

*a USA Top 50
Mental Health
Podcast*

CATIE AND ERIK'S

INFINITE QUEST

AN ADHD ADVENTURE

MEDIA
KIT



**Two Tiktokers.
Two types of ADHD.
Infinite stuff to talk
about.
Welcome to our
Infinite Quest.**

Our Mission:

To create a safe, relatable space in which to educate and advocate for our community, while fearlessly exploring - with humor and vulnerability - the honest realities of living with mental illness.

01 WHAT IS INFINITE QUEST?

Infinite Quest is a vulnerable, funny, weird, and always heartfelt conversation between two best friends who share the common thread of ADHD and depression. Episodes range from interviews with top scientists and mental illness advocates to TikTok celebrities, musicians and more. We explore the weird nuances of life-- relationships, sex, kink, cleaning, chores, reading...everything and everything that is affected by life with a chaotic brain.

Also they play DnD.

WHY INFINITE QUEST?

There are many, many podcasts about ADHD, but the vast majority are from the perspective of psychologists and researchers talking about the science behind ADHD -which is awesome, but there aren't as many talking about how hard it is to remember to shower. On Tiktok, we found a vast and vibrant community looking for relatable and accessible content about the real-life experience of living with ADHD, and that's why Infinite Quest was born-- we wanted to share our struggles, our successes and our resources with the community..



03 WHO IS CATE OSBORN?



Cate is an Atlanta-based performer, actor and general all-around nerd. She holds two masters degrees and is deeply passionate about ADHD advocacy and education. As co-host of Infinite Quest, she is in charge of the nerd rants and Shakespeare diversions, Catie has been heard on the American Sex Podcast with Sunny Megatron, Mental Illness Happy Hour, Adulting with ADHD, the Penguin Magic Podcast, the Hurlly Burly Shakespeare Show, multiple NPR affiliates and the Shezam Magic Podcast. She has also performed at the Kennedy Center. Her TikToks have been featured on Mashable, which was a weird day.

WHO IS ERIK GUDE?

Erik is a classically trained guitarist, artist, performer and sourdough expert currently living in California. His educational (and funny) tiktoks on ADHD and depression have garnered him national attention as a non-traditional student and educator. As co-host of Infinite Quest, he is in charge of music education, teaching Catie about algebra and editing the audio. He has been featured on the podcasts Gainin' Fast on Memphis, Adultfluent, Adulting with ADHD, and also is a world-class coffee stirrer model builder.

True story.



05 INFINITE QUEST BY THE NUMBERS

The coolest part of Infinite Quest is that our community is growing... constantly. Just one year after starting **Infinite Quest**, here's where we are



Tiktok: 1.6 Million+ Followers
Twitch: 7,700 followers-✓ Partner Status!
Average Monthly Views: 37.5+ Million
Podcast Downloads: 540,000+
Instagram Followers: 45,600
Youtube Followers: 66,000
Discord Fan Club: 4,500 Members
Twitter: 31K followers

WHERE IS INFINITE QUEST?

Infinite Quest releases every Tuesday and Thursday (most of the time) in ADHD-friendly 30 min episodes and is available on Sticher, Amazon, IHeartRadio, Spotify, Amazon, and wherever else you listen to podcasts. Exclusive bonus content is occasionally released on Patreon,

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07 HOW DO I CONTACT YOU?

Find us on online: @catieosaurus | @heyguide

Visit our website: www.infinitequestpodcast.com
www.catieosaurus.com

Drop us a line: ask@infinitequestpodcast.com

WHAT ARE PEOPLE SAYING?

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The PERFECT blend of humor, wit, and honesty. I feel like I'm getting to know these two! They speak on very real subjects and I feel like I'm getting to know myself more by listening to what they have to say.

It has been so beyond cathartic and validating to hear these conversations about ADHD and people living with ADHD. I can't express how much it has made a difference in my life.

Catie has literally changed my life. My whole life I've thought there were so many things about me that were moral and personal failings. I've gained a new perspective into my ADHD, and my outlook, self-worth, and happiness have increased infinitely.

What's a castpod?
- Catie's Mom

The perfect blend of humor, education, and heart. Catie and Erik have an electric chemistry and bring top tier guests to discuss mental health and other topics. Everyone that loves a neurodivergent person in their lives needs to check these guys out

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HAVEN'T I SEEN YOU SOMEWHERE BEFORE??

Catie and Erik get around.

Some Cool Places We've Been Published

The New York Times
Cosmopolitan Magazine
Escapist Magazine
Mashable (twice)
ADDitude Magazine [Recommended Creators]
i-D (Vice)

Some Cool People We've Talked To:

The Mental Illness Happy Hour with Paul Gilmartin
American Sex with Sunny Megatron (twice!)
Adulthood with ADHD Podcast
Shezam Podcast
Prodigy Podcast
Stuff Mom Never Told You
Doing It Podcast with Hannah Witton
HurlyBurly Shakespeare Hour

Some Cool Places We've Talked:

The Kennedy Center
DragonCon
GenCon
PlayOn Con
MagicLive
DragonCon
ComedySportz World Club
GeekBeaconFest



ABOUT INFINITE QUEST:

InfiniteQuest rose to popularity in the neurodivergent community for its frank discussions on living with ADHD and depression, but found its stride in the gaming community after they launched ADHDnD, a live-play DnD game that highlights disability and neurodiversity in real play. Their enthusiasm for table top games opened discussions about inclusivity and neurodiversity in TTRPGs and console gaming in a long-form format for an audience of around 250,000 listeners.

Their DnD characters, Helvetica the tiefling cleric and Blumken the half-orc barbarian, have guest starred in a number of popular live-play DnD campaigns, including LarkNetwork, Adventure, Inc, DiceCreamSandwich and more, and have given them the opportunity to become full-time content creators and professional DnD players.

Besides DnD, they play Minecraft- their QuestCraft project, an all-neurodivergent Minecraft server geared towards inclusivity and accessibility, recently launched and has allowed them to open the conversation even further in the digital sphere. Their secondary campaign, based in the Star Wars Edge of the Empire play system, will premiere May 4th, 2022.

Their work has been seen in Cosmopolitan Magazine, The New York Times, Haaretz, GQ, VICE, Medium, Mashable, Bustle, InStyle, and more. They've been seen on the American Sex Podcast with Sunny Megatron, The Mental Illness Happy Hour with Paul Gilmartin, Prodigy, The Doctors, Carte Blanche, and a host of others.

Their most recent convention appearances include DragonCon, ECCC, Pax Unplugged, MomoCon, GenCon, PlayOnCon, GameHole Con, GeekBeacon Fest (and several more) this year, where they hosted several panels on inclusivity, accessibility and neurodivergence at the gaming table as well as doing live show podcast recordings.

Their first book on ADHD & relationships is slated for publication in 2023.

A man and a woman are shown from the chest up, smiling and looking towards the camera. The woman on the left has dark hair and is wearing a dark blue velvet dress. The man on the right has brown hair and a beard, wearing a dark blue suit jacket, white shirt, and dark tie. The background is a dark blue space-themed pattern with white stars and constellations. Overlaid on the center of the image is the text "Thank you!" in a large, bold, yellow, cursive font with a red and orange drop shadow.

**Thank
you!**

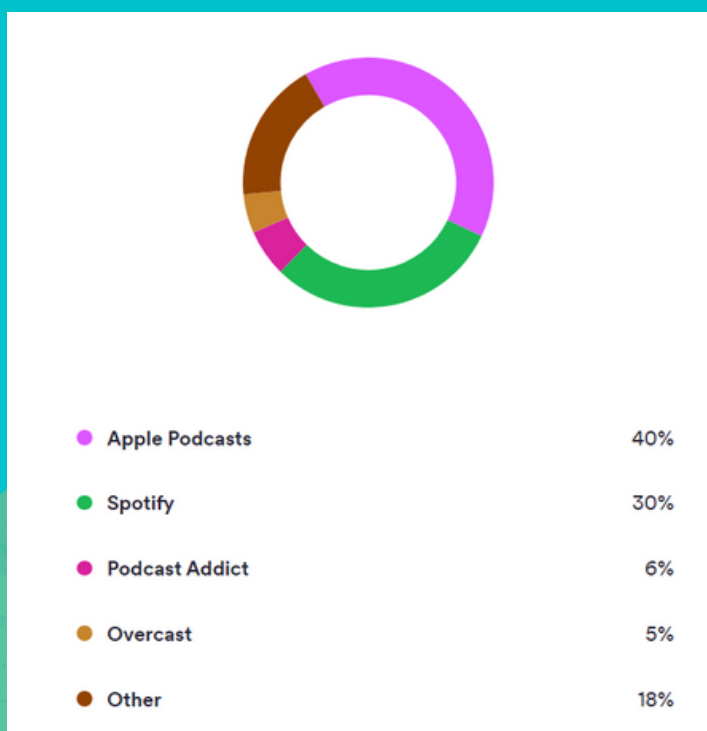
**infinitequestpodcast.com
ask@infinitequestpodcast.com
[@catieosaurus](#) | [@heygude](#)**

INFINITE QUEST BY THE NUMBERS

NOVEMBER 2022 AUDIENCE DEMOGRAPHICS



NOVEMBER 2022 PLATFORM DEMOGRAPHICS



Your podcast was in the top 1% most shared globally. Here's how listeners spread the word...

Category	Percentage
Category 1 (Pink)	~45%
Category 2 (Yellow)	~25%
Category 3 (Purple)	~10%
Category 4 (Orange)	~10%
Category 5 (Black)	~5%
Category 6 (Green)	~5%

54%

You're in the top 5% most followed podcasts.

Infinite Quest

ADVERTISING OPPORTUNITIES

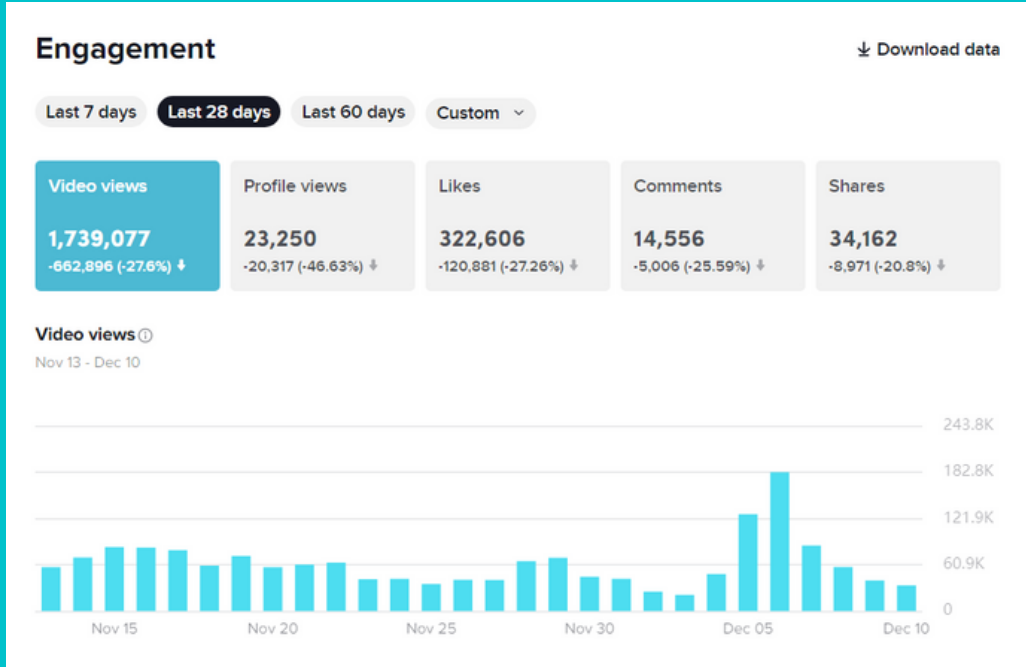
Podcast Ad Placement- Pre-Roll Single Ep: \$750
Podcast Ad Placement- Mid-Roll Single Ep: \$500

Podcast Ad Placement Monthly Pre-Roll
8 episodes, bi-weekly
\$5,000/mo

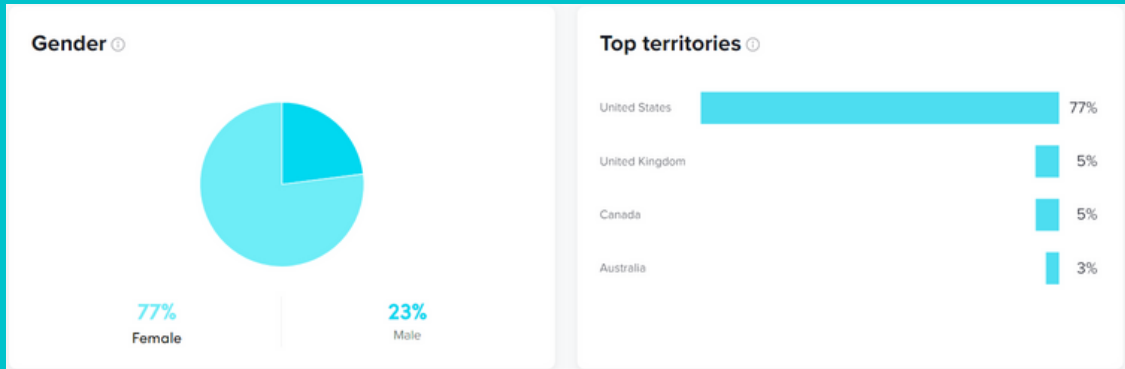
Podcast Ad Placement, Monthly Mid-Roll
8 episodes, bi-weekly
\$3,000

CATIEOSAURS BY THE NUMBERS

NOVEMBER 2022 AUDIENCE DEMOGRAPHICS (TIKTOK)



Please note: Nov/Dec numbers are reflective of a shift towards Youtube and long-form content



@Catieosaurus

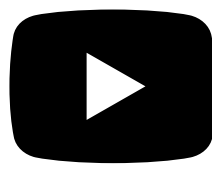
RATES AND AT A GLANCE



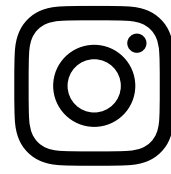
1.6M



11.7K



66.1K



45.7K

Tiktok Post: \$5,000

Twitch Ad Placement: \$2500

Instagram Post: \$2500

Sponsored Twitch Stream: \$4000

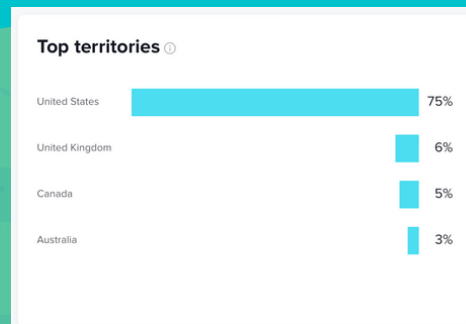
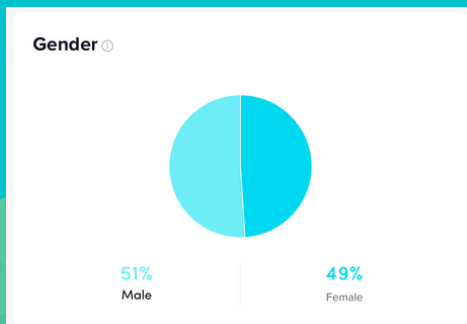
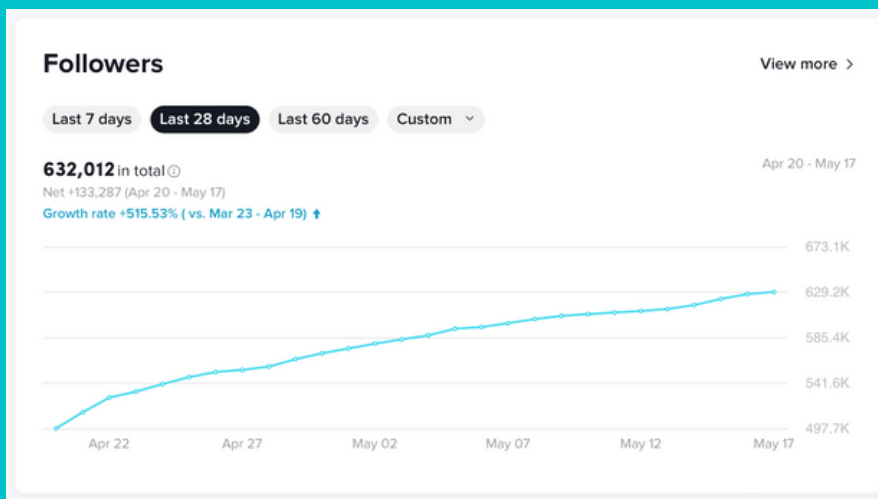
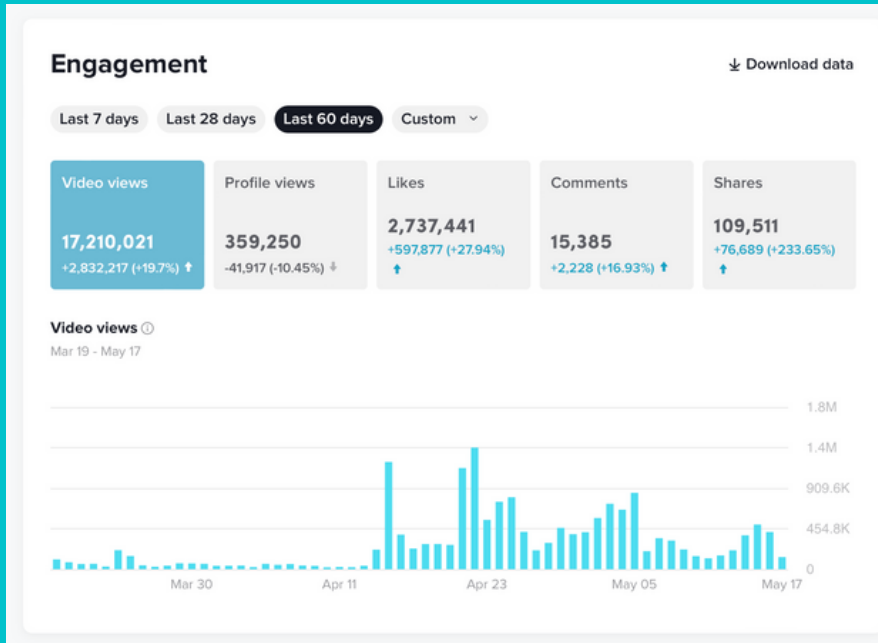
Youtube Partnership: \$4500

Podcast Ad Placement (Single Ep): \$1,000

Podcast Ad Placement (Ongoing): \$5,000/mo

HEYGUIDE BY THE NUMBERS

MAY 2022 AUDIENCE DEMOGRAPHICS (TIKTOK)



@HeyGude

RATES AND AT A GLANCE



657K



2.6K

Tiktok Post: \$1,000

Twitch Ad Placement: \$500

Sponsored Twitch Stream: \$1,500

Podcast Ad Placement (Single Ep): \$1,000

Podcast Ad Placement (Ongoing): \$5,000/mo