



Frequency

PRESENTED BY:

**Chuck Gose
& Jenni Field**

**BE PART OF THE
CONVERSATION**

**SPONSORSHIP
OPPORTUNITIES
2026**

Frequency is built on a simple idea

Every week, Chuck Gose and Jenni Field read the reports, research, and thinking so listeners don't have to. They synthesise it, debate it, and share an honest take, not an overly polished one.

What makes the partnership different is harder to manufacture. Chuck is based in the US. Jenni is based in the UK. Two markets, two sets of workplace realities, one conversation. That transatlantic tension keeps the show from becoming an echo chamber, and it keeps listeners from both sides of the Atlantic coming back.

They're both deep in this work. Chuck on the community and content side, Jenni running her own consultancy. We have skin in the game, and that shows up in how we talk about it.

And Frequency doesn't avoid the hard conversations. When something needs to be said about the industry, we say it. When we disagree with each other, we don't cut it out of the edit.

That's the environment your sponsorship sits in.

It's time to cut through the noise

- Internal communication, EX and HR professionals are drowning in content. Reports, research, newsletters, hot takes. Most of it gets ignored.
- Podcasting has become how senior practitioners actually stay informed. It fits their schedule, their commute, their way of thinking.
- Frequency has been doing this for over a year, 52+ episodes, two practitioners with real credibility on both sides of the Atlantic.
- Your buyers are already in the audience. They're the people deciding what tools, platforms, and partners their organization works with.
- Sponsorship on Frequency puts your brand inside a conversation they trust, not an inbox they're clearing.



A light blue world map is centered in the background of the slide. A vertical blue line is positioned in the center of the map, separating the two columns of text.

A growing and engaged audience

7,000+ listeners from around the world

2,300+ quarterly downloads
1,900+ individual listeners per
quarter
3,000+ YouTube views each month
27,000+ LinkedIn followers

55+ episodes
200+ pieces of content covered
~80% year-on-year download
growth
Weekly publishing cadence

An audience built on trust and influence

Senior internal communications professionals

Frequency is listened to primarily by senior IC and HR practitioners — people responsible for internal communications strategy, leadership messaging, and organisational culture. These are the decision-makers and budget holders in their organizations.

A global bilingual community

With hosts in the UK and US, Frequency has natural reach across both markets and a growing audience across Europe and beyond. The transatlantic perspective is part of what makes it distinctive — and what makes it relevant to sponsors with international ambitions.

Leaders and the people who advise them

Listeners include senior leaders and directors who tune in for insight into what their teams are thinking about. It's how business leaders stay on top of the things impacting their people day-to-day. As one listener told Chuck: "As a CEO, this gives me real insight into what my employees are dealing with."

“A must-listen for every employee comms pro”

I'm a weekly listener and, as an employee communications professional, I couldn't imagine starting my week any other way.

Chuck and Jenni always bring the most up-to-date and relevant insights to the table, highlighting the stories and trends that matter most in our field.

Their transatlantic chemistry keeps me coming back week after week. I love co-hosts who don't always agree, but do understand that the employee experience is paramount now more than ever.

”



“Frequency is smart, insightful, and refreshingly conversational.”

Chuck and Jenni have a knack for breaking down big internal comms and employee engagement topics into relatable, actionable takeaways - without the jargon.

Every episode feels like a chat with two seasoned friends who've been in the trenches and want you to succeed.

Whether you're new to the field, or a long-time practitioner, you'll leave with ideas you can put into practice right away.



“Refreshing take on internal comms.”

How lucky are we to have the unfiltered views of Chuck and Jenni in our earbuds?! The show is off to a great start and I'm excited to hear what comes next.

I appreciate that the hosts don't always agree with each other and aren't afraid to take on the "eye roll topics" of employee engagement.

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Why sponsoring Frequency works

We talk about your content the way practitioners do

When we cover a sponsor's research or report, we talk about it as two people who've read it and have opinions. That's different to a standard advert - it's commentary from peers, not a sales message.

The parasocial relationship is real

Listeners develop genuine familiarity and trust with podcast hosts over time. When Jenni and Chuck mention a sponsor, it lands differently than a banner ad or a sponsored post. Audio creates connection.

Sponsors become part of the conversation

Rather than interrupting the content, Frequency integrates sponsors into the editorial rhythm of the show - timed to your research cycles, your events, and your key moments in the calendar.

Reach the people who influence procurement

Our listeners are not passive consumers. They share, recommend, and act. They are the people recommending platforms, briefing agencies, and advising on tooling - and they trust what they hear on Frequency.

About the hosts



Jenni Field

Jenni is a UK-based leadership and internal communications consultant, author of *Nobody Believes You: How to Become a Leader People Will Follow*, and international speaker. She runs Redefining Communications, and has over two decades of experience helping organisations communicate clearly, lead credibly, and build cultures that thrive.



Chuck Gose

Chuck is a US-based internal communications strategist and the founder of ICology - a community and resource hub for IC professionals. He brings a practitioner lens to every conversation. Chuck is a recognised voice in the industry, a regular speaker and event host, and one of the most connected people in the North American IC world.

Frequency

**SPONSORSHIP OPPORTUNITIES
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Sponsorship packages

Frequency offers flexible sponsorship packages designed to fit your marketing calendar and budget. All packages include social media promotion on both hosts' LinkedIn channels.

	Weekly Mention	Sponsored Episode	Report Launch / Event Package
Investment	\$4,000	\$4,000	From \$8,000
Duration	1x per episode (4 episodes)	One episode	Up to 6 months
Mentions	Branded mention in every episode that month	Full sponsor segment with editorial input	Monthly mentions + dedicated episode
LinkedIn	✓	✓	✓
Custom code/link			✓
Best for	Brand awareness & event promotion	Report or product launches	Sustained visibility around research

All packages include mention on both Jenni's and Chuck's personal LinkedIn channels, reaching a combined senior IC and HR audience. Prices exclude VAT.
We also offer custom tracking links and discount codes so you can measure the impact of your sponsorship directly.

Let's talk

If you're interested in sponsoring Frequency or finding out more about partnership opportunities, get in touch.

We'd love to explore what we can build together.



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Frequency

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