



THE PODCAST FOR RECRUITERS, BY RECRUITERS

2026 MEDIA KIT

**REAL TALK.
REAL RECRUITING.**

Recruiting media is full of humble-brags. We built the show that isn't. Two practitioners saying what's broken in hiring, what's working, and who needs to hear it.

50

episodes since May 2025

2x

RecFest USA stage hosts

77.7%

of followers Senior level or
above

8.8%

LinkedIn engagement, last
90 days

THE ROOM WHERE THE DECISION GETS MADE

Our audience decides which HR tech gets bought, which employer brand gets built, and who gets hired. We launched in May 2025, we show up on the stages this industry pays attention to, and we tell you the truth about our numbers instead of dressing them up.

2x

RecFest USA stage hosts

2x

RecFest USA speakers

2

live episodes recorded at RecFest Nashville, Sept 2026, each with a sponsor

2x

HR Tech on site, with 2 live episodes recording on the floor Oct 21, 2026

50

episodes since launching in May 2025

WRK

member of the WRKdefined Podcast Network



NOW STREAMING ON TV

Talentless streams on **The HR Channel** on **Roku**, **Amazon Fire TV** and the HR Channel app. We've been a partner since the day the channel launched, with cross-promotion and ad swaps built in. Sponsor mid-rolls run in the video too, so your brand reaches the living room, not just the earbuds.



THE PART WE WON'T SPIN

We're a senior, engaged, niche audience. We are not a mass-reach network. If you need a billboard, we're not your buy. If you need your name in front of the people who decide whether a tool gets evaluated, keep reading.

WHO'S ACTUALLY LISTENING

77.7%

Senior level or above

29%

Director, VP, CXO,
Owner or Partner

42%

work in Human
Resources, the largest
function by far

34%

at companies with
1,000+ employees

COMPANY SIZE



One in five works at a shop of 10 or fewer. Those are the independent recruiters and consultants who recommend tools up the chain long before a VP sees a demo.

TOP INDUSTRIES

Software Development	13%
Staffing and Recruiting	8%
Human Resources Services	6%
IT Services and Consulting	5%
Business Consulting	5%

TOP METROS

Houston, New York City, San Francisco Bay Area, Washington DC–Baltimore, Boston, Chicago, Atlanta, Austin, Philadelphia and Dallas–Fort Worth. London is our top market outside the US.

Source: LinkedIn company page analytics, Sept 29, 2026. Percentages are of the roughly 900 followers LinkedIn could classify on that date.

OUR REACH

WHERE WE MOVE THE NEEDLE

LinkedIn is where our audience talks back. Our company page runs well above the platform average, and our hosts bring a much bigger network with them.



Engagement rate = engagements ÷ impressions. Average from the Socialinsider 2026 LinkedIn Benchmarks, which uses the same formula.

1,000+

LinkedIn company page followers, more than doubled in the last 12 months

42,500+

combined personal social following across Desiree's and Ashley's channels

2,541

unique Spotify listeners since launch

909

unique listeners on Apple Podcasts, Overcast, web and other apps

239

YouTube subscribers, 24K+ lifetime views

64

countries reached, with 63% of downloads from the US

THE HONEST READ

Spotify, Megaphone and YouTube count listeners in different ways and overlap, so we never add them together. We also leave out Spotify's raw play count. A few single-day spikes inflate it, and we'd rather show you people than plays. Top listening apps outside Spotify: Apple Podcasts (31%), web players (48%), Overcast (7%).



MEET THE HOSTS

ASHLEY KING

Co-host · CEO & Founder, TalentEd

Forbes award-winning TA professional with 10+ years in HR and DEI. Forbes HR Council member and 2024 LinkedIn Top Voice.

"Names the thing nobody else will say out loud."

DESIREE GOLDEY

Co-host · Founder, Do Better Consulting

Nearly 25 years across sales, marketing, hospitality, CPG and recruiting. 2024 Top HR Innovator, guest on 50+ podcasts, and author of *Leadership Is a Practice, Not a Personality*, out October 27, 2026.

"She's seen it all, and she'll tell you exactly what went wrong."

30+ yrs

of combined experience in the jobs our listeners do every day. We're practitioners, not commentators.

WHERE TO FIND US

APPLE PODCASTS

SPOTIFY

YOUTUBE

IHEARTRADIO

AMAZON MUSIC

THE HR CHANNEL ON ROKU + FIRE TV

TALENTLESSPODCAST.COM

WRK defined

Proud member of the WRKdefined Podcast Network, home to some of the most-followed shows in HR and TA.

PICK THE LEVERS THAT FIT

No fixed tier to squeeze into.

LEVER	WHAT IT IS
ON THE SHOW	
Pre-roll mention	30-sec spot, top of episode
Mid-roll mention	30-sec spot, peak attention, in audio and on TV
Post-roll CTA	30-sec spot, closing ask
Signature segment	"[Segment] presented by [Sponsor]"
Co-branded episode	Full episode built around your topic or guest
ON LINKEDIN, INSTAGRAM AND EMAIL	
Dedicated LinkedIn post	Standalone sponsor-tagged post
Featured LinkedIn post	Your post pinned to our Featured section
Dedicated Instagram post	Standalone sponsor-tagged post
Newsletter mention	Featured placement in The Buzz
Landing page card	Tracked card and link on our partners page
LIVE AND ON STAGE	
Conference shoutout	Verbal mention during a stage appearance
Live episode sponsor	Episode recorded on site at a conference

OR SKIP THE BUILD

6-MONTH SPONSORSHIP

Ongoing mentions with mid-roll included, dedicated social posts, newsletter mentions, co-branded logo, conference presence by the hosts and monthly reporting.

10-EPISODE CO-BRANDED SERIES

Trailer plus 9 full episodes built around your audience or hiring goals, co-branded artwork, a dedicated landing page and full promotion.

WHO'S ALREADY IN: HR Data Labs, RoundOne AI and RecOps Collective. RoundOne AI and RecOps Collective each sponsored a live episode at RecFest Nashville.



LET'S BUILD SOMETHING REAL.

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WEB

www.talentlesspodcast.com

- Editorial independence, always
- Menu items can be booked on their own or stacked



YOU'VE SEEN THESE TWO

If you follow us anywhere, you already know the cartoon versions. The real ones answer email faster.

REAL TALK. REAL RECRUITING.