

You need to be on **XYPN Radio**

Reach a Highly Engaged
Audience of Next Generation
Financial Advisors, RIA
Owners, and CFPs

By the Numbers

- 350k total downloads
- Podcast episodes currently generate between 20k-30k downloads per month
- Promoted via email and social marketing each week to an audience of 20,000 subscribers and followers
- 5-star reviews across iTunes

Demographics and Data

- 63% male, 37% female
- 49% can use the CFP designation
- 44% are pursuing the CFP designation
- 59% have less than 5 years experience in the industry
- 22% have 6-10 years experience
- 19% have more than 10 years experience



What Is **XYPN Radio**?

XYPN Radio is a weekly podcast helping financial advisors start, run, and grow their own financial planning firms that focus on serving next generation clients. Hosted by Alan Moore and co-hosted by Michael Kitces, XYPN Radio quickly established a reputation as a go-to source of the info and education young financial advisors need to excel in their careers and their businesses.

The podcast delivers a mix of episode formats, from interviews with advisors, vendors, and influencers, to educational shows full of information you can find nowhere else, to mailbag episodes that directly answer listener questions and educational episodes to help advisors.

With no other podcasts like it in the marketplace, XYPN Radio has cultivated a unique listenership and community around exclusive content made accessible to an engaged audience.



Continuing the Conversation on Facebook in the **XYPN Radio VIP Community**

XYPN Radio is dedicated to building a community of professionals who successfully, profitably serve next generation financial planning clients. The VIP group is a source of additional tools, resources, and education that goes beyond podcast episodes. Members of the group receive access to a private Facebook community, where they can network with and learn from other financial advisors and business owners who are driving the financial planning industry forward. Conversations are always lively and the group is highly active and engaged, with several posts per day that generate many responses for each.

Important Links

- [XYPN Radio on iTunes](#)
- [XYPN Radio Podcast Page on XY Planning Network](#)
- [XYPN Radio VIP Group on Facebook](#)
- [XY Planning Network on Twitter](#)



BRINGING FINANCIAL
FREEDOM TO THE NEXT
GENERATION

**Get in Front of an Engaged
Audience of Advisors, Business
Owners, and More**

What Do XYPN Radio Sponsors Receive?

- Exclusive sponsorship of all episodes during the month. We publish on Wednesdays, so this includes 4-5 episodes depending on the month. No other sponsors will be accepted.
- Promotion of all episodes during the month on [XYPlanningNetwork.com](#), email and social marketing each week to an audience of 20,000 subscribers and followers.
- 45-60 seconds of advertising done by show host Alan Moore at the start and end of each episode. Copy provided by your company. (For examples, [check out](#) previous episodes with various sponsor advertising.)
- Backlinks to your company, featured resources or webpages, and more in the show notes posted to the XY Planning Network site and shared in the Facebook group.



Contact stacey@XYPlanningNetwork.com to sponsor XYPN Radio, and get your business and brand in front of thousands of financial advisors who are shaping the future of our industry.