# NextGen Purpose

## Essential Ingredients

MEDIA KIT · WHERE CHANGE TAKES SHAPE

335+ episodes · 1.79M+ all-time IAB downloads
71K+ IAB downloads · September 19–October 18, 2026
Download source: Libsyn IAB export · October 18, 2026
50+ countries

Essential Ingredients Podcast · 2026

## Media Kit

This isn't a spray-and-pray ad buy. It's an editorial partnership with a host who believes in what she promotes — and an audience that listens because of that trust.

335+

Episodes Published

1.79M+

Total Downloads

50+

Countries Reached

11

Seasons

Justine on stage

### Invited panels & conversations

### Sips & Stories: Community with Purpose

Justine joined Grace Kraaijvanger, founder of The Hivery, for a moderated conversation about building community with purpose. Hosted by Sophie Davies of Cuppa Culture and Megan Stewart of The Spoonlist.

October 14, 2026 · 6–8 p.m. PacificHouse of Still · San Rafael

Justine’s role: invited panelist. Independently hosted—not an NGP-produced event. Registration is closed.

The Show

## Where doing good and doing well aren't mutually exclusive.

Essential Ingredients with Justine Reichman is a weekly podcast exploring what it really takes to build a business — and a life — that doesn't compromise. Each episode features founders, innovators, and leaders across food, wellness, beauty, fashion, sustainability, and conscious living.

This is the podcast for people who believe that doing good and doing well aren't mutually exclusive — and who are looking for evidence that it's possible.

The Audience

## Built for people making intentional choices.

We do not publish unsupported demographic or behavior claims. Partnership fit is based on editorial alignment, relevant subject matter, and the channels included in the agreed campaign.

Who it serves

Conscious consumers, founders, operators, and people building purpose-driven businesses

Core interests

Food systems · Wellness · Clean beauty · Sustainable living · Conscious business

Editorial relationship

Long-form conversations and recommendations presented in Justine's voice

Geography

Listeners in 50+ countries

Distribution

Apple Podcasts · Spotify · YouTube when episode video is available · NextGen Purpose website

Measurement

Campaign reporting is defined in the written scope and limited to metrics available from each platform

Why Partner Here

## Your brand doesn't just reach listeners.

A partnership with Essential Ingredients is integration into the NextGen Purpose ecosystem — media, community, and commerce in one network.

Essential Ingredients Podcast

1.79M+ all-time IAB downloads · 71K+ in the 30-day report (September 19–October 18, 2026)

Long-form audio distributed through Apple Podcasts, Spotify, and the NextGen Purpose website. Download source: Libsyn IAB export, October 18, 2026.

YouTube & Video

When video is available

Episode video, description links, chapters, and agreed visual integrations can extend a campaign onto YouTube.

The Essential Ingredients Letter

Editorial channel

Justine's long-form newsletter for food, wellness, conscious living, and purposeful business.

The Ripple Report

Quarterly publication

Editorial quarterly at the intersection of business, culture, and conscious living.

The Conscious Collective

Community gatherings

Cross-industry conversations connecting purpose-driven founders, creators, and leaders.

Good Stuff Guide

Commerce-ready

Curated product discovery with trackable destination links and clear paid or affiliate disclosure where applicable.

Partnership Formats

# Four ways in.

Each format is a starting point, not a promise of impressions. Pricing is available upon request. Measurement, usage rights, production needs, and reporting are confirmed in writing before work begins — email Justine directly or book a 15-minute call below.

Sponsored Episode

Full episode · editorial style

A complete episode featuring your brand, product, or founder story. Justine leads an authentic conversation — not a scripted interview — in the editorial voice her audience trusts.

What's included

• 45–60 minute episode, host-led

• Host-read intro and outro

• Show notes with brand backlinks

• Social promotion across NGP channels

• Evergreen content your team can repurpose

• Episode promoted in The Ripple Report (if timing aligns)

Ideal for

Brands with a founder story worth a full conversation

Pilot Sponsorship

4-episode mid-roll run

A host-read, personally endorsed segment inside four episodes. Justine speaks to the brand in her own voice. Not a scripted ad — a recommendation from someone her audience already trusts.

What's included

• 60–90 second mid-roll in 4 episodes

• Show notes mention + backlink in each episode

• Social mention on publish days

• Performance recap at end of run

• Option to extend at run's completion

Ideal for

Brands wanting to test the audience before committing to a deeper partnership

Presenting Sponsor

Series or themed month

Exclusive presenting sponsorship of a defined episode series or themed month. Your brand is woven into every episode — not just one.

What's included

• Brand mentioned in every episode intro

• Dedicated mid-roll in each episode

• Featured placement in The Ripple Report

• Co-branded content opportunities with NextGen Purpose

• Social and email promotion throughout the series

Ideal for

Brands ready for sustained visibility, not a one-time placement

Ecosystem Partnership

Full NGP platform integration

For brands looking for deeper integration across the full NextGen Purpose platform — not just a podcast slot, but a genuine presence inside the community.

What's included

• Podcast sponsorship (any format above)

• Ripple Report editorial feature or advertisement

• Public-event collaboration, by agreement

• Co-branded events or retreats

• NextGen Purpose content collaboration

Ideal for

Mission-driven brands ready to become part of the conversation, not just an advertiser in it

Our Standard

## We are selective.

Essential Ingredients is selective about brand partnerships. We work with companies that align with our core values — and we do not accept partnerships with brands that conflict with our editorial mission.

Commitment to sustainability, wellness, or conscious living

An authentic founder story or mission-driven culture

Products or services our audience would genuinely use

Willingness to show up as a real brand, not just an advertiser

About the Host

Justine Reichman

Founder & CEO, NextGen Purpose

Justine Reichman is the Founder and CEO of NextGen Purpose — a conscious living media company and global network. She has hosted 335+ conversations with founders and innovators, built a community spanning 50+ countries, and published The Ripple Report, a quarterly publication at the intersection of business, culture, and conscious living. She is a member of the International Society of Sustainability Professionals.

She is the host, the brand, and the trust signal. When she recommends something, her audience listens. She is a sought-after voice on purpose-driven entrepreneurship, conscious consumerism, and the future of sustainable business.

Full media kit: https://nextgenpurpose.com/media-kit