PODCAST
Media Kit
2026

ESTHER BLUM

THE GUEST YOUR AUDIENCE DIDN'T KNOW THEY NEEDED.

FUNNY, FIERCE, AND FLUENT IN HORMONES.

MS, RD, CDN, CNS · INTEGRATIVE DIETITIAN · MENOPAUSE EXPERT

TEDX SPEAKER	AUTHOR	CLINICAL PRACTICE	WHITE HOUSE	INSTAGRAM
2026	5× Books	30 Years	Consultant	45K

BOOK ESTHER FOR YOUR PODCAST

ESTHERBLUM.COM

PODCAST GUIDE • MENOPAUSE EXPERT • DISRUPTOR OF THE STATUS QUO

INTEGRATIVE DIETITIAN · MENOPAUSE EXPERT · PODCAST HOST

ABOUT ESTHER

Esther Blum is an Integrative Dietitian, bestselling author, and TEDx speaker who helps women find the light at the end of the vaginal tunnel through nutrition, hormones, and self-advocacy.

Known as **Gwyneth Paltrow's menopause mentor** and a consultant to the White House, she is frequently quoted in goop, Forbes, Oprah Daily, and Well+Good, and has appeared on the Today Show and ABC-TV.

Host of **The Midlife Realignment Podcast** — humor meets hormones, real talk meets real change.

TEDX SPEAKER · 2026
The Prescription Pad of Misogyny

5× BESTSELLING AUTHOR
See Ya Later, Ovulator! and four more

WHITE HOUSE CONSULTANT
U.S. Office of Women's Health Ambassador

30 YEARS CLINICAL PRACTICE
MS, RD, CDN, CNS

PLATFORM REACH

BY THE NUMBERS

45K
INSTAGRAM FOLLOWERS

698K
MONTHLY IG VIEWS

10K
EMAIL SUBSCRIBERS

23K
FACEBOOK

PODCAST STATS

TOTAL DOWNLOADS
65,000+

AVG PER EPISODE
600

TOP LISTENER LOCATIONS
United States
Canada
United Kingdom

AUDIENCE PROFILE

Women 40 to 60
Peak earning and decision-making years

Health-Forward
Educated, financially established, action-oriented

Done Being Dismissed
Ready to advocate for themselves and act on expert guidance

WHAT ESTHER DELIVERS

SIGNATURE TOPICS

THE PRESCRIPTION PAD OF MISOGYNY

What women are really being handed instead of answers

HORMONES, HUNGER, AND THE MENOPOT

Why everything you've been told about midlife weight is wrong

HRT MYTHS, BUSTED

The real science behind hormone replacement therapy

MAKING MENOPAUSE YOUR B*TCH

How to enter your most powerful chapter fully armed

GUT HEALTH AND HORMONES

The connection your doctor probably hasn't mentioned

SELF-ADVOCACY IN THE EXAM ROOM

How to get the care you actually deserve

Topics are fully customizable. Esther sends questions in advance, promotes every episode to her full audience, and shows up ready to go wherever the conversation takes her.

SUGGESTED INTERVIEW QUESTIONS

YOUR HOMEWORK IS DONE.

- Why are so many women still told they don't need HRT, and what do you wish every doctor understood?
- What is the single biggest myth about hormone replacement therapy that needs to die?
- Why does eating less and exercising more make midlife weight gain worse, not better?
- What is the menopot and why do so many women develop it in their 40s?
- What should a woman say to a doctor who dismisses her symptoms as just aging or stress?
- Which labs should every midlife woman be asking for?
- What is the prescription pad of misogyny and how did it become the standard of care?
- You've said menopause is the beginning, not the ending. What does that look like in practice?
- How do you help women move from feeling betrayed by their bodies to feeling powerful?
- How does gut health connect to hormonal chaos, and what can women do about it this week?
- What surprised you most about delivering your TEDx talk in 2026?
- What is the one thing every woman should do before her next doctor's appointment?

ESTHER'S FAVORITE OPENER

"They're doing everything right and still feel terrible. What is actually going on, and where do they start?"

MEDIA + PRESS

AS SEEN IN

TEDX · PELOTON	FORBES · THE NEW YORK TIMES	GOOP · OPRAH DAILY
NBC · TODAY SHOW · TIME	WELL+GOOD · LA TIMES	FOX NEWS · ABC-TV

FEATURED ON

THE MIDLIFE REALIGNMENT

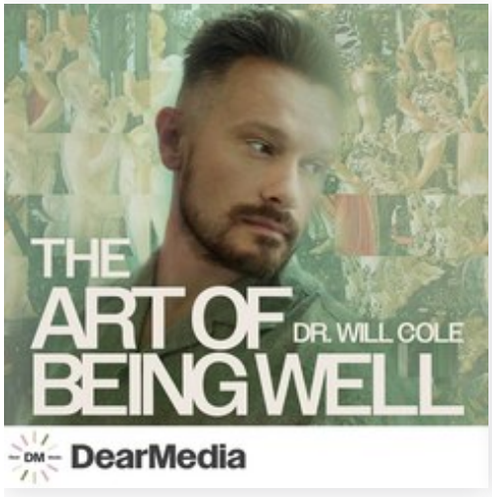
THE GOOP PODCAST

EVERYDAY WELLNESS WITH CYNTHIA THURLOW

DUTCH PODCAST

BETTER! WITH DR. STEPHANIE ESTIMA

THE MACRO HOUR



AUDIENCE & HOST FEEDBACK

WHAT THEY'RE SAYING

"Esther brings the science in a way that is uniquely her own — with fun, with honesty, and with humor — sharing insights and making you feel like you're talking with a girlfriend all at once. Our podcasts with Esther are always **incredibly well received, fun, and packed with memorable takeaways** on women's health and menopause. She's one of my favorite guests."

DR. JACLYN SMEATON, CMO
Chief Medical Officer
DUTCH TEST

"Esther is the guest every podcast host dreams of booking. She brings nearly 30 years of clinical expertise and delivers it with the kind of wit that makes complex science genuinely fun to listen to. She is **brilliant, warm, and funny as hell!** Your listeners will learn something and laugh out loud. Book her now!"

CARRIE JONES, ND, FABNE, MPH, MSCP
Host
HELLO HORMONES! PODCAST

FROM THE SPEAKING CIRCUIT

"Esther brought **clinical depth, sharp insight, and a level of candor** to our M Factor 2 panel that left a real mark on the audience. She commands a room and gives people something they do not get from most experts in this space. **I would put her on any stage.**"

ALEJANDRA RAMIREZ
CEO, Ready Cultures
THE M FACTOR 2

"Esther was selected from nearly 200 applicants and chosen as our closing speaker. She left our audience **laughing, moved, and talking about it all over social media.** She will take your event to the next level."

PETER PONTIUS
Curator, TEDx Normal 2026
TEDX NORMAL 2026

READY TO BOOK?

FUNNY, FIERCE, AND FLUENT IN HORMONES.

DIRECT BOOKING

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