



# NICOLE RYAN

**(SiriusXM)** 34M   100K   79K   52K

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 Broadcast series **1.5M+ SUBS**

### Guest Correspondent

Red Carpet Events, Premiers and Charity Galas including CES, Super Bowl, Grammys, Billboard Music Awards & more

### Creator & Host

On Air Mom Original Content Digital Series for Awesomeness TV

### Co-Host **UPCOMING**

455 Entertainment Unscripted Travel & Food Doc Series

### Co-Host **UPCOMING**

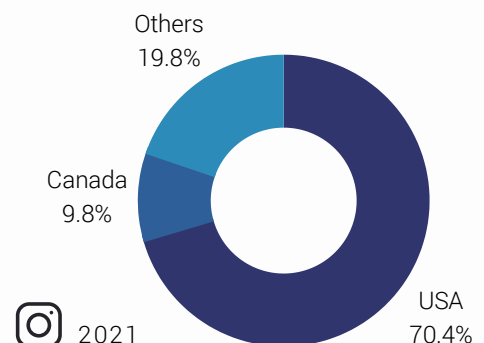
Mic'd Up Moms

## BRANDS



## 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, its feel like a private confab among friends. Nicole has that natural "it" factor.*

– Jimmy Fallon

*With her effortless charm and down-to-earth energy, Nicole Ryan has the type of natural charisma that instantly lights up any screen, stage, or studio.*

– Howard Stern

*I remember my first interview with Nicole Ryan. SiriusXM Hits 1, The Morning Mash 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 that girl about town, to being a wife and mother, and build her own personal brand.*

– Taylor Swift

## KEY STATS

### **Sirius XM Hits 1 - The Morning Mash Up**

11M+ Daily Active Subscribers  
500K+ Subscribers added per quarter

### **Instagram**

3% Engagement Rate  
9K+ Avg. Impressions per Story  
71.6% Increase in followers per quarter

### **Facebook**

1.4% Engagement Rate  
9K+ Avg. Impressions per Story

### **Twitter**

21K+ Monthly impressions  
0.7% Engagement Rate

\*2021 Statistics from Social Media platforms



With Khalid on SiriusXM's Hits 1 The Morning Mash Up



With Ken Downing at Delivering Good Charity Gala



Nicole's Family



With JB Smoove at Rolling Stone Super Bowl Event



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