



Part of the Max Revenue Podcast Network



Sponsorship & Media Kit

Reach insurance producers, account executives, risk managers, lawyers, and claims professionals — the people who actually make coverage and vendor decisions.

5,000+

COMBINED
SUBSCRIBERS

100%

INSURANCE & RISK
PROFESSIONALS

2

VETERAN INSURANCE
HOSTS

ABOUT THE SHOW

Risk management, aged to perfection.

RiskCellar pairs sharp insurance industry analysis with the informal, conversational feel of two friends sharing a bottle of wine. Each episode, hosts Brandon Schuh and Nick Hartmann break down the week's biggest headlines in insurance, risk, and claims — from litigation trends and nuclear verdicts to M&A, AI in underwriting, and everything shaping the specialty and commercial lines markets.

Brandon Schuh

Co-host · Head of Specialty Insurance, Christensen Group

Leads Christensen Group's Specialty practice, advising on product liability, captives, and risk financing for consumer products, micromobility, and emerging industries.

Nick Hartmann

Co-host · Senior Vice President, Christensen Group

Focuses on food & agribusiness, construction, and transportation risk, with deep experience in food safety and quality compliance programs.

THE AUDIENCE

A small, sharply targeted professional audience.

RiskCellar is part of the Max Revenue Podcast Network, giving sponsors combined reach across a cluster of business-focused shows — not just one feed. Listeners aren't casual: they're insurance and legal professionals who tune in specifically for industry news and analysis relevant to their day-to-day work.

5,000+

COMBINED NETWORK & SHOW
SUBSCRIBERS

B2B

NICHE PROFESSIONAL LISTENER
BASE

Weekly

NEW EPISODE CADENCE

Who's listening

Insurance Producers

Account Executives

Risk Managers

Claims Professionals

Insurance Defense & Coverage Attorneys

Brokerage & Agency Leadership

Trusted by

Freeflow.ai

Current sponsor · ~1 year partnership

Imperial PFS

Current sponsor · ~1 year partnership

Ascend

Previous sponsor

SPONSORSHIP PACKAGES

Ways to partner with RiskCellar

Proposed starting rates below — final pricing can flex based on term length, exclusivity, and bundling with the wider Max Revenue Podcast Network. Rates reflect benchmark CPMs for B2B / finance-adjacent podcasts (\$50–\$100+ CPM), priced for RiskCellar's niche, high-value insurance audience rather than raw download volume.

Single Pour

\$5,000 / annual

- ✓ 60-second host-read mid-roll mention
- ✓ Sponsor named in episode show notes
- ✓ Good for testing the show before a larger commitment

Cask Partner

\$10,000 / annual

- ✓ Host-read mid-roll mention on every episode, all year
- ✓ Logo + link on the riskcellar.com sponsors section
- ✓ One mention in the RiskCellar newsletter
- ✓ Most popular for ongoing brand presence

Estate Partner

\$20,000 / annual

- ✓ Exclusive category sponsorship (one advertiser per industry)
- ✓ Dedicated sponsor segment or guest interview opportunity
- ✓ "Presented by" branding across episodes
- ✓ Logo on website, newsletter, and social mentions
- ✓ First right of renewal for following quarter

All tiers are proposed starting points, not fixed rates — adjust based on what you learn from early conversations with prospects.

Let's talk sponsorship

Reach out to design a package that fits your goals.

Brandon Schuh

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