

SONIA
MARTA

The SMARTA Podcast

Pitch Deck

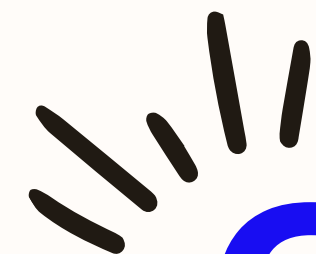
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About Sonia Marta

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Sonia wrote and self-published her first poetry collection, Oracol (2018), at 10. Next came her most acclaimed story by teachers and the international community, The Rapping Astronaut (2020), an award-winning children's book, and Bucharest City Tour, a Trip with Sonia (2020). In 2023, Marta co-authored the Amazon bestseller Women Leading the Way (2023), a collection of stories of successful women launched at the London Book Fair (LBF23').

Sonia Marta's projects kick-started her journey as a role model, travelling to speak to over 5,000 children, students, and parents about the importance of self-improvement and education. During these years, 10 children were inspired and published their books after visiting their schools. Marta's podcast, Storywise - The Podcast, is a children's show featuring extracts of her work read by 19 VO artists worldwide, portraying a fraction of the support she's received.



Podcast Mission

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At 17, Sonia started The SMARTA Podcast in May 2024. The show equips university students and early career professionals with the habits and motivation they need to improve by 1% every day. Sonia's mission is to inspire 100,000 teens to discover their purpose and passion, and pursue them. She is interested in supporting various causes and has collaborated with World Vision Romania, as well as recently with SOS Children's Villages.

* +35 Episodes

With a truly global and expert lineup of guests, The SMARTA Podcast features leading professors and experts that are TEDx speakers or bestselling authors.

* +20 Topics

Leadership, storytelling, creativity, neuroscience, advertising, climate change, confidence, relationships, publishing, podcasting, parenting, psychology, business, management, personal branding, entrepreneurship, fashion, law, brain health, self-help, emotional growth, etc.



Top Guests 2024-2025

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#01 – Andrew Bryant, Keynote Speaker and Author

#02 – Anthony Tasgal, Marketer and Author

#05 – Jason Allan Scott, Entrepreneur, Podcaster and Author

#08 – Dalia Feldheim, Keynote Speaker, Corporate Consulting, Coach, Author

#10 – Loretta Breuning, Mammal Brain Expert, Author

#11 – Ellen Galinsky, Educator, Researcher, Author

#12 – Elaine Lin Hering, Keynote Speaker, Coach and Author

#16 – Kelly Lundberg – Personal Brand Strategist, Author, Keynote Speaker

#17 – Kevin Gaskell – Global Leadership Speaker, Author, Adventurer

#18 – Margaretta Sailor – CEO, Founder, Author, Mentor, Speaker

#19 – Frank Sinclair – Empowerment Coach, Business Consultant, Speaker

#20 – Leilani Brown – CEO, Autor, Podcast Host

#21 – Shesh Budhabhatti – Entrepreneur, Activist

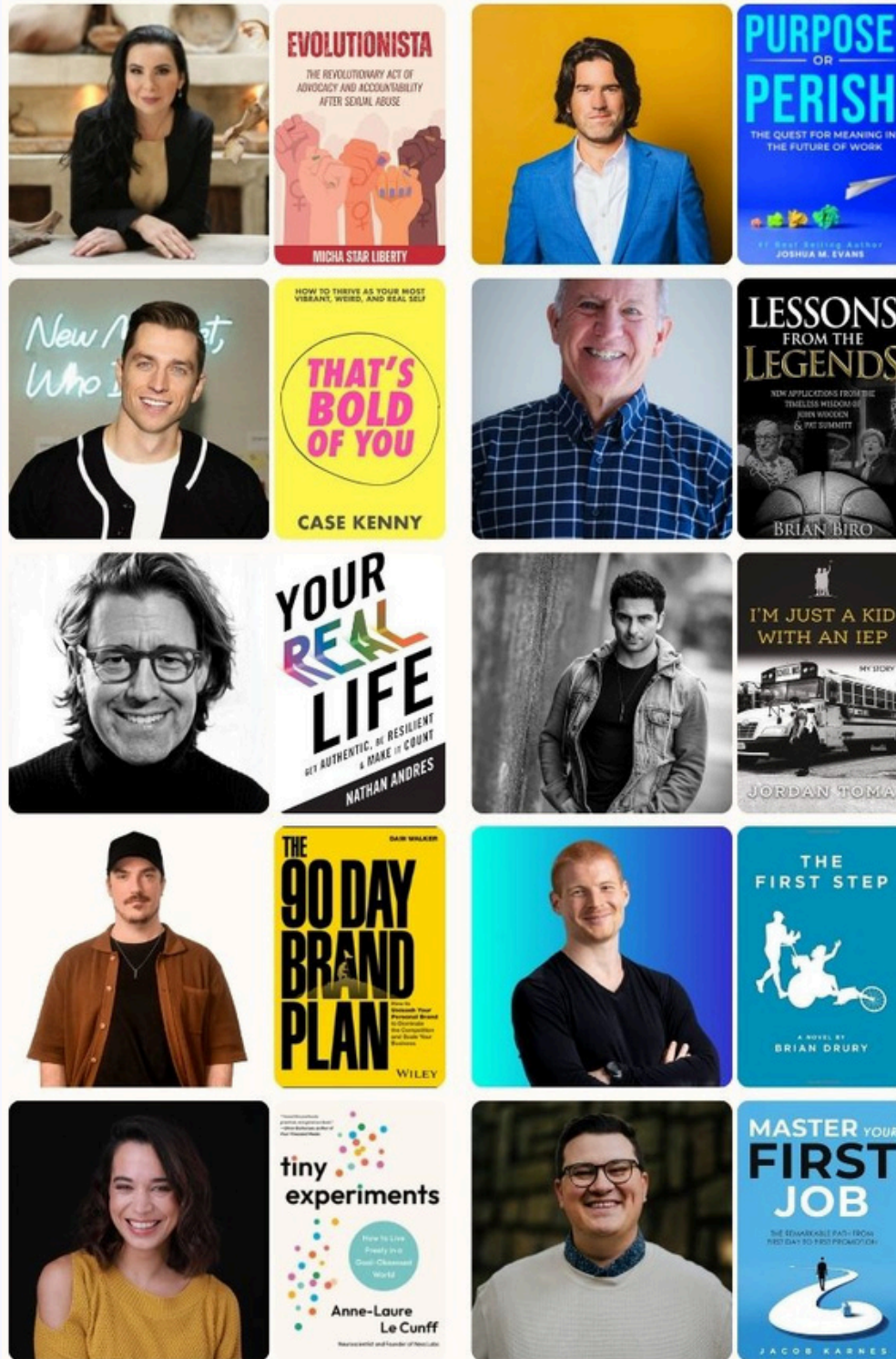
#22 – Sangeeta Waldron – Entrepreneur, Communications Expert, Author

#23 – Joel Zeff – Keynote Speaker, Improvisational Comedian, Author

#25 – Barry Posner – Chair, Author – The Leadership Challenge

eTop Guests 2024-2025

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#26 - Micha Liberty - CEO, Founder, Lawyer

#27 - Case Kenny - Autor, Podcaster, Founder, Mindfulness Educator

#28 - Nathan Andres - Author, Coach

#29 - Dain Walker - Co-Founder, Author, Speaker

#30 - Anne Laure Le Cunff - NYT Bestselling Author, CEO

#31 - Joshua M. Evans - Author, Speaker, Founder

#32 - Brian Biro - Professional Speaker, Author, Entrepreneur

#34 - Jordan Toma - Keynote Speaker, Entrepreneur, Author

#35 - Brian Drury - Speaker, Coach

#37 - Jacob Karnes - Owner and Business Coach

#38 - Oliver Aust - Author, CEO & Founder, Podcaster

Testimonials

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Ellen Galinsky

Sonia is an expert interviewer. She quickly and easily pivoted and followed the flow of the conversation with very probing questions. The hour flew by! What an honour to be interviewed by her!



Dalia Feldheim

Sonia is so sweet, spontaneous and asked some wonderful questions! A pleasure to be interviewed by her!



Rob Volpe

I am sure Sonia loved the discussion as much as I did! We talked a lot about various topics and the five steps to empathy. It is such a pleasure to see young people like her! Thank you for being on The SMARTA Podcast!



Lucy M'Carraher

It was lovely to talk to Sonia - an amazing woman! Such a vivid conversation, from author to author! I look forward to promoting the published version.



Loretta Breuning

Sonia asked me great questions. It was a vivid and wonderful conversation. A lot of people ask me boring questions like "What is dopamine?" but she did so well, with smart questions! I will definitely promote it.



Thomas Kolster

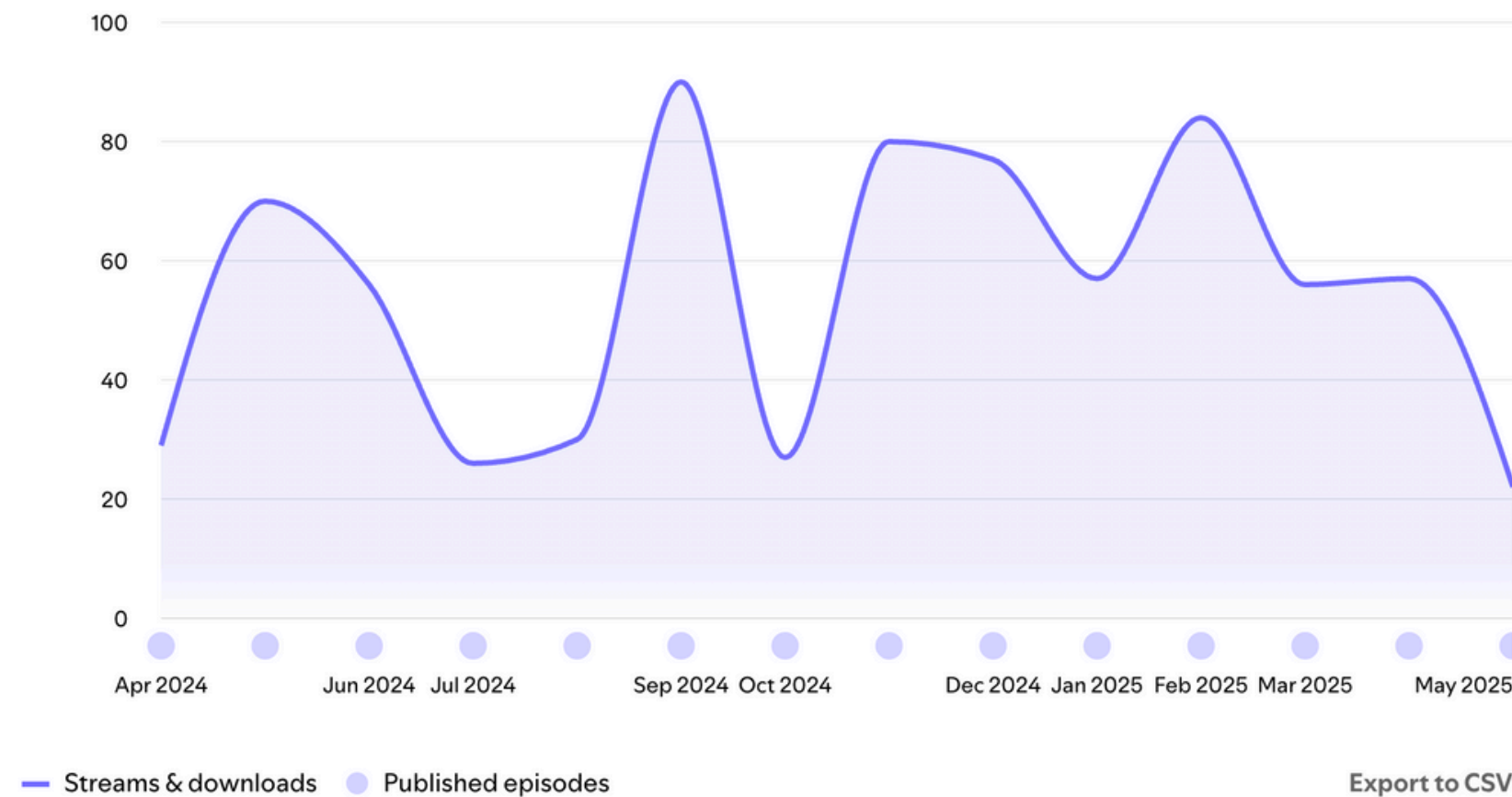
Such a joy! An excellent beginning to the morning. Well done Sonia, I like your energy and Smart questions. It was a lovely chat, I am looking forward to promoting it!

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Streams & downloads

All time

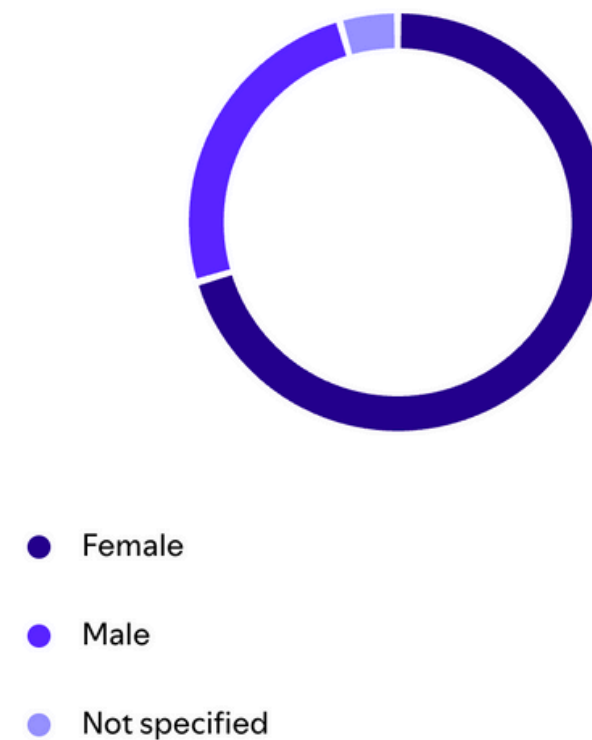
Monthly



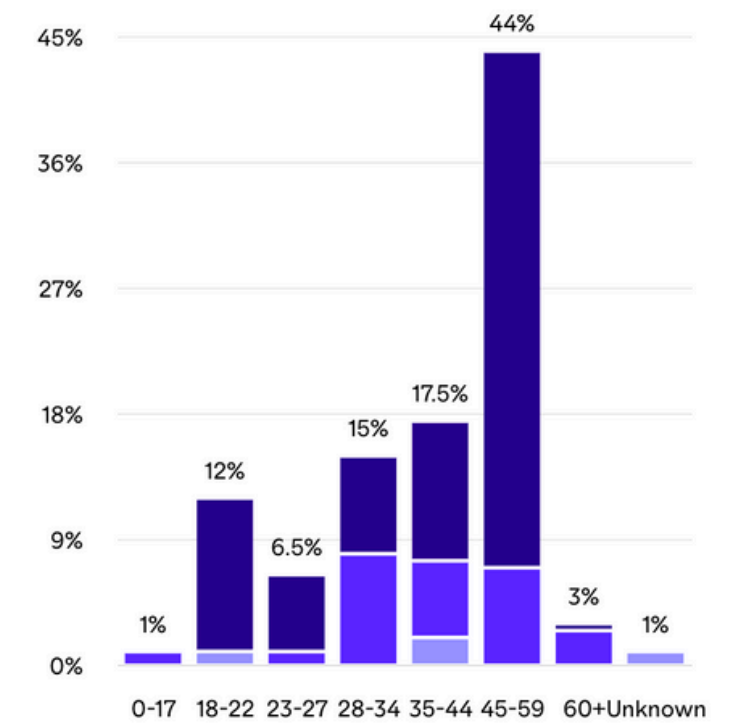
Spotify audience demographics

All time

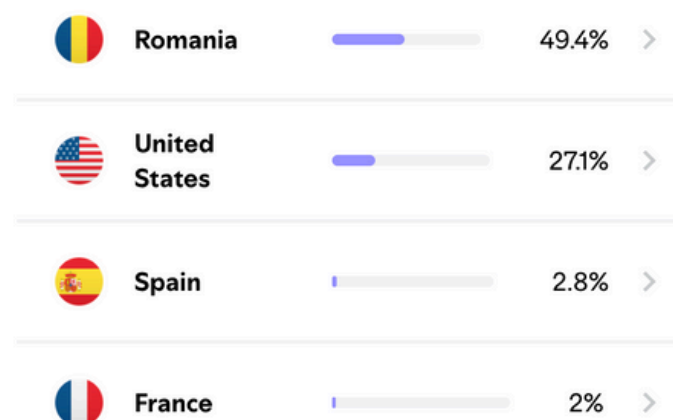
Gender



Age



Geographic location



The SMARTA Podcast Analytics From Launch - May 2024



Over 40 episodes recorded in total (as of June 2025), now updating the show with a new podcast every Monday at 11AM EST.

Why Become A Sponsor



* Social Media Reach

Promoted on all platforms, Instagram, LinkedIn, YouTube, X, Spotify, Apple Podcasts, Threads, Facebook
Sonia Marta: +250k impressions/year

* Educational Messages

Educational podcast for teenagers, students on topics about leadership, marketing, education, child and adolescent development, parenting and family dynamics, neuroscience and psychology, stress management, publishing.

* Personalized Promotional Message

Promo message in the text of the podcast post, on each post caption, audio ad in the recording of the podcast - 1st roll (30 seconds-1min)

* Innovating Creative Finances

Community Engagement: a creative way to show interest in growing future leaders/ share knowledge for the young audience

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Pricing Options

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SPARK

Great for brand awareness and backlink building, SHORT-TERM



INSPIRE

Ideal for thought leaders wanting exposure on social media, MID-TERM



LEAD

Best for brands looking to dominate conversation and reach engaged Gen Z professionals, LONG-TERM

\$2,500/10 episodes

(1 episode weekly, 2 months, 2 weeks)

\$1,200/month

\$7,200/6 months

\$1,000/month

\$12,000/year

Pricing for Spark

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SPARK

Great for brand awareness and backlink building, SHORT-TERM

3 Spots Available

10 text ads in show notes*

Monthly shout-out for spotlight episode and social media post

*maximum length 200 characters, 1 ad per month

First-time sponsors get an extra 15s of airtime + a personalized carousel on IG/LinkedIn.

\$2,500/10 episodes

(1 episode weekly, 2 months, 2 weeks)

Pricing for Inspire

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INSPIRE

Ideal for thought leaders wanting exposure on social media, MID-TERM

3 Spots Available

Weekly video ads*

Brand mentions**

2 social media posts per month

*Up to 30 seconds of rolling footage in the episode

**On-screen text CTAs and tags on podcast social media posts on LinkedIn, Instagram

\$1,200/month

\$7,200/6 months

Pricing for Lead

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LEAD

Best for brands looking to dominate conversation and reach engaged Gen Z professionals, LONG-TERM

3 Spots Available

Pre-roll OR Mid-roll video ad*

Weekly text caption in show notes and social media

Priority Access**

*Up to 60 seconds rolling footage promoting brand every episode (weekly)

**Early access to fully edited episode sent Thursdays for approval/suggestions.

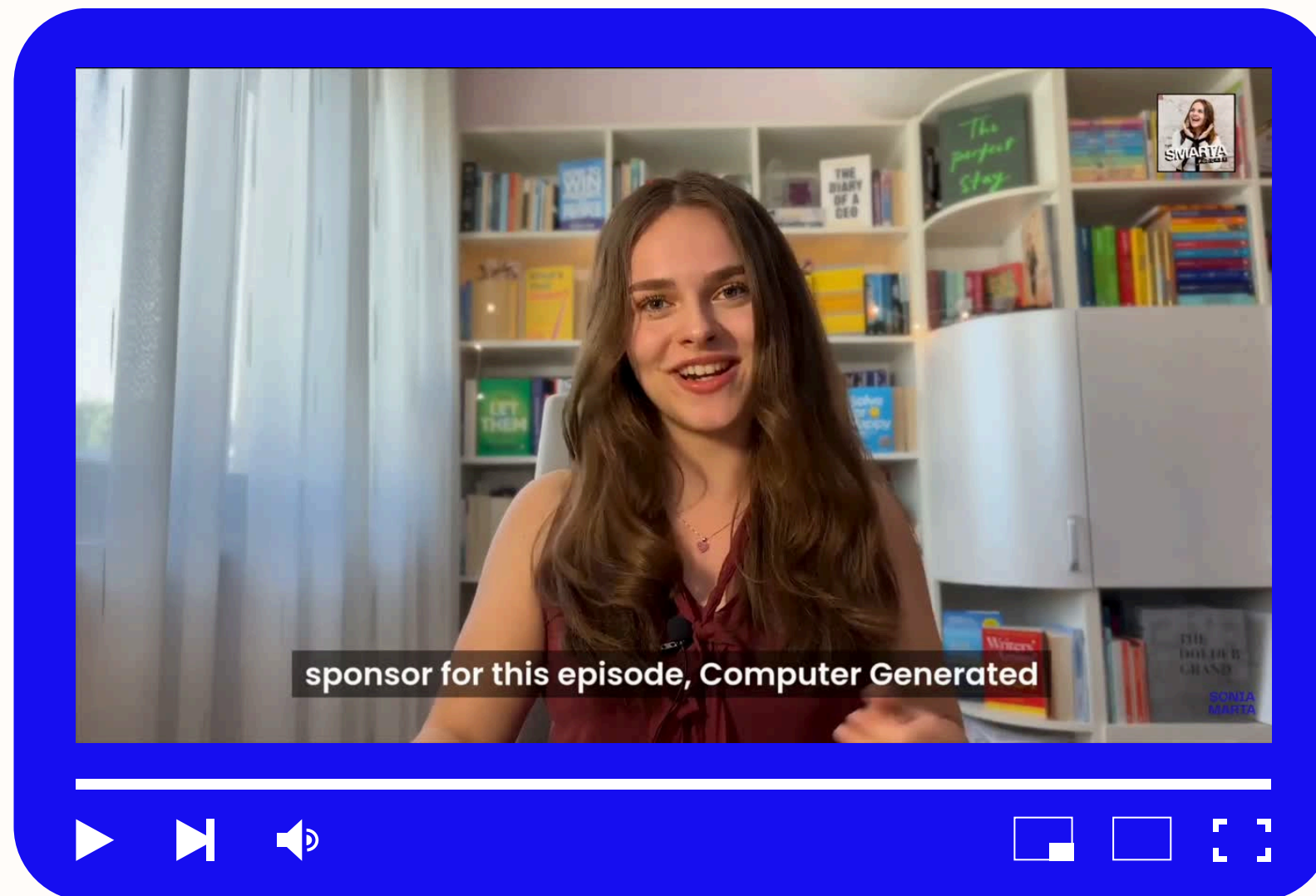
Sponsors purchasing LEAD get an exclusive brand mention on Sonia's website.

\$1,000/month

\$12,000/year

eProduct Demo

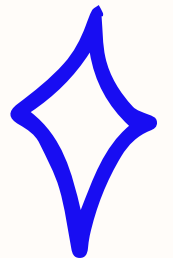
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* 60 seconds footage + 200 character limit show notes

I.e. AD: Find out how Computer Generated Solutions (CGS) can support your company's success today by visiting www.romania.cgsinc.com

First-time sponsors get an extra 15s of airtime + a personalized carousel on IG/LinkedIn.



Let's collaborate on a message that matters.

Email Sonia to reserve
your spot — only 3
sponsor slots per quarter.

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