

# beyond the surface

Conversations on Religious  
Trauma, Faith Deconstruction, &  
Cults



## Sponsored Messages on *Beyond the Surface*

Thank you for your interest in sponsoring an episode of *Beyond the Surface*.

This podcast is independently produced and listener-supported. Sponsored messages help make the ongoing production of the show possible, while allowing me to work with people and projects that genuinely align with the values of this space.

This document outlines what sponsorship looks like, who this podcast is for, and whether it might be a good fit for you.

### About the podcast

*Beyond the Surface* is a podcast exploring religious trauma, faith deconstruction, identity, queerness, cult recovery, and the long, messy work of making meaning after harm.

Episodes include:

- Lived-experience storytelling
- Conversations with people navigating life after high-control religion and the people working with survivors during recovery
- Thoughtful discussions about trauma, power, consent, embodiment, and belief

The tone is honest, reflective, and grounded. This isn't a self-help podcast, a debate space, or a place for tidy answers. It's slow, nuanced, and relational and the audience listens accordingly.

Listener snapshot:

- Average downloads per episode: 150-300
- Primary audience location: 50% Australia & New Zealand, 30% US & Canada, 20% Europe & Asia
- Overall reach since the beginning of the podcast is over 17,000 downloads with new listeners finding the podcast everyday.
- Typical listener profile: people with lived experience of religious harm, faith deconstruction, surviving a cult, LGBTQIA+ folks, therapists/practitioners, and people interested in trauma-informed work

## Why sponsor *Beyond the Surface*?

Sponsoring this podcast isn't about mass reach, it's about meaningful reach.

Listeners tend to be:

- Highly engaged
- Values-driven
- Thoughtful about where they spend their time, money, and energy
- Sensitive to power dynamics, persuasion, and ethics

If you're offering something that genuinely supports people navigating identity, recovery, creativity, education, or community after high control systems, this audience is likely to listen.

Sponsored messages are clearly disclosed and intentionally placed, not embedded into the content or disguised as personal endorsements.

## What sponsorship looks like

A sponsored message is:

- A 30–45 second audio message
- Placed at the beginning (pre-roll) and/or end (post-roll) of an episode
- Recorded by you and supplied as a finished audio file
- Clearly disclosed as a paid message to listeners

I don't use third-party ad platforms. Everything is managed directly and with care.

## Pricing & placement

You can choose from the following options:

### **Pre-roll (beginning of episode)**

30–45 second sponsored message

Price: \$165 AUD + GST per episode

### **Post-roll (end of episode)**

30–45 second sponsored message

Price: \$100 AUD + GST per episode

Bundle (pre-roll + post-roll)

Price: \$250 AUD + GST per episode

Multi-episode packages are available by request. (*GST is only payable for Australian residents*)

Pre-roll placements are priced higher due to higher listener retention. Post-roll placements are a lower-cost option for those wanting a lighter presence.

### **A note on pricing**

Sponsorship on *Beyond the Surface* isn't priced purely on download numbers.

This podcast has a smaller, highly engaged audience who tend to listen attentively, trust the space, and make thoughtful decisions about what they engage with or invest in.

Sponsored messages aren't competing with dozens of ads, they sit within a values-led, trauma-informed context where alignment matters more than scale.

Pricing reflects:

- Listener engagement rather than mass reach
- The relational and ethical care involved in hosting sponsored content
- The time and labour required to manage, edit, and place each message thoughtfully

For the right fit, even a small number of listeners can have a meaningful impact; whether that's filling a client space, selling a handful of tickets, your book landing with your target audience or reaching people already primed for the work you're offering.

## What people commonly sponsor

Sponsored messages might include promotion of:

- Therapy, counselling, or allied health services
- Books, or creative projects
- Training, workshops, or events
- Community organisations or collectives
- Digital or physical trauma-informed resources or educational platforms

Messages should be invitational, clear, and grounded, not urgent, coercive, or fear-based. They should clearly indicate location including Country if offering a service.

Any practitioner or organisation advertising services or products must be religious-trauma informed and fully queer & trans affirming.

## Alignment & content boundaries

Because of the nature of this podcast, alignment matters.

I don't accept sponsorships from:

- High-control or harmful religious organisations
- Non-affirming practitioners or anything resembling conversion practices or ideology
- Services making unrealistic, guaranteed, or coercive claims

I reserve the right to decline sponsored content that feels misaligned with the values or safety of this space. If concerns arise, they'll be communicated directly and respectfully.

## Recording guidelines

Sponsored messages must:

- Be between 30–45 seconds
- Be clear, audible, and well-recorded (recording in a quiet space will help this)
- Be supplied as an MP3 file

Basic volume leveling may be applied as well as removing long gaps of silence, but messages are otherwise used as supplied unless agreed beforehand.

### **Basic Template (if needed):**

**Opening (who you are):** “Hi, I’m [name], and I’m a [brief description of who you are / what you do].”

**What you’re offering:** “I wanted to share about [your offering, e.g. a service, event, resource, book, or project] that’s designed for [who it’s for].”

**Why it might be relevant to listeners:** “This may be a good fit if you’re someone who’s [a few words about the experience or need it supports; keep this invitational, not urgent].”

**Key detail:** “You can find more information at [website / link], where you’ll find details about [what they’ll see or be able to do there].”

**Close (choice-based):** “And if it feels relevant for you, you’re very welcome to check it out.”

## Payment & process

- Sponsorships are invoiced and payable in full prior to release
- GST applies to sponsored messages for those in Australia
- Payment confirms your booking
- Sponsored messages are non-refundable once payment is made

Audio deadlines and episode placement will be confirmed before invoicing. You will then be asked to sign a 'Sponsored Message Agreement'.

## Interested?

If this feels aligned, you're welcome to get in touch to discuss availability, placement, or multi-episode options.

I'm happy to answer questions and make sure this feels like a good fit; for you, for me, and for the people listening.

Please email me at [info@anchoredcounsellingservices.com.au](mailto:info@anchoredcounsellingservices.com.au) and use 'BTS Sponsored Message' in the subject line.