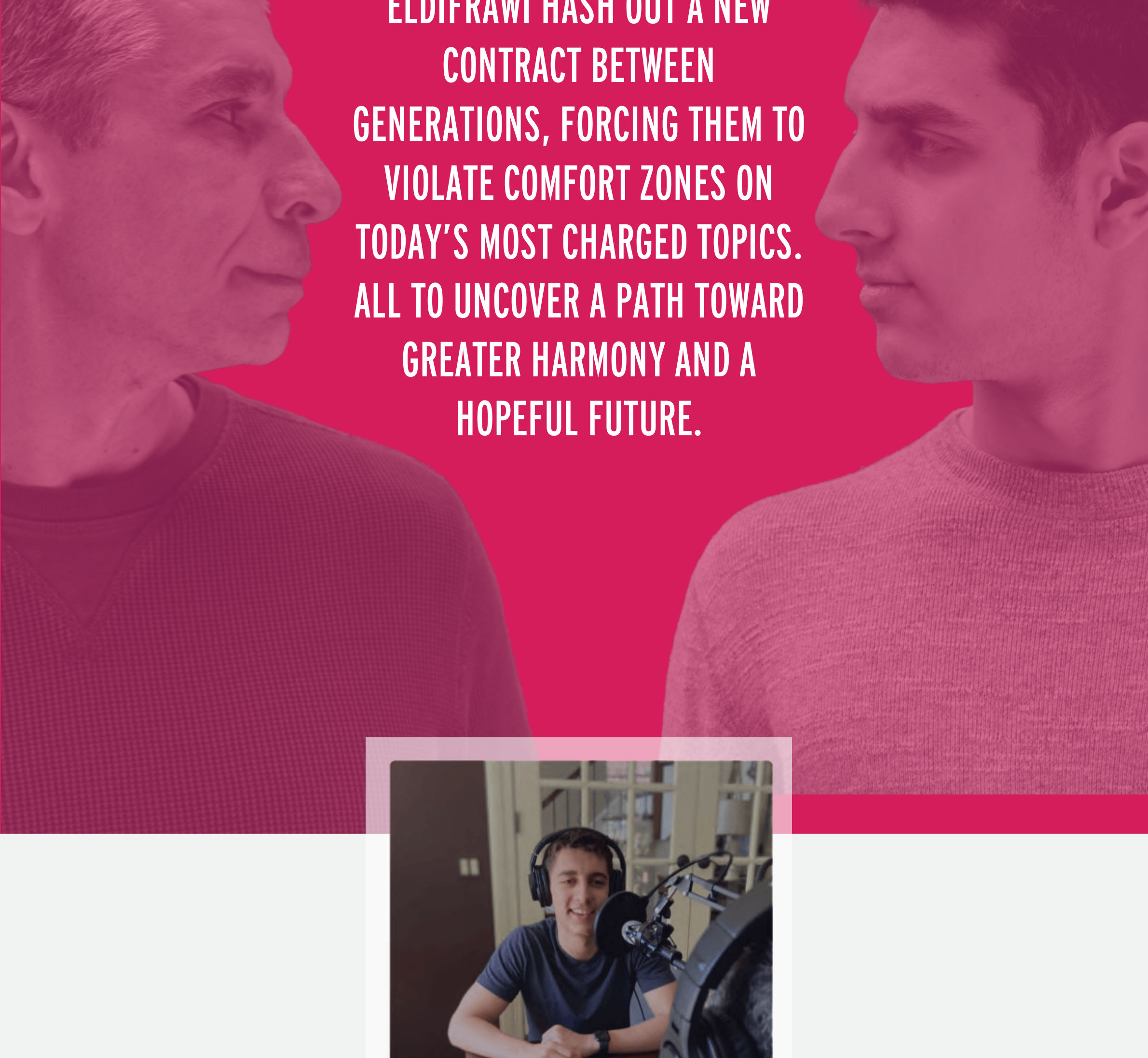
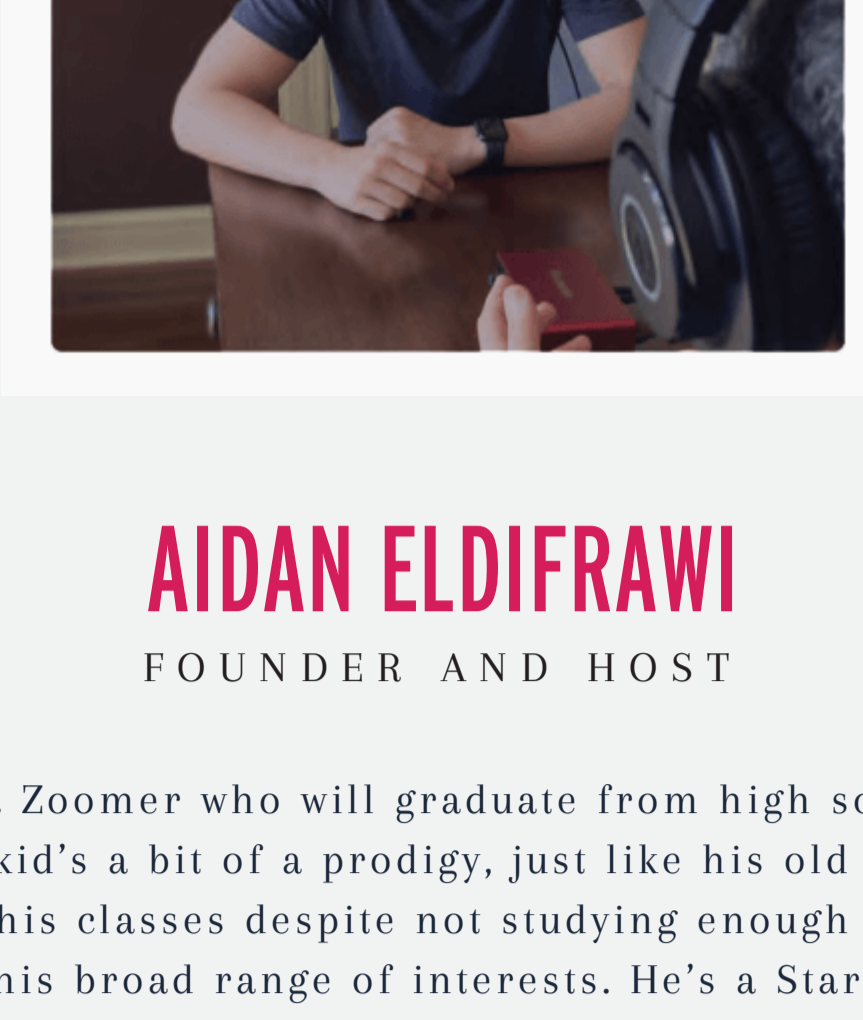


ABOUT US

CAN ADULTS AND TEENS EVER HEAR EACH OTHER ACROSS THE GENERATIONAL DIVIDE? COMING IN-DEPTH RESEARCH WITH HUMOR AND HONESTY FROM A PLACE OF LOVE, AIDAN (GEN Z) AND ASH (GEN X) GIVE IT THEIR BEST SHOT.

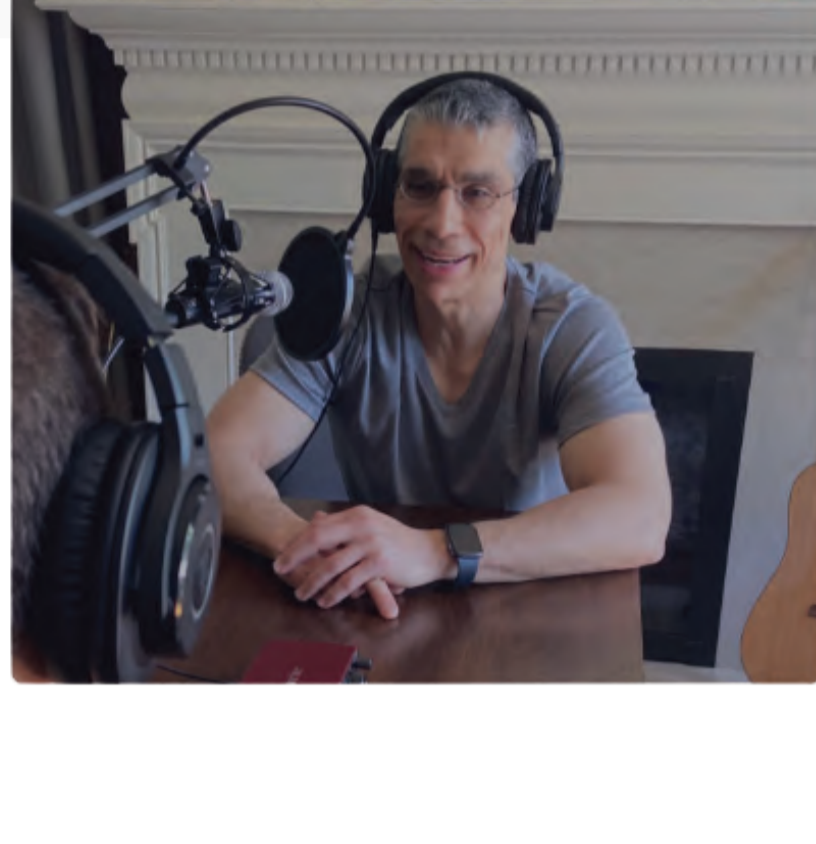


IN THIS UNIQUE SON-AND-FATHER PODCAST, AIDAN & ASH ELDIFRAWI HASH OUT A NEW CONTRACT BETWEEN GENERATIONS, FORCING THEM TO VIOLATE COMFORT ZONES ON TODAY'S MOST CHARGED TOPICS. ALL TO UNCOVER A PATH TOWARD GREATER HARMONY AND A HOPEFUL FUTURE.



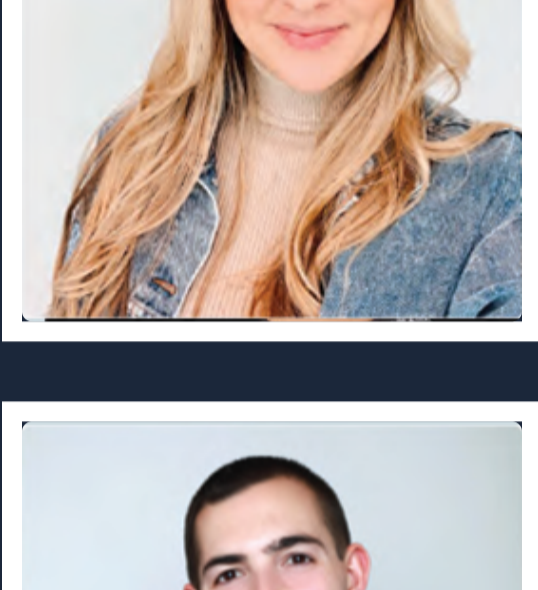
AIDAN ELDIFRAWI FOUNDER AND HOST

Meet my son Aidan, a Zoomer who will graduate from high school in 2023. Now I'm biased, but I think the kid's a bit of a prodigy, just like his old man. He must be wicked smart because he acs his classes despite not studying enough as far as I'm concerned. I'm also impressed with his broad range of interests. He's a Star Wars geek but also works out every day. The boy does love his video games but is also a certified lifeguard. He's on the water polo team but also loves to solve complex math problems. He's loyal and dedicated to a really cool group of friends. Not surprisingly, the boy loves a good debate, which was the genesis of his Podcast. Despite all his great qualities, I still kick his butt most of the time when we get into a heated argument. Most importantly, Aidan is kind, generous, funny, sensitive, confident, full of integrity, and his smile lights up a room. I love him dearly, and there's nothing in my life I'm more proud of than being his father.



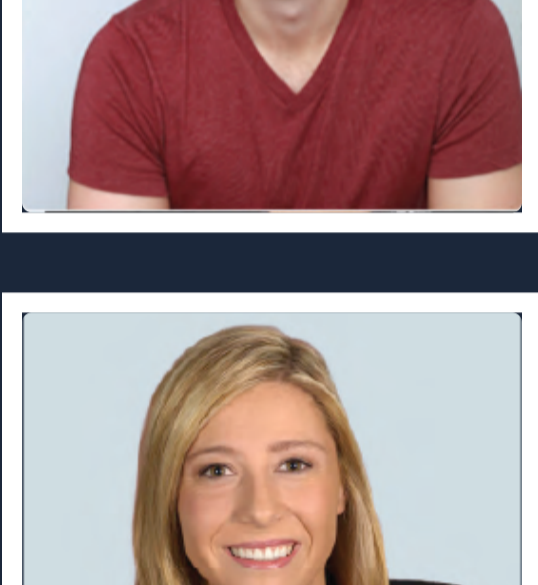
ASH ELDIFRAWI CO-HOST

Meet my dad, Ash, a Gen-X'er who recently turned old every year for as long as I can remember. My dad has been massively successful throughout his life, but he's modest and down to earth. What you see is what you get with him. I love to hang out with him, and all my friends think he's super cool. His life resume is as eclectic as it is impressive. He's been an executive at some of the most prestigious companies in the world; he sits on multiple Boards, he's a Clinical Psychologist; he wrote a book on Happiness; he manages his men's basketball league; he works out regularly; he does this podcast with me; and still manages to rub my mom's feet on the couch almost every night. Most importantly, he pushes me to be a better person, preaches for me to have a growth mindset, and constantly reminds me that it all comes down to my character.



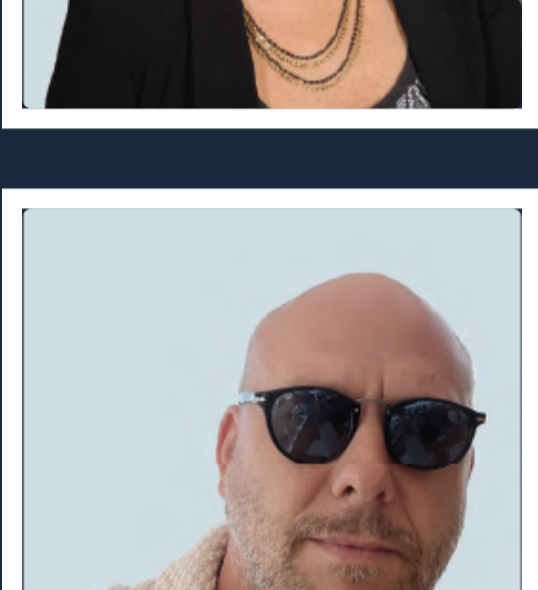
GABRIELA PECENKA SOCIAL MEDIA

Offering a unique perspective to the content and feel of Hold Me Back, Gabriela is no stranger to the varying opinions and points of view in this world. As a Social Media Professional, it has been her joy in life to absorb as many stories as she can, try to understand them through a different lens, and share her own perspective on different topics.



MAX BRANSTETTER PRODUCER

Max has been on the organic journey from podcast listener to podcast host to podcast producer to running his own podcast production business. He's nearing 200 episodes hosting the Wild Business Growth Podcast (hear a very thought-provoking Gen-X'er in Episode 137) and has interviewed everyone from WordPress Co-Founder Matt Mullenweg to Nancy Cartwright, the voice of Bart Simpson.



KATE BRENNAN PR + MEDIA

Kate Brennan is a seasoned publicist and storyteller having shaped professional and brand personas through storytelling for nearly 20 years. Kate is excited to be fielding media inquiries on behalf of Ash and Aidan and helping Hold Me Back break through the clutter of the current podcast landscape.



HEATH MILLER BRAND CREATIVE

From holding the creative reins of multi-billion-dollar brands to creating inno vative designs for all customer contact points, Heath is well-versed in every aspect of brand. He has helped HMB over recent years to bridge the gap from early grass roots basement podcast to become a refined worldwide brand.

SUBSCRIBERS **17,000+**

Top 10 parenting podcast*
*Based on Goodpods.

Top 1% of podcasts globally with an accelerating subscriber base

IMPRESSIONS **200K / MO.**

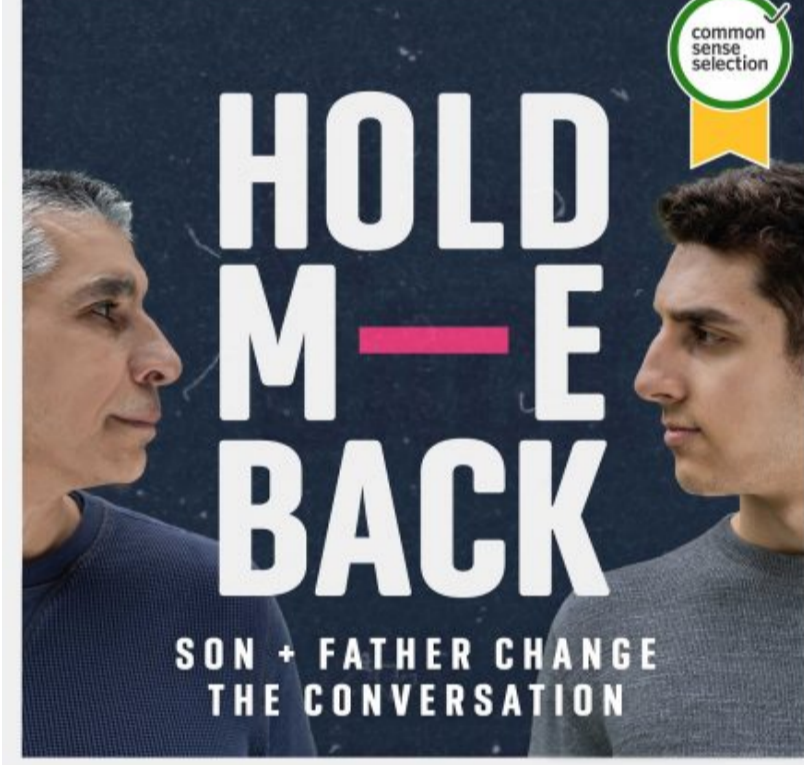
Hold Me Back is released 2x a month and can be found on APPLE, SPOTIFY, and GOOGLE. We're also on Overcast, Castbox, Pocket Casts, Luminary, Stitcher, Player FM, Amazon Music, Listen Notes, Podchaser.

4.9 RATING ★★★★★

"Probably the most important hour a parent and teen can spend together."

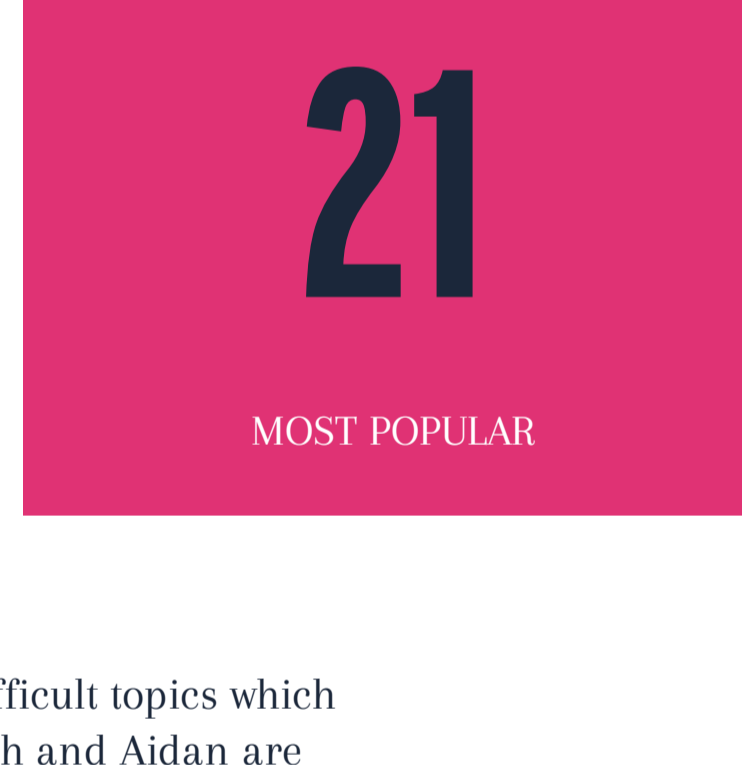
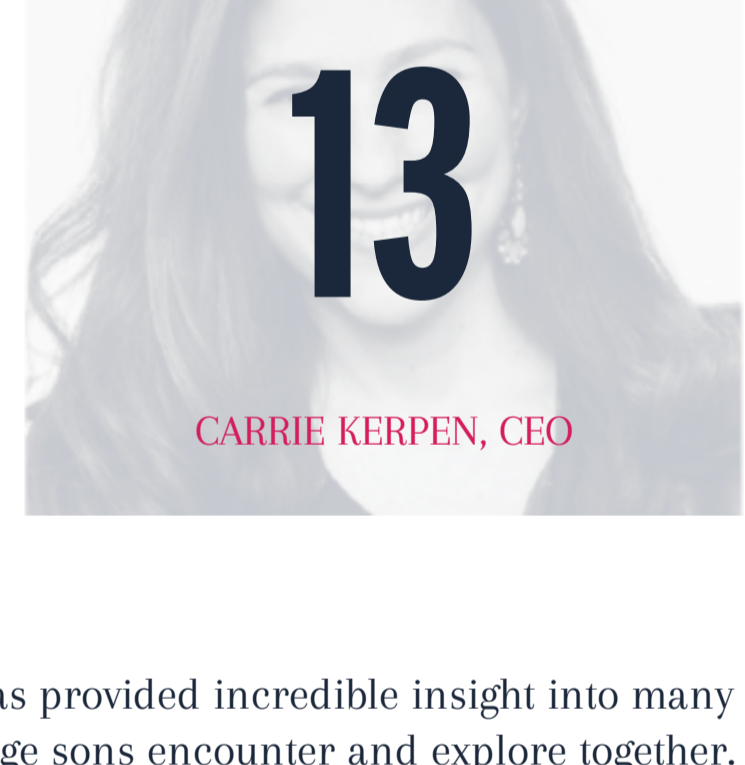
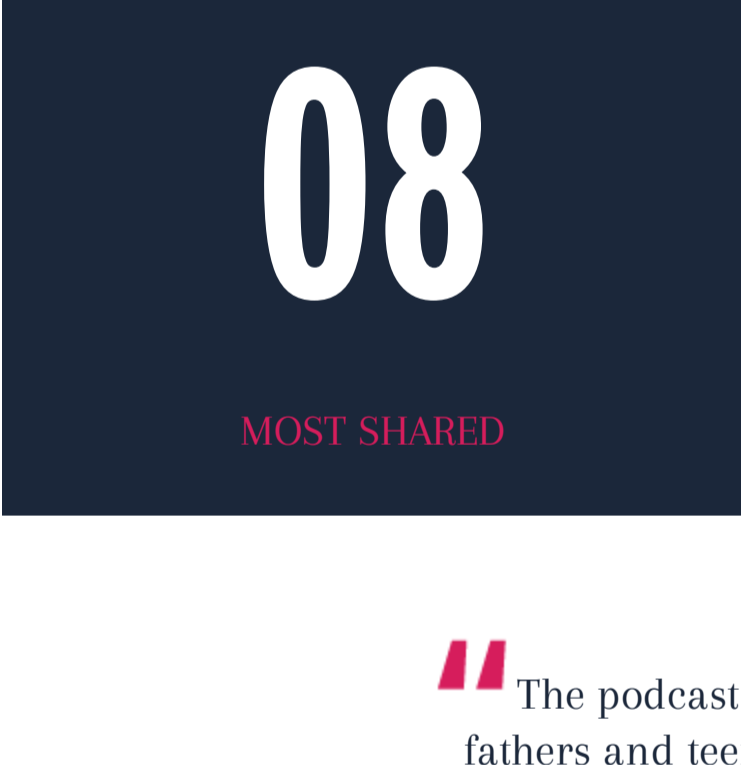
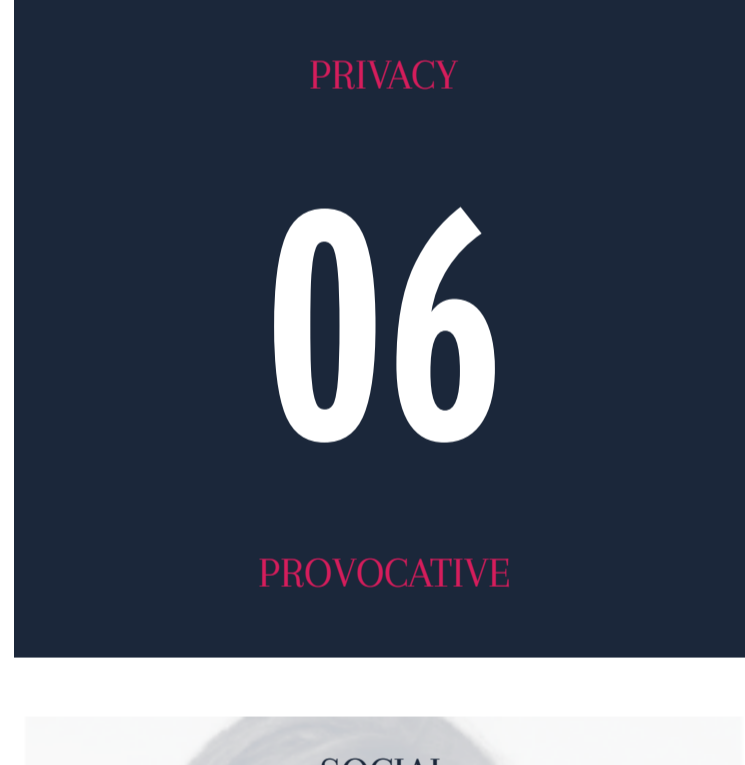
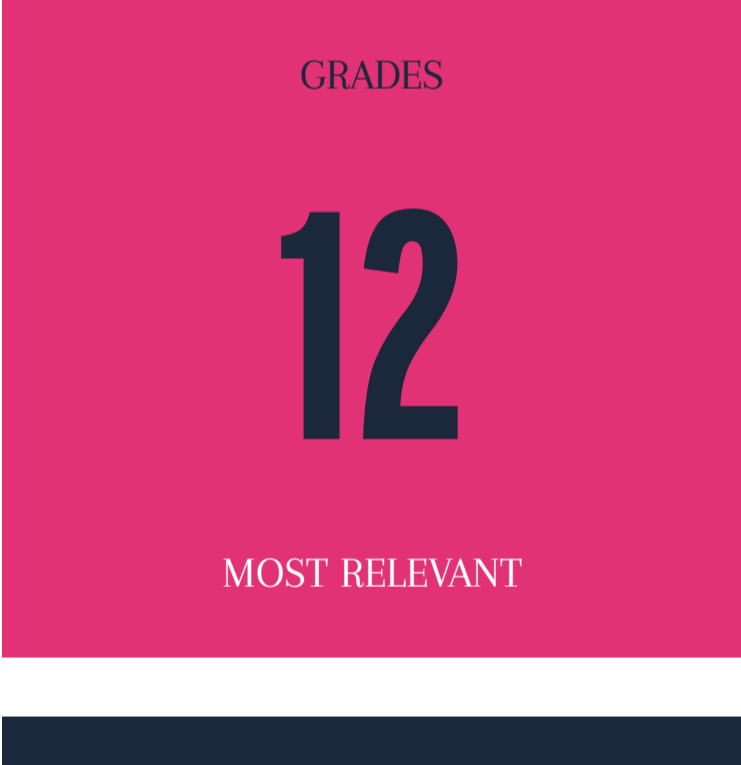
AUDIENCE

GENDER: ♀ 48%, ♂ 49%, ♀ 02% | COUNTRIES: 32+ | AGE: 0-22 (9%), 23-27 (23%), 28-34 (17%), 35-44 (41%), 45-59 (10%)



LET'S HAVE AN EPISODE

EPISODES, GUESTS & TOPICS WHAT OUR LISTENERS ARE TALKING ABOUT MOST



"The podcast has provided incredible insight into many difficult topics which fathers and teenage sons encounter and explore together. Ash and Aidan are incredibly expressive and well-spoken and not afraid to share their emotions and thoughts with each other and the audience. As a father to a teenage son, I do not miss an episode and it is a rare and special treat (for me) when we listen together. I hope that you continue to do these together for many years to come."

PARTNERSHIP | SPONSORSHIP OPPORTUNITIES

CONTACT US TO DISCOVER HOW WE CAN WORK TOGETHER

EPISODE PRE- & MIDROLLS

5-, 30-, & 60-SECOND PRE-RECORDED SPOTS

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CROSS CHANNEL + DIGITAL PROMOTIONS

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ON AIR GUEST + PROMOTIONAL SOUND BITES

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