and out. She is the creator of the Whole Child Healthy™ model, a holistic approach to child wellness grounded in research and clinical practice.

Jill is a trusted advisor to families, brands, healthcare institutions, and policymakers. She has been featured in major media outlets, speaks nationally, and is known for delivering emotionally safe, weight-inclusive guidance to parents in a clear, compassionate way.

Jill hosts The Nourished Child® podcast and runs a YouTube channel that educates over 26,000 parents each month on feeding, nutrition, and child wellness.

2026 SPONSORSHIP OPPORTUNITIES

I offer flexible sponsorship packages designed to meet your brand's goals while ensuring accurate, ethical, and meaningful engagement with parents. *My rate sheet is attached.*

BRAND ALIGNMENT & VALUES

Jill Castle and The Nourished Child® prioritize:

- Evidence-based nutrition
- Emotionally safe communication
- Inclusivity & weight-neutral care
- Practical, family-centered guidance
- Non-diet, non-fear-based messaging
- Science translated with clarity and compassion



Brands that share these values will resonate deeply with the audience.

LET'S PARTNER TO NOURISH KIDS WELL!

For sponsorship opportunities, partnerships, or media inquiries:

Jill Castle, MS, RDN

Email: Jill@JillCastle.com

Website: www.JillCastle.com and
www.thenourishedchild.com



2026 RATE CARD

Host-read ads from Jill Castle, MS, RDN, on YouTube, the podcast, or both. Choose a package, and Jill places your ads in the videos and episodes where they fit best.

Sponsor Package

Three host-read ads a month for \$2,000, or \$1,800 a month with a three-month commitment.

	Monthly	Monthly
Price	\$2,000 per month	\$1,800 per month (\$5,400 total)
Ads	3 per month	3 per month (9 total)

- Ads run on YouTube, the podcast, or both, in any mix you choose.
- Each ad is written with you and read by Jill in her own voice.
- Your link goes in the YouTube description and a pinned comment, and in the podcast show notes.
- Ads can run on any topic. They do not need to match the video or episode.

Thought Leader Feature Episode

A co-created educational episode spotlighting your expert or topic aligned with your brand, for \$4,500.

- Full podcast episode, with the topic agreed in advance. Thought Leader episodes are educational conversations, not infomercials. Your expert shares evidence-based guidance. Jill keeps editorial control.
- YouTube release of the conversation. Social media promotion
- Newsletter promotion in The Munch newsletter

Full Funnel Package

The Sponsor Package plus a newsletter feature, a Reel, and a Story, for \$5,000 a month. Built for larger brands that want presence on every channel in one month.

- Everything in the Sponsor Package (three host-read ads a month)
- Feature placement in The Munch newsletter
- One 3-minute Instagram Reel
- One Instagram Story
- A custom call to action written for your campaign

Single Ads and Add-ons

Need just one ad, or want to build your own mix? Each of these can be added to a package or purchased on its own.

Integrated host-read ad on YouTube OR Podcast Ad (15-sec pre and 45 sec post roll ad)	\$750
Instagram Story	\$250
3-minute Instagram Reel	\$500
Newsletter Spotlight in The Munch	\$2,000
Co-branded downloadable resource	\$2,500
Parent Webinar with Jill	\$3,000 - \$5,000

PLACEMENT AND TERMS

Jill chooses which videos and episodes carry your ads, and every ad you purchase runs within your term.

- **Placement:** Jill selects the videos and episodes, with reasonable consideration for your topic preferences, and keeps final editorial discretion.
- **Content standards:** Jill does not produce promotional or infomercial style videos or episodes. Your message runs as a short, host-read ad within her regular educational content, and she keeps editorial control of everything she publishes.
- **Guarantee:** All purchased ads run within the term. If a placement slips, the missing ad runs in the next available slot.
- **Sponsors per video:** No more than two sponsors in any one video or episode.
- **Three month commitment:** 10 percent off the monthly packages.
- **Disclosure:** Sponsored content is clearly labeled as sponsored.

Contact:

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