

Pink Kink♥

MEDIA & PARTNERSHIP KIT

EMPOWERMENT THROUGH EDUCATION



PODCAST



EDUCATION



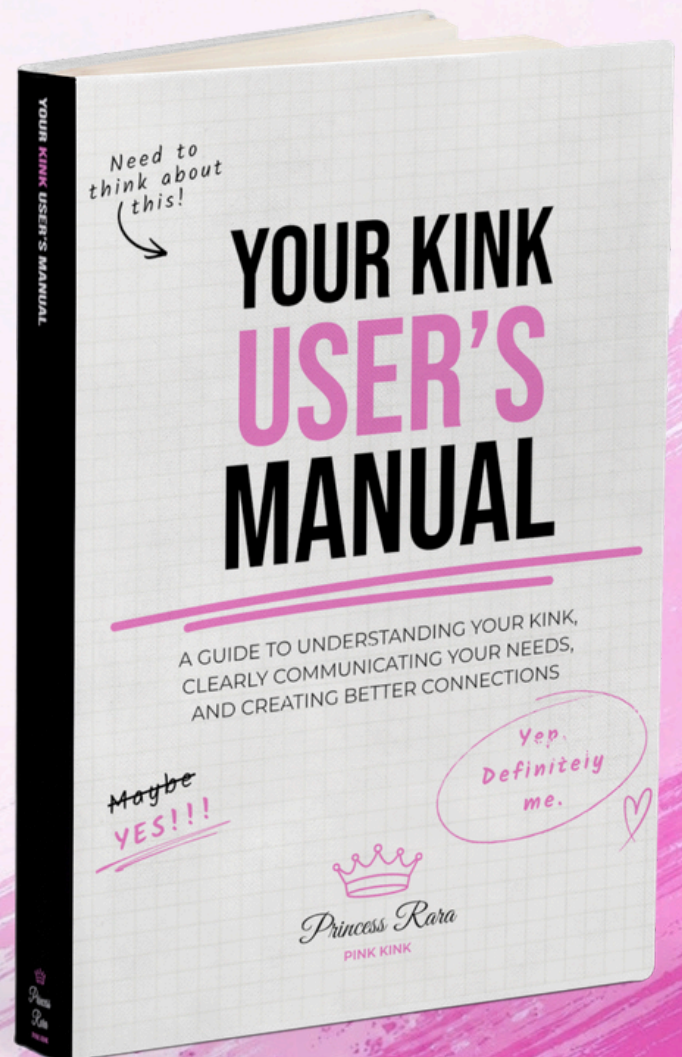
COMMUNITY



PUBLISHING



BOUTIQUE



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ABOUT *Pink Kink*

Pink Kink is an education-focused kink platform founded by Princess Rara. What began as a podcast has grown into a broader resource for people looking for practical, approachable information about BDSM, relationships, consent, communication, and kink culture.

Through the Pink Kink Podcast, Pink Kink Institute, Pink Kink Boutique, educational resources, community programming, and Your Kink User's Manual, Pink Kink helps people learn, ask better questions, advocate for themselves, and make informed choices about their own kink.

The Pink Kink Podcast launched in 2021 and reaches listeners around the world, with an audience spanning six continents and more than 184 countries.

PINK KINK AT A GLANCE



Podcast launched
in 2021



Education-focused
content



Listeners in
184+ countries



Founded and hosted
by Princess Rara



Audience across podcast,
social media, Patreon,
Discord, and Reddit



Books, classes, resources
& community

MEET *Princess Rara*

Princess Rara (she/her) is a kink educator, podcaster, author, and community organizer with more than 11 years of experience in the kink community.

She is the founder and host of Pink Kink and the author of *Your Kink User's Manual*, an educational guide and workbook created to help people better understand their interests, communicate clearly, advocate for themselves, and make informed choices about their kink experiences.

Rara teaches for organizations and events including Dark Odyssey, Studio 58, Black Rose Education, Wicked Grounds, and others. Her teaching style is practical, conversational, and grounded in real-life experience, with a focus on consent, communication, self-awareness, and helping people discover what works for them.



"EDUCATION GIVES PEOPLE THE CONFIDENCE TO MAKE INFORMED CHOICES ABOUT THEIR OWN KINK."

- Princess Rara

AUDIENCE & REACH

A GLOBAL, ENGAGED, AND GROWING COMMUNITY



941K+

LIFETIME
DOWNLOADS/
PLAYS



1,200

AVERAGE
PLAYS PER
EPISODE



184+

COUNTRIES
WORLDWIDE



TOP 1.5%

OF PODCASTS
GLOBALLY

SOCIAL & COMMUNITY



12,000+ followers



12,500+ followers



7,200+ followers



2,100+ followers



900+ followers



700+ followers



3,000+ followers



Active community
(Patreon connected)

AUDIENCE SNAPSHOT

(Spotify only)



GENDER



Female

60.6%



Not specified

7.8%



Male

30.4%



Non-binary

1.2%



AGE



CONTENT & COMMUNITY

EDUCATIONAL. CONVERSATIONAL. REAL-WORLD

WHAT WE TALK ABOUT



BDSM education



Consent & communication



Power exchange



Kink skills & techniques



Relationships & identity



Kink culture & community

Pink Kink content is educational, conversational, sex-positive, and designed for adults at a wide range of experience levels. Topics range from foundational BDSM concepts to advanced skills, relationships, community issues, and the realities of incorporating kink into everyday life.

THE PINK KINK COMMUNITY



PODCAST

Weekly episodes on kink, BDSM, and relationships



INSTITUTE

Online education and resources



BOUTIQUE

Digital guides, downloads, and educational resources for the kink community.



YOUR KINK USER'S MANUAL

Educational guide and workbook



PATREON & DISCORD

Community, perks, and live events



CLASSES & EVENTS

In-person and virtual education

RECOGNITION & LISTENER FEEDBACK



Named one of the
BEST Kink Podcasts
by Zipper Magazine



2024 AVN Nominee
for **Favorite Adult**
Podcast

WHAT LISTENERS ARE SAYING



"It's so refreshing to hear a grounded, realistic take that actually understands the community. Keep up the awesome work!"



"It's a great resource no matter what your BDSM experience level is."



"I recently joined the community and this podcast has been such a wonderful resource."



**REAL CONVERSATIONS.
PRACTICAL INFORMATION.
A MORE INFORMED KINK COMMUNITY.**



PARTNERSHIP OPPORTUNITIES

LET'S WORK TOGETHER

Pink Kink partners with brands, educators, authors, events, and organizations that align with our values and make sense for our audience. We're open to creative collaborations that feel authentic, useful, and relevant to the Pink Kink community.



Podcast sponsorships



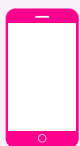
Host-read advertisements



Affiliate partnerships



Product or book features



Social media campaigns



Newsletter placements



Event promotion



Giveaways

PODCAST SPONSORSHIPS INCLUDE

- ✓ Host-read mention
- ✓ Brand/product introduction
- ✓ Link in episode show notes
- ✓ Optional multi-episode packages

PRICING

Packages are customized based on the campaign length, platforms, and deliverables.

Contact us for current rates.

Let's Work Together

Interested in sponsoring Pink Kink, collaborating on a campaign, promoting an event, or discussing another partnership?

We'd love to hear from you.



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