

INTRODUCING

THE
EMJAYS
INTERNATIONAL CANNABIS AWARDS

Content Creator of the Year

2024 & 2025

 **Planted**

WITH SARA PAYAN

**"SARA PAYAN—THE BEST REPORTER COVERING CANNABIS I'VE MET."
— RICK STEVES, PBS TRAVEL ICON**



MEDIA KIT

SUMMARY

PLANTED WITH SARA PAYAN

Sara Payan, educator, policy advocate and author, engages policymakers, media professionals, industry leaders and more about their relationship with cannabis in the era of legalization. "Planted" is an ongoing conversation encompassing the vast world of cannabis, focusing on education and policy. Featured guests include former RNC Chair Michael Steele, renowned musician David Crosby, PBS Travel Guru Rick Steves, Congresswoman Jasmine Crockett and legendary musician and star of "The Sopranos" Little Steven Van Zandt. We have been featured in Forbes and High Times. New episodes are released weekly. You can find us wherever you listen to your favorite podcasts (Pandora, Spotify, Apple, Amazon Podcasts, iHeartRadio and Tuneln), as well as at our home on [Radio Misfits Network](#).

TOP EPISODES

- Michael Steele
30k total listens
- David Crosby
24k total listens
- Stevie Van Zandt
19k total listens

AUDIENCE

- 48% Female | 60% at 24-44 yrs
- 52% Male | 80% at 24-44 yrs
- 76% of listeners based in the US, 12% in Canada
- Interests in entrepreneurship and personal growth

PODCAST STATISTICS



15K

LISTENS PER
PODCAST



900K

TOTAL
DOWNLOADS



5.0

RATING
APPLE & SPOTIFY
PODCASTS

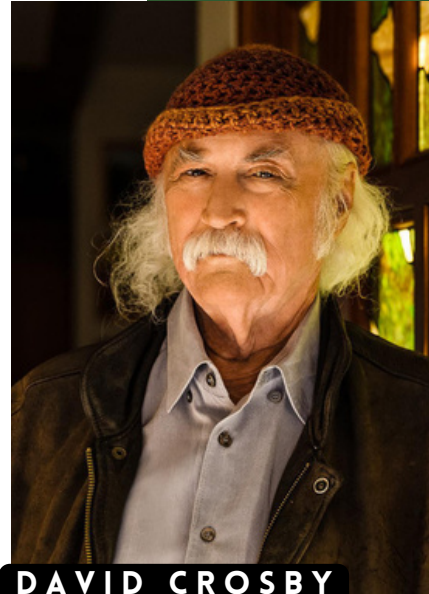


18K

SUBSCRIBERS



MICHAEL STEELE



DAVID CROSBY



CONGRESSWOMAN
JASMINE CROCKETT



[PODCASTS.APPLE.COM/PLANTED-
WITH-SARA-PAYAN-ON-RADIO-
MISFITS](https://podcasts.apple.com/planted-with-sara-payan-on-radio-misfits)



[OPEN.SPOTIFY.COM/SHOW/61D-
FX3R9MAUQUTSDZQED0](https://open.spotify.com/show/61d-fx3r9mauqutsdzqedo)



[@PLANTEDWITHSARA](https://www.instagram.com/plantedwithsara)



[FACEBOOK.COM/PLANTEDWITH
SARAPAYAN](https://www.facebook.com/plantedwithsara)



[@PLANTEDWITHSARA](https://twitter.com/plantedwithsara)

#CONVERSATIONISNORMALIZATION

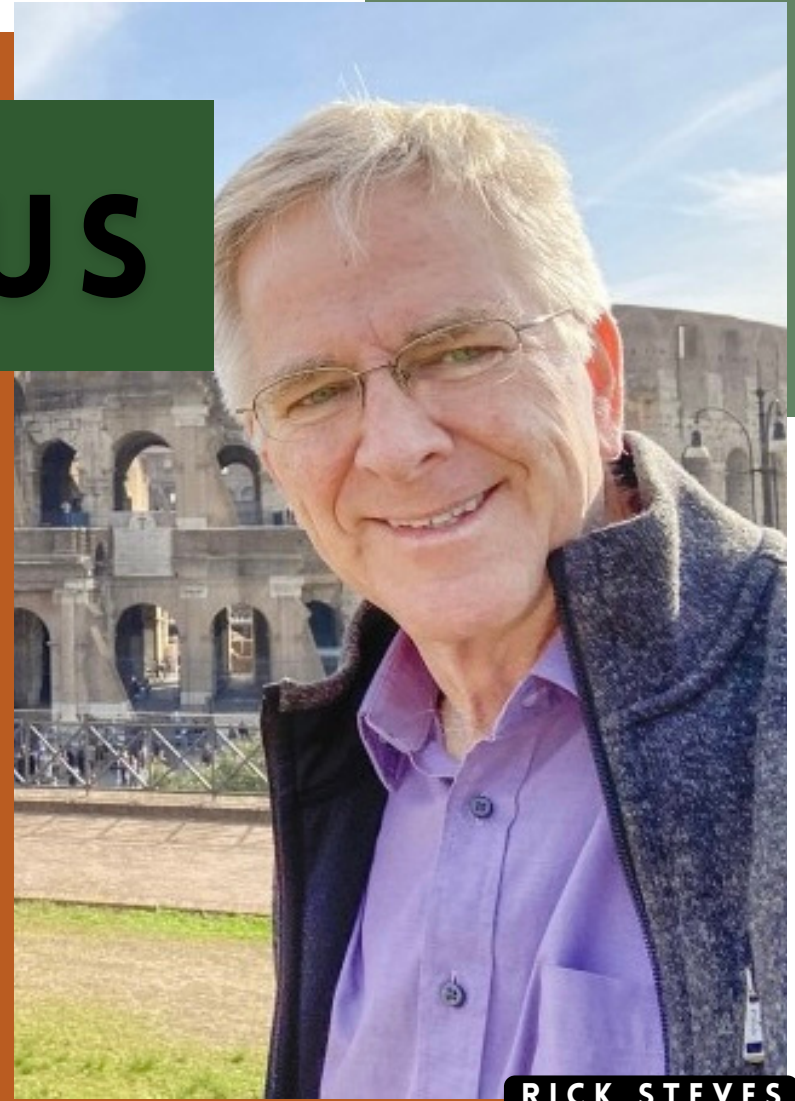


GreenState
Consumers' Choice



ABOUT US

Cannabis encompasses culture, politics, business and health. In this new era of legalization, conversation is normalization, ending stigma, influencing policy and helping to create a more equitable industry. "Planted with Sara Payan" informs, educates and engages audiences through its platform, highlighting a diverse and impactful roster of guests.



RICK STEVES

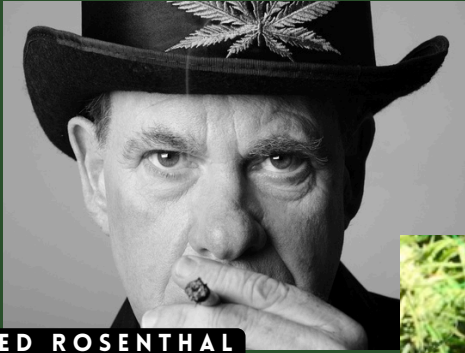


LITTLE STEVEN VAN ZANDT

We love deep dives with industry leaders, policy giants and influential luminaries shaping our culture. Drawing our listeners into the conversations, turning them on to new concepts and products and piquing their curiosity is what fuels the creative process of Planted. As policy works, cultivating voter engagement is also an important goal, as is approaching cannabis through a bipartisan lens.

In this new era of normalization, it's important to have frank conversations about the impact of cannabis and the latest information about policy, business, pop culture and science. Educating the public and highlighting the real stories behind the movement and industry are essential to provoke critical thought and impactful change.

[LISTEN TO US ON: PODCASTS.APPLE.COM/US/PODCAST/PLANTED-WITH-SARA-PAYAN-ON-RADIO-MISFITS/ID1468165377](https://podcasts.apple.com/us/podcast/planted-with-sara-payan-on-radio-misfits/id1468165377)



ED ROSENTHAL



TINA GORDON



RICKY WILLIAMS

EDUCATION IS THE FOCUS ON PLANTED

What you can
EXPECT

Education is all-encompassing on Planted. It includes policy, culture, the nuts and bolts of the biz (cultivation, survival in the industry, marketing, medicinal use, etc.) Whether Sara is talking to an industry giant, policymaker or cultural icon, we strive to engage and inform through conversation. The content in each episode always has educational elements and valuable takeaways for our listeners.

YOUR HOST



Sara Payan

HOST OF PLANTED

SARA PAYAN IS AN AWARD-WINNING EDUCATOR, STRATEGY CONSULTANT, POLICY ADVOCATE AND WRITER. AN INDUSTRY VETERAN OF NEARLY TWO DECADES AND FORMER CIVIL RIGHTS PROFESSIONAL, SHE BELIEVES THAT EDUCATING CONSUMERS AND POLICYMAKERS MAKES FOR SAFE ACCESS, SOUND POLICY AND A HEALTHY INDUSTRY.

SHE IS THE VICE-CHAIR OF THE CALIFORNIA CANNABIS ADVISORY COMMITTEE, A PAST APPOINTEE OF THE SAN FRANCISCO CANNABIS OVERSIGHT COMMITTEE AND WAS CO-CHAIR OF THE SAN FRANCISCO STATE CANNABIS LEGALIZATION TASKFORCE.

WHY PODCAST SPONSORSHIP?

HARNESS A POWERFUL PLATFORM

Target your ideal listeners by partnering with Planted and sponsoring a series of episodes. Harness the lucrative power of podcasting without much effort. In the cannabis industry, the lack of adequate and compliant advertising options makes podcasts a valuable tool for marketing your business. Your audience is waiting!

NICHE & CAPTIVE AUDIENCE

Find an audience interested in your offering through sponsorship. Our audience ranges from the canna-curious to the seasoned expert. Our dedicated listeners enthusiastically anticipate our specialized content and love to tell us about it! Our platform makes for incredibly targeted demographics that you would be hard-pressed to find elsewhere from a marketing perspective.

LOYAL AUDIENCE BASE

Podcasters cultivate relationships with their audiences. Listeners are incredibly loyal and tend to patronize companies and brands that sponsor their favorite shows. Per SEMrush, 20% of people are more likely to consider supporting a brand if it's advertised on their favorite podcast. 60% of listeners said they searched for a product after hearing about it on a podcast.

PODCAST ADS ARE EVERGREEN

There is no expiration date with podcast advertising. When new listeners find a podcast, those listeners will often go back and listen to all previous episodes, so even though the episodes might be old, those ads will still regularly reach new ears. Now that's an investment that keeps giving!

LETS WORK TOGETHER

Featured GUESTS



CONGRESSWOMAN ILHAN OMAR

For our 200th episode, Sara sits down with Congresswoman Ilhan Omar, Co-Chair of the Congressional Cannabis Caucus. From legalization to equity and banking- this is where cannabis policy is headed. [LISTEN IN HERE](#)



PETER COYOTE

Sara sits down with Double Emmy-award-winning actor, author and narrator Peter Coyote to talk about cannabis, mindfulness, spiritual balance and his thoughts on consumption as a Zen priest. [LISTEN IN HERE](#)

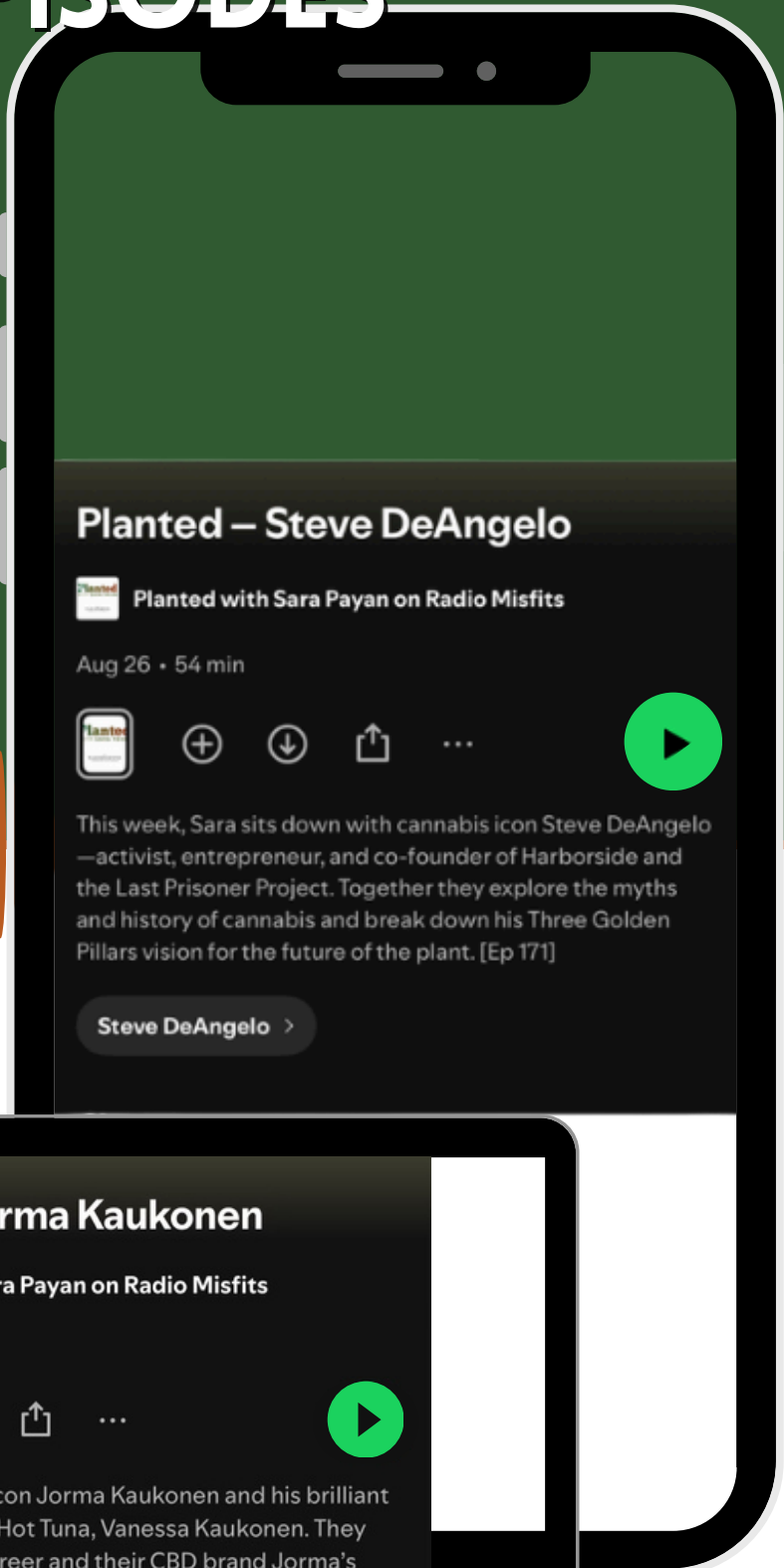


JIM BELUSHI

Sara visits with comedy icon, Jim Belushi, where they discuss his love of cannabis and how Dan Ackroyd convinced him to start Belushi's Farm. [LISTEN IN HERE](#)

LISTEN TO A SOUNDBITE OF OUR EPISODES

Click play and join the conversation!



Planted – Steve DeAngelo

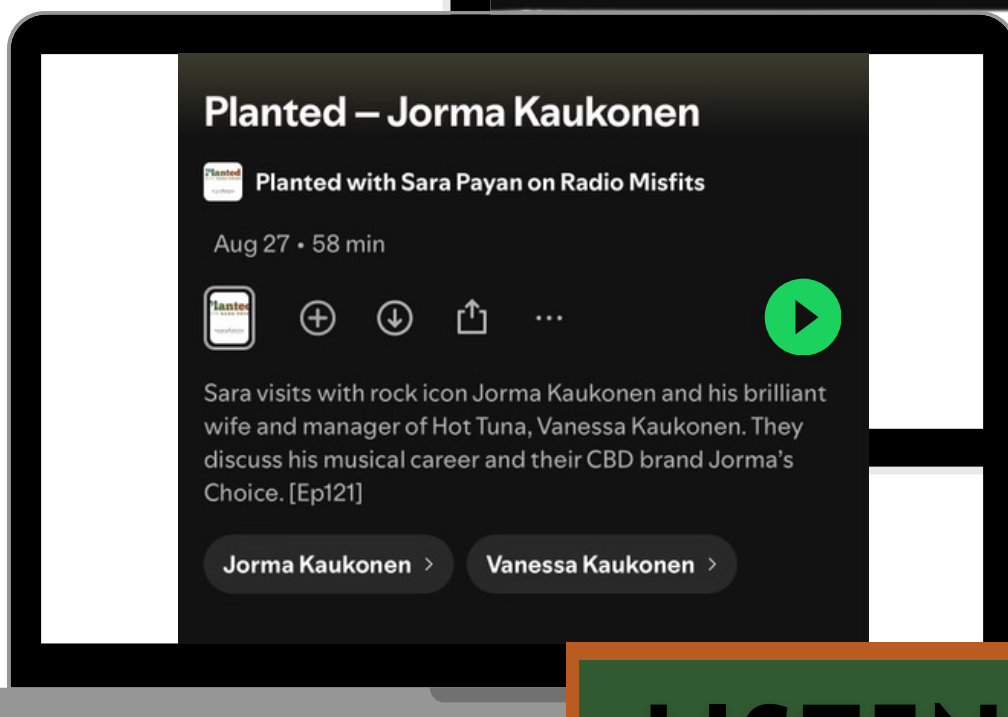
Planted with Sara Payan on Radio Misfits

Aug 26 • 54 min



This week, Sara sits down with cannabis icon Steve DeAngelo —activist, entrepreneur, and co-founder of Harborside and the Last Prisoner Project. Together they explore the myths and history of cannabis and break down his Three Golden Pillars vision for the future of the plant. [Ep 171]

[Steve DeAngelo >](#)



Planted – Jorma Kaukonen

Planted with Sara Payan on Radio Misfits

Aug 27 • 58 min



Sara visits with rock icon Jorma Kaukonen and his brilliant wife and manager of Hot Tuna, Vanessa Kaukonen. They discuss his musical career and their CBD brand Jorma's Choice. [Ep121]

[Jorma Kaukonen >](#)

[Vanessa Kaukonen >](#)

LISTEN NOW!

Partnership PACKAGES

OUR THREE MOST POPULAR PACKAGES

PACKAGE 1

15 – 30 second 'live read'

- Minimum Commitment: 12 Episodes (3 mos.)
- Your company tagged in all sponsored episode posts on social media and a shout-out in the weekly listener update.

**CONTACT FOR
PRICING**

PACKAGE 2

60-second mid-roll 'live read'

- Minimum Commitment: 12 Episodes (3 mos.)
- Your company tagged in all sponsored episode posts on social media and a shout-out in the weekly listener update.

**CONTACT FOR
PRICING**

PACKAGE 3

Naming Rights

- No other ads during the opening of each episode
- "Your brand and tagline Presents" at the beginning of each episode
- Sara will discuss your brand or product for at least 60 seconds during each show from a first-hand perspective.
- If desired, the discussion can be replaced w/ a 60-second live read of any specific company materials.
- Your logo on all sponsored episode posts on social media and a shout-out in the weekly listener update.
- Minimum Commitment: 12 Episodes (3 mos.)

**CONTACT FOR
PRICING**



Partnership PACKAGE

Plus!

ANNUAL SPONSORSHIP DISCOUNT

Partnerships are priceless. Committing to a year (49 episodes) of any sponsorship package will get you our gratitude and a 10% discount off of the total cost.

HEAR WHAT OUR LISTENERS ARE SAYING



INTERESTING AND INFORMATIVE!

"IF YOU'RE INTERESTED IN THE HISTORY, POLITICS, LAWS, AND PEOPLE OF THE CANNABIS COMMUNITY, YOU'LL LOVE THIS ONE. SARA IS A COVERT GOOD INTERVIEWER. WELL RESEARCHED AND SHE WELCOMES EVERY GUEST WITH EQUAL ENTHUSIASM. I LOVE THESE LONG-FORM INTERVIEWS!"

REVIEW FROM BUFFALO JILL M
APPLE PODCASTS | 3/5/24



"PLANTED PODCAST IS EXPANDING MY KNOWLEDGE ABOUT THE CANNABIS COMMUNITY, IN THE MOST ENTERTAINING WAYS. I OFTEN LISTEN TWICE SO AS NOT TO MISS A WORD."

REVIEW FROM MARILI
PODCAST ADDICT | 8/22/23



"PODCASTING - OR 'POTCASTING' IN CANNABIS - IS HOT. THERE ARE HUNDREDS. OUR FAVORITES INCLUDE DR. GREENTHUMB, GROW BUD YOURSELF, GREAT MOMENTS IN WEED HISTORY, MARIJUANA TODAY, PLANTED WITH SARA PAYAN, PSYCHOACTIVE AND THE YOUNG JURKS."

REVIEW FROM STEVE BLOOM
CELEBSTONER | 1/5/23



FANTASTIC SERIES!

"SARA IS A GREAT CONVERSATIONALIST AND INTERVIEWER. I WAS SURPRISED TO SEE SUCH A VARIETY OF TOPICS. DIG INTO THE ARCHIVES!"

REVIEW FROM SASHAPAVE
APPLE PODCASTS | 8/23/23



WONDERFUL EPISODE WITH PETER COYOTE

"I JUST FINISHED LISTENING TO THE LATEST EPISODE WITH A WONDERFUL CONVERSATION BETWEEN SARA AND PETER COYOTE. IT IS VERY INSPIRATIONAL TO HEAR THAT HE IS LIVING HEALTHY AND HAPPY AS A ZEN PRIEST IN LOVE... ALTHOUGH PODCASTS ARE DELIVERED THROUGH SOUND AND SPEECH, YOU CAN PERCEIVE COYOTE BURNING BRIGHTLY THROUGH HIS WORDS OF COMPASSION AND INSIGHT... HIS BOOK 'SLEEPING WHERE I FALL' IS A GREAT ACCOMPANIMENT TO EMMETT GROGAN'S 'RINGOLEVIO' ON THE HISTORY OF THE DIGGERS AND PROVIDES A BALANCE TO THE MYTHS OF THAT MIND-BLOWING PERIOD OF TIME... I HAVE APPRECIATED ALL THAT I HAVE HEARD AND LEARNED ON THE PLANTED PODCASTS, AND THIS EPISODE WAS SPECIAL AS COYOTE HAS BEEN KIND OF A HERO TO ME FOR MANY YEARS...NOT A LEADER TO FOLLOW BLINDLY, BUT TO PAY ATTENTION WITH EYES, AND HEART, WIDE OPEN... THANK YOU SARA PAYAN AND PETER COYOTE FOR ALL YOU DO! MAY YOU HAVE HAPPINESS AND THE CAUSE OF HAPPINESS..."

REVIEW FROM KINDBUDDHA
APPLE PODCASTS | 12/17/22

**"SARA PAYAN—THE BEST REPORTER COVERING CANNABIS I'VE MET."
— RICK STEVES, PBS TRAVEL GURU & CANNABIS POLICY ADVOCATE**



GET IN TOUCH!

JEFF@SARAPAYAN.COM



[PODCASTS.APPLE.COM/PLANTED-WITH-SARA-PAYAN-ON-RADIO-MISFITS](https://podcasts.apple.com/planted-with-sara-payan-on-radio-misfits)



[OPEN.SPOTIFY.COM/SHOW/6IDFX3R9MAUQUTSDZYQED0](https://open.spotify.com/show/6IDFX3R9MAUQUTSDZYQED0)



[@PLANTEDWITHSARA](https://www.instagram.com/plantedwithsara)



[FACEBOOK.COM/PLANTEDWITHSARA](https://facebook.com/plantedwithsara)



[@PLANTEDWITHSARA](https://twitter.com/plantedwithsara)

#CONVERSATIONISNORMALIZATION