



Real Talk on Raising Healthy Minds

# Media Kit



## About the Show

Nimble Youth is a trusted voice in pediatric mental health conversations — helping parents, educators, and professionals navigate the emotional challenges faced by today's children and teens.

Hosted by **Matt Butterman** and featuring recurring expert guest **Dr. Gretchen Hoyle, MD**, a pediatrician with over 25 years of experience, each episode offers clear, compassionate guidance for families seeking understanding, balance, and practical tools for growth.

## Our Mission

To empower parents and caregivers with expert insight and evidence-based discussions that foster emotional wellbeing and resilience in youth.



[www.nimbleyouthpodcast.com](http://www.nimbleyouthpodcast.com) | [info@nimbleyouthpodcast.com](mailto:info@nimbleyouthpodcast.com)

## Show Highlights

🎙️ 25 episodes and counting — covering topics from ADHD and anxiety to self-injury, school stress, and resilience.

🌟 Ranked #3 on **Feedspot's** list of Top 20 Teenage Mental Health Podcasts (2025).

💬 Featured guests: Pediatricians, mental health therapists, school counselors, teachers, authors, and mental health advocates.

💡 Format: 30–40 minutes | Conversational, expert-led, and parent-friendly.

💻 Website: [www.nimbleyouthpodcast.com](http://www.nimbleyouthpodcast.com)

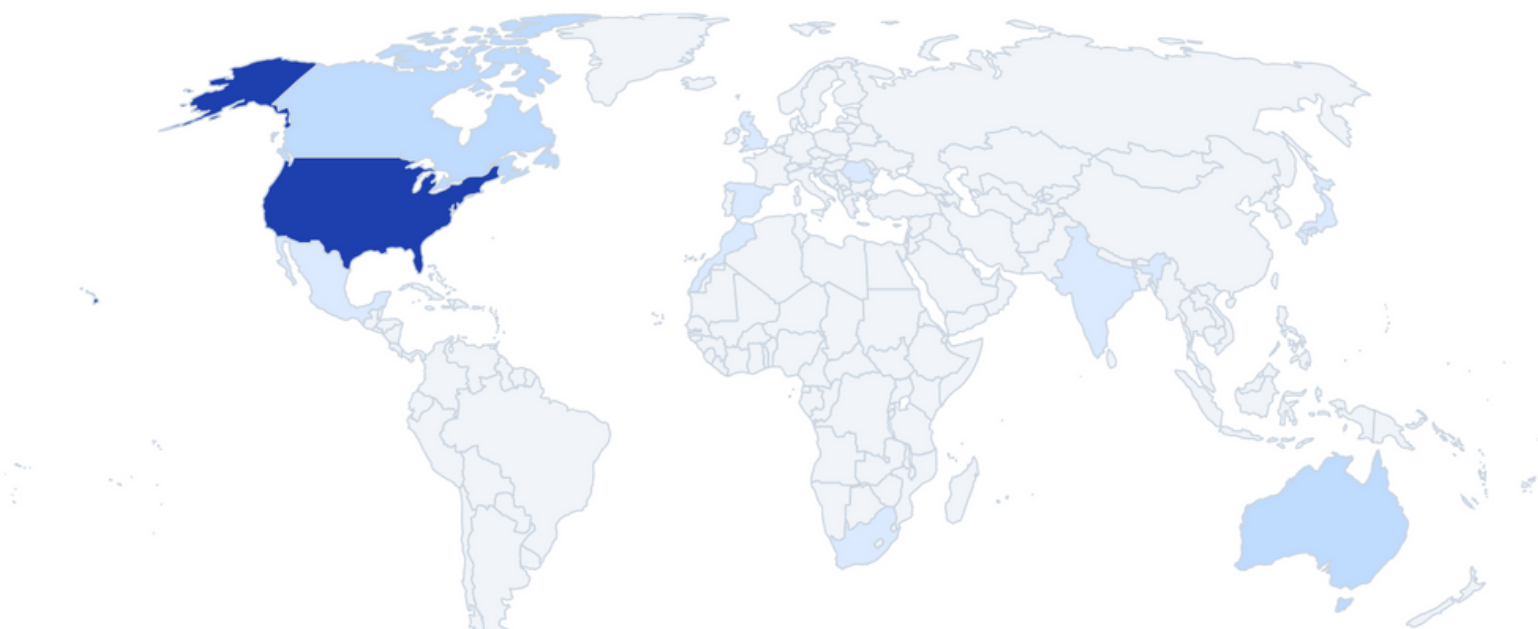


# Audience Snapshot

Our audience is primarily composed of:

- Parents and caregivers of children, teens and young adults ages 8–22
- Educators and school counselors
- Pediatricians and child mental health professionals

They're ***informed, compassionate listeners*** looking for ***reliable, accessible insight into youth mental health.***



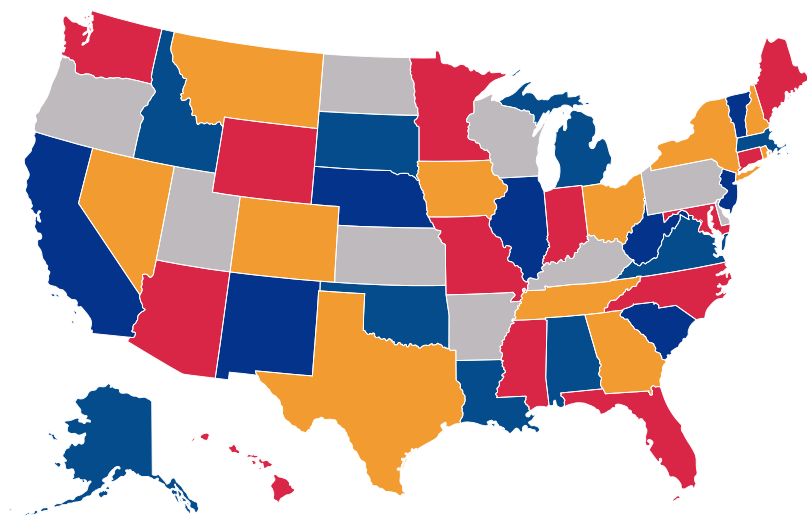
Global Reach

| Country                                                                                            | Popularity |
|----------------------------------------------------------------------------------------------------|------------|
|  United States  | 90.26%     |
|  Canada         | 4.49%      |
|  Australia      | 2.25%      |
|  United Kingdom | 0.94%      |
|  India          | 0.56%      |



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# Audience Details

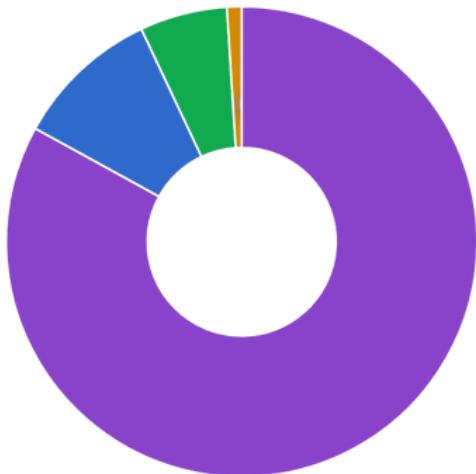


National Reach

| Country        | Popularity |
|----------------|------------|
| United States  | 90.26%     |
| North Carolina | 58.09%     |
| New York       | 7.05%      |
| California     | 6.85%      |
| South Carolina | 3.94%      |
| Texas          | 3.53%      |
| Florida        | 2.7%       |
| Colorado       | 2.49%      |
| New Jersey     | 1.66%      |

## Devices

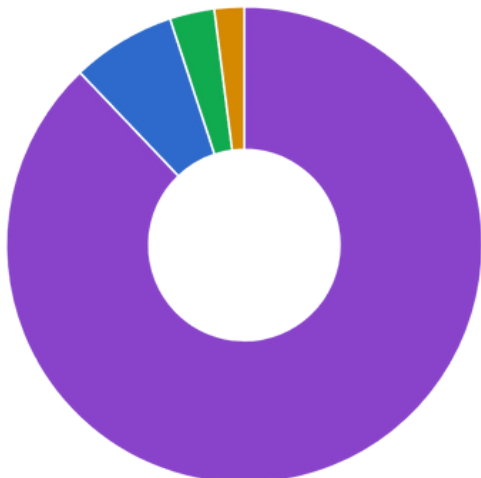
Overview of devices your listeners are using.



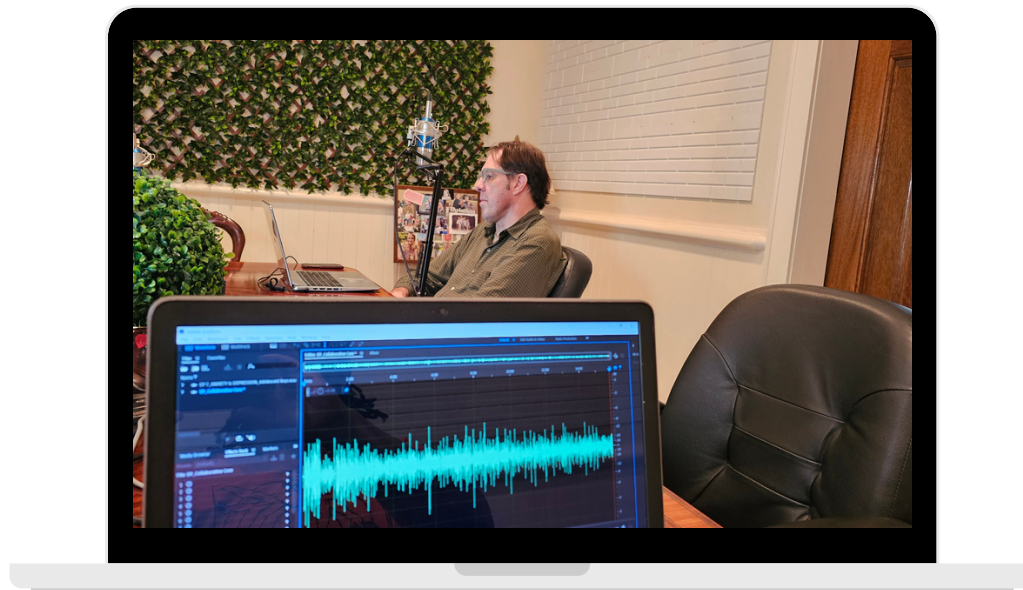
Mobile App Desktop Browser Mobile Browser Desktop App Smart Home Other

## OS and Platforms

Overview of OS and platforms your listeners are using.



iOS Windows macOS Android Amazon OS Other ChromeOS Linux



## Press & Recognition

🏆 Featured as #3 of the Top 20 Teenage Mental Health Podcasts by Feedspot (2025).

🌐 Highlighted in parenting forums, pediatric mental health newsletters, and professional networks.

*“Nimble Youth bridges the gap between clinical insight and everyday parenting – providing calm, clarity, and compassion in every episode.”*

*– Feedspot Editors’ Review*

## Top Episodes

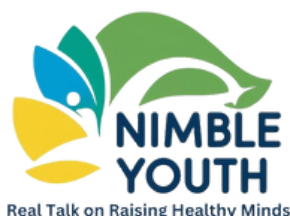
Ep. 18 – “Under Pressure: Anxiety in High-Achieving Teens”

Ep. 9 – “Why Is My Teen Cutting?”

Ep. 23 – “When Tantrums Go Too Far”

Ep. 19 – “Back to School: Managing Transitions and Stress”

Each episode consistently draws new listeners through organic discovery, word-of-mouth, and social media shares from parenting and pediatric networks.



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# Partnership & Sponsorship Opportunities

**Nimble Youth** welcomes collaborations with:

- Pediatric practices and hospitals
- Parenting and education organizations
- Mental health professionals and advocates
- Brands aligned with youth wellbeing and family education

Sponsorship options include:

- Episode mentions and ad spots (pre-, mid-, or post-roll)
- Co-branded social media campaigns
- Guest partnerships and expert features
- Resource sharing or sponsored content on our website

Let's work together to reach families and professionals who care deeply about the next generation's mental health.

## Join Our Growing Community

With more than 500 listeners and climbing, Nimble Youth continues to grow its reach and impact. Each episode brings hope, empathy, and evidence-based guidance to families navigating mental health — one conversation at a time.

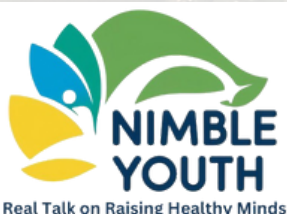
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