

DIGITAL SERIES /
MONTHLY LIVE SHOW

**2022
MEDIA KIT**



NEX↑UP
with Nicole



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NICOLE RYAN

 107K  80K  51K

With effortless charm and down-to-earth energy, Nicole Ryan instantly lights up any screen, stage, and studio. She first hit the airwaves as a co-host of "The Morning Mash Up" — the SiriusXM Hits 1 daily talk show frequented by today's biggest pop stars. Her breakout success spans TV, digital media, brand ambassadorship, the live-event market, and beyond. As she trail blazes a self-styled career that highlights many facets of her magnetic personality—pop culture expert, culinary enthusiast, fitness buff, wife and mom — Ryan infuses every undertaking with her sharp sense of humor and genuinely radiant presence.

HIGHLIGHTS

Radio Personality & Co-Host

SiriusXM's Hits 1 The Morning Mash Up **34M+ SUBS**

Podcast Co-host & Co-Creator

Have Kids, They Said **280K+ DL**

Moderator & Host

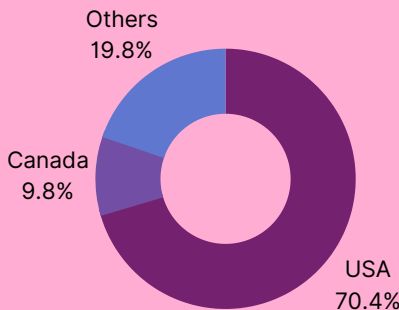
National Society Leadership and Success Speaker Broadcastseries **1.5M+ SUBS**

Creator & Host

On Air Mom Original Content Digital Series for Awesomeness TV

Mastercard

Talent, Appearance, Emcee, BTS Story Posts and Brand mentions documenting Grammy Week in LA on Instagram and Twitter



MAIN AUDIENCE

18-24 year old College students

25-45 year old Moms

from USA, Canada & South America

PRAISE

The radio station I enjoy with my kids every morning on my way to work, the radio station where I have some of my most fun and fascinating conversations, it feels like a private confab among friends. Nicole has that natural "it" factor. -Jimmy Fallon

I remember my first interview with Nicole Ryan. SiriusXM Hits 1, The MorningMash Up show helped launch my career and debut single "Tim McGraw". 15 years later, I continue to visit the station and I have watched Nicole go from tat girl about town, to being a wife and mother, and build her own personal brand -Taylor Swift



SARAH NEKICH

CO-HOST, PRODUCER, TALENT
BOOKER, SOCIAL MEDIA MANAGER



Sarah is a Digital Content Creator with years of experience working in social media, content creation, and artist relations. She first hosted, produced, and booked her podcast - *The Internet Religion Podcast* in college, where she interviewed the likes of Baby Queen, Maude Latour, Lauren Aquilina, and other upcoming artists. Her knowledge of the music industry expands beyond upcoming artists with her work in social media and content creation for legendary artists and musicians such as Boy George & Culture, Aly & AJ, and Stevie Nicks

ABOUT THE SHOW

Published to YouTube, Spotify, and
Apple Podcast Streaming Platforms

"Next Up with Nicole" brings Nicole's interviewing charisma and carefree spirit to the conversation in this new series where she speaks with today's rising stars in music, entertainment, and business. The show highlights everything from their hometown, how they started, navigating their current success, and what is "next up" in their careers. It previews the artists music not just on our series, but through other streaming platforms and channels, inclusive of our own curated playlist. Some artists recently featured on the show include Gatlin, The Aces, Gavin Haley, Dylan, and Sarah Kinsley, with many more artists episodes coming soon!

Gatlin



Gavin Haley



The Aces

