

# podcast media kit

January 2025



## Catching Up to FI <sup>SM</sup>

is a weekly mindset, money, and life podcast for late starters on the journey to Financial Independence (FI). The show is hosted by two late starters that have clawed their way back financially and share a passion for financial literacy and education. Together they talk to experts, other late starters, and explore topics that help listeners “catch up” and move closer to achieving their money and life goals. This has largely been an ignored group that we call the “silent majority”. With over 100 episodes under our belt, we are fixing that!



# co-hosts



## Bill Yount, MD

I'm Bill, a 58-year-old practicing Emergency Room Physician, happily married with fraternal twin boys. I learned how to care for people's health without learning how to care for my own money and financial well-being.

I am a late starter who woke up to FI at 50. I lived largely a paycheck-to-paycheck existence in the rat race, on the hedonic treadmill. I spent first and saved last. I knew largely nothing about investing and personal finance. It seems like I made most mistakes in the financial book. Waking up was painful, full of what-if regrets and shame. Recovery has been hard but oh so rewarding.

My mission is to help other late starters begin now and get others to launch as early as possible on their individual journeys to financial independence. We all deserve to live a balanced life of financial freedom and time abundance. Let's get there together.

## Jackie Cummings Koski CFP®, MSPFP, AFC®

I'm Jackie, a mom of one adult daughter and I reached FIRE (Financial Independence, Retire Early) in my 40s. Quite a feat after getting a late start. After overcoming poverty, divorce and single motherhood, I finally woke up at the age of 38 to start focusing on my finances. I knew I was way behind and felt it every day for nearly a decade.

Before pulling things together financially, it took some real mindset shifts. Most of my progress to repair my money woes was at the intersection of curiosity, community and careful planning for my circumstances.

I reached FI about ten years later & officially retired from my corporate job at 49. Since then, I went back to school to get a master's degree in financial planning and financial therapy, and earned my CFP® and AFC® credentials. I guess you could say I'm a life-long learner. I also wrote the book "[F.I.R.E. for Dummies](#)" that was released in 2024.

I live by a "lift as I climb" mentality and get my smiles when I see others win.

# what people are saying

"This podcast filled a gap in the FI world for late starters."

*~stfbifho*

"It is encouraging to those of us who will not be FIREing by age 35- to know FI is for everyone. It's a show who's new weekly episodes I look for among my 'listen now' list :)"

*~Samir2818*



*Bill & Jackie presenting at FINCON 2024*

"Hundreds and hundreds of hours of down-to-earth financial advice from the people who have done it."

*~Cris\_from\_Brazil*

"This show has been full of actionable information, which is why I prefer it to all the other FI & planning podcasts that I've tried."

*~Neek of the North*

## top episodes


**Bill Bengen** 111  
SAFEMAX RATE




Legend Author  
4% Rule Inventor



**Pete Adeney** 073  
MR. MONEY MUSTACHE



The Shockingly Simple Math Behind Early Retirement  
Get Smart with Money



**Vicki Robin** 094  
THE GODMOTHER OF FI  
PART 1



Author Speaker Writer



**JL Collins** 069  
THE GODFATHER OF FI  
PART 1



Stock Series VTSAX  
F-You Money Chautauqua




**FIRECracker, Wanderer & LITTLE MATCHSTICK** 093




Millennial Revolution Bloggers  
Children's Authors



**Jonathan Clements** 081  
FINANCIAL WRITER



HUMBLEDOLLAR



**Christine Benz** 077  
MORNINGSTAR



Personal Finance & Retirement Planning Director  
Podcast Co-Host



**Paula Pant** 066  
AFFORD ANYTHING HOST



Your First Rental Property Side Hustle  
Get Smart with Money



# our audience

## age

72%: 41-60

16%: 31-40

12%: 61-70

## income

44%: \$100-200k

28%: under \$100k

20%: \$200-300k

8%: over \$300k



## reach

900,000

Total downloads since launch in 2023

40,000

Downloads per month

16,000

Facebook Group Members

Now in the top 1% of podcasts  
(PodMatch, 2025)



Like



Comment



Share

## gender

76%  
Women

24%  
Men

# sponsorship packages



gold

**12**

**Episodes**

60 second host-read  
ad (mid roll)

Link in Show Notes

Website partner  
page

3 posts reaching  
16,000 Facebook  
Group members

 **\$6,000**



silver

**8**

**Episodes**

60 second host-read  
ad (mid roll)

Link in Show Notes

Website partner  
page

2 post reaching  
16,000 Facebook  
Group members

 **\$4,000**



bronze

**4**

**Episodes**

60 second host-read  
ad (mid roll)

Link in Show Notes

Website partner  
page

 **\$2,000**

**contact**

[info@catchinguptofi.com](mailto:info@catchinguptofi.com)