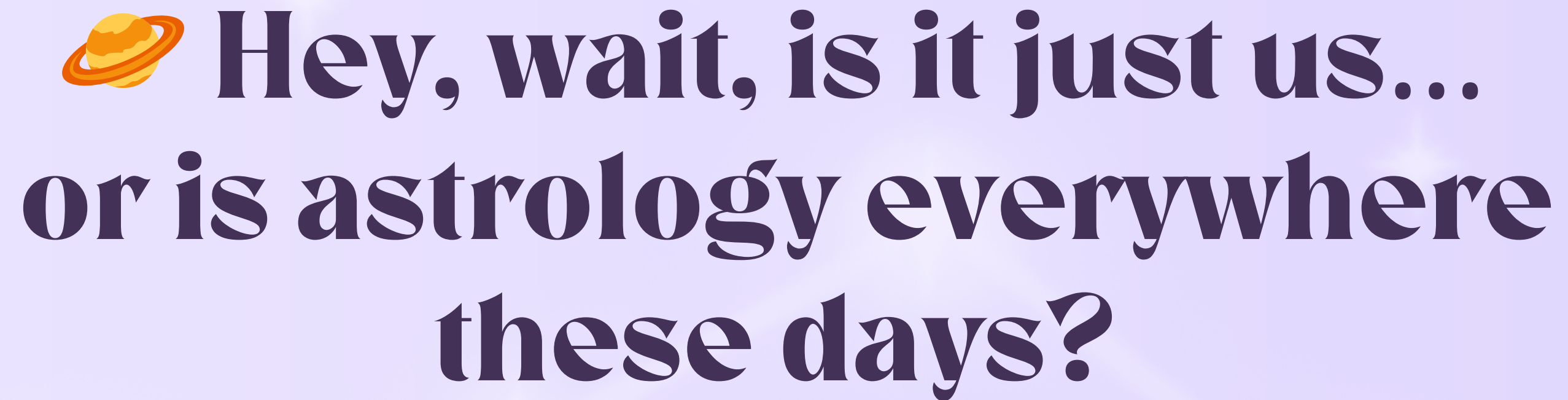



# CosmicRx

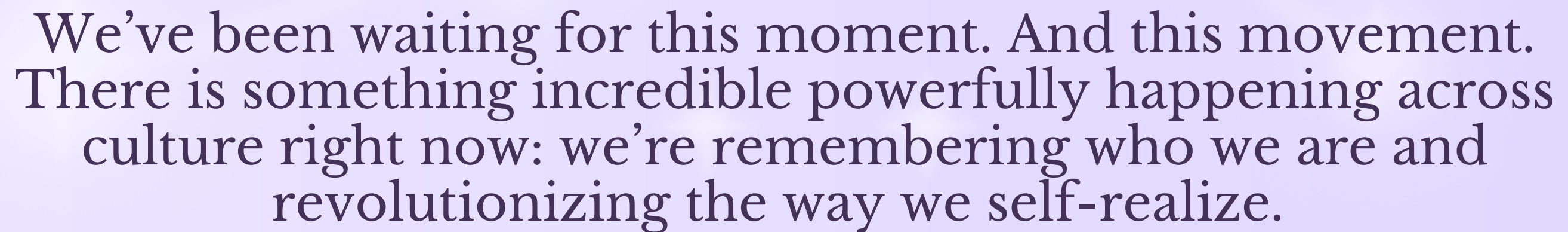
*Your guide to stay true to who you are.*

**Partnership Opportunities**



 **Hey, wait, is it just us...  
or is astrology everywhere  
these days?**

We've been waiting for this moment. And this movement. There is something incredible powerfully happening across culture right now: we're remembering who we are and revolutionizing the way we self-realize.





**CosmicRx is on a mission to democratize magic.**

**by simplifying cosmic tools & sharing astro-know-how with all.**

The internet replaced the abacus! Full moons are the new Sundays! Your mom knows her rising sign. Your first date just asked about yours. We're entering a new cosmic chapter: where astrology has become an essential tool for surviving the everyday. But reading your horoscope is just scratching the surface. We created CosmicRX to simplify the complexities of astrology, and to teach you how to decode it for yourself.



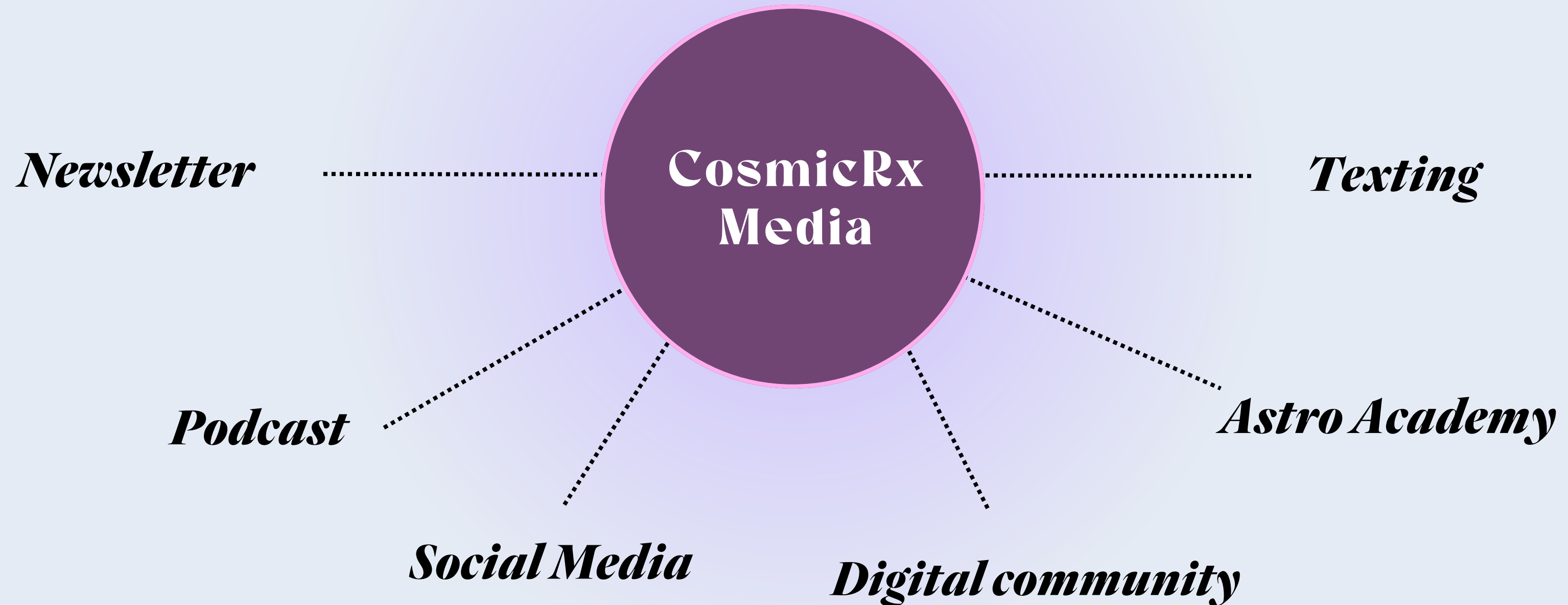
**Not an astrology brand?  
GREAT.**

**Let's make something cosmic together.**





# Our channels for spreading cosmic wisdom








...and by working with **high-vibe partners** who are ready to take astrology into unlikely arenas.

# OUR REACH

## 2.5 Million Members

Overall Community of Cosmic Baddies

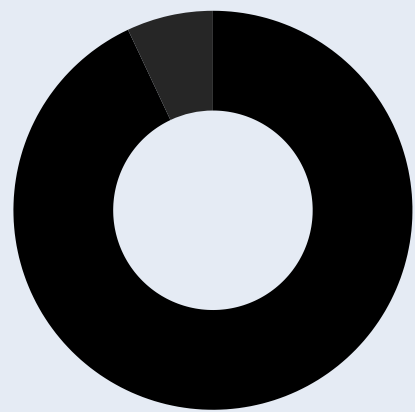
	<i>Members</i>	<i>Avg Open Rate</i>	<i>(Monthly) Impressions</i>
 <i>Email</i>	1.4 MM	42%	-
 <i>Social</i>	86K IG    50k Tiktok	-	200K
 <i>Text</i>	25K	82%	-
 <i>Digital Platform</i>	23k	98%	-
 <i>Podcast</i>	27K	-	18k

# OUR GLOBAL AUDIENCE

## AGE 25-34

93% FEMALE

MALE  
7%



FEMALE  
93%



Our core audience is a millennial female who actively seeks out ways to enhance and elevate her life in all areas, including career, relationship, and overall purpose.

*TOP LOCATIONS*

*NEW YORK*

*LOS ANGELES*

*CHICAGO*

# BRAND PARTNERSHIP OPPORTUNITIES

Within the CosmicRx *Luna-Verse*, there are 4 main ways for you to get cosmic with us:

**Weekly Newsletter**

**Social Media**

**Podcast**

**AstroTexts**



# Newsletter

**1.4 MM Subscribers**

(42% Open Rate | .7% Click Rate)

Over 2 million subscribers trust us to translate the swirls, stagnations, retrogrades, and rumblings they feel each week into a roadmap towards cosmic boss energy. In a universe of crowded inboxes, we take that responsibility seriously! With every energy report, we offer actionable RX's on how to put this 411 into practice.

Newsletter sponsors are integrated seamlessly into our weekly report, adding all you have to offer to our community's cosmic toolbox!

## partnership opportunities

- "The RX" branded takeover
- Advertising / advertorial opportunities within Weekly newsletter
- Dedicated Email with custom content
- Promotional offer integration
- Co-branded giveaways





# Podcast

**#1 Charted Podcast in Spirituality**

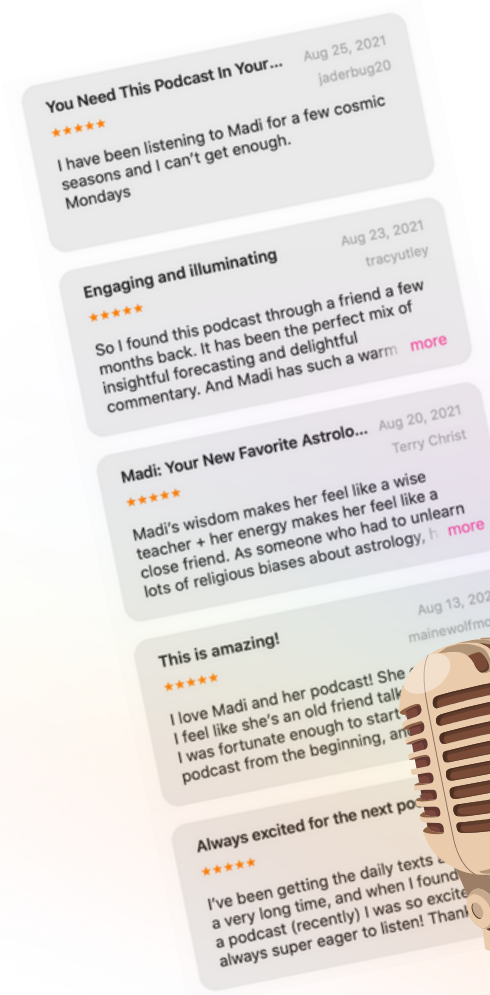
in USA and 6 other countries

**Top 5 Podcast**

in Spirituality in 32 Countries

**500,000 Downloads**

**5,000 Weekly Downloads**



## partnership opportunities

- Special podcast guest opportunities
- Dedicated / custom content
- Host-read advertisement
- Co-branded giveaways



Diving deep into topics like astrology, self-care, modern mysticism, mindset magic and conscious entrepreneurship. Weekly episodes give our listeners their astro weather aka "energy report" for the week ahead and digestible doses of no-BS advice to fuel their personal evolution... and revolution!



# Astro Texts

**25K Subscribers**

(36.3% Open Rate | 5% Click Rate)

CosmicRx

Hey Cosmic Cutie! It's a Leo Moon weekend during the height of Aries season. Take the lead, throw a party, and show off your style. Need an extra hand aligning with your hottest, highest self? Good news... This week's AstroTEXTS are brought to you by DryBar.

Your weekly #CosmicCODE: Unlocks \$20 off a blowout at all DryBar locations this week using the code LEOSTYLE. Be sure to tag @cosmicRX when you post your locks in a sacred thirst trap.



## partnership opportunities

- Promotional offer integration
- Daily text message takeover
- Targeting marketing opportunities to most engaged members
- GIF / photo texting available

Our planetary group chat is 100% free to our community, thanks to weekly sponsors. We send out daily affirmations and RX's, and give a special spotlight to our high-vibe AstroTEXT sponsors on Sundays, offering the CRX community special codes and insider deals.

# *Social*

**81k Subscribers IG**

(36.3% Open Rate | 5% Click Rate)

**60k Subscribers TikTok**

(36.3% Open Rate | 5% Click Rate)

## **partnership opportunities**

- Original / custom content creation
- Brand integration
- Madi Murphy as talent / content creator on your branded channels
- Marketing support for partnerships





# Case Studies

Newsletter

# HBOmax

## Product awareness

### Summary:

- 3 month partnership for the launch of HBOmax
- 3x dedicated emails with custom content creation
- Email banner ads

### Results:

- Exposure to our hyper engaged members/followers for the HBOmax launch

### Stats:

Recipients 5.7 MM

Total Opens: 552K

Clicks: 24K



The two sides of Pisces competing over who gets to come out today  
@thecosmicrevolution



My sun, moon and rising surfing the ocean of emotion that is Pisces season  
@thecosmicrevolution



Pisces season self care:  
@thecosmicrevolution





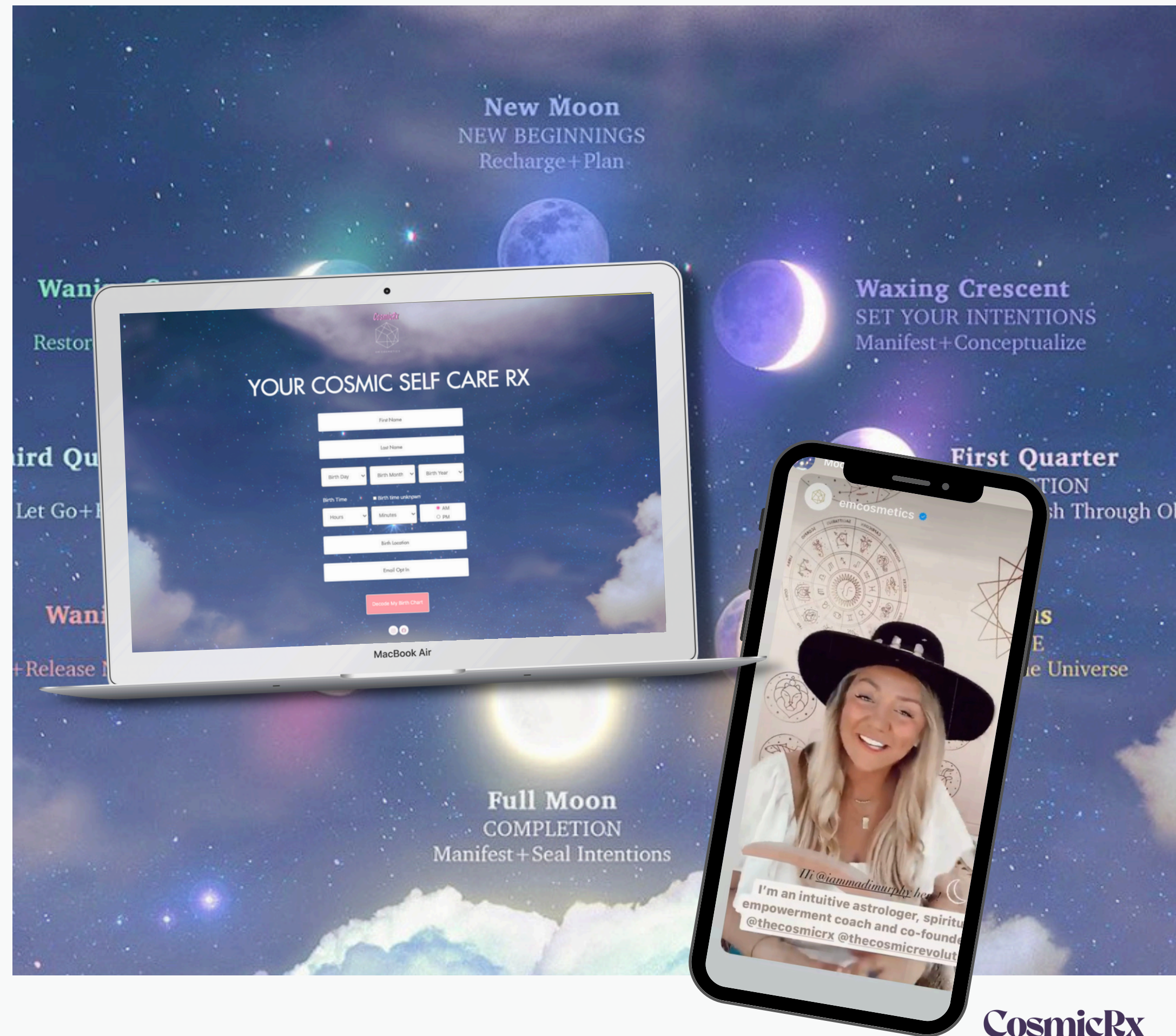
# Case Studies

Social + Onsite content

## EM COSMETICS product launch

### Summary:

- Customized birth chart decoder on web and social
- Original /shoppable content creation for launch campaign
- Madi featured as talent across EM cosmetics branded channels + virtual editor event with Madi Murphy
- Support from CosmicRx digital channels





# Pricing

## Newsletter Takeover

**Full zodiac season takeover.**

4 branded emails within "The RX"

2 Designated Email

**\$15,000**

## AstroTexts

**Full zodiac season takeover.**

4 Monday text with CTA

26 Sponsored texts for remainder of season.

**\$7,000**

## Podcast

**Full zodiac season takeover.**

4 episodes  
30-second ad  
(Pre-Roll or Mid-Roll)

**\$2,500**

## Social

**2 Posts**

(on both @theCosmicRx + @TheCosmicRevolution channels)

**4 Stories**

(on both @theCosmicRx + @TheCosmicRevolution channels)

2x a week posting

**\$1,800**

# *Packages*

## **Sun**

6 episodes  
**30-second ad**  
(Pre-Roll)

**4 AstroTexts**  
(Every Monday)

**4 newsletter tout**

**2 monthly posts**

**6 Stories**

**\$7500**

## **Moon**

4 episodes  
**15 second ad**  
(Pre-Roll)

**2 AstroTexts**  
(Full moon or new moon)

**1 post**

**3 stories**

**\$3800**

## **Rising**

2 Episodes  
**15 second ad**  
(Pre-Roll)

**1 post**

**3 stories**

**\$2200**

## **Cosmic Baddie**

1 episode  
**30 second ad**  
(Dynamic Ad)

**1 post**

**1 story**

**\$970**



# 2024 Themes

## JANUARY

### BUSINESS + FINANCIAL HELP

BUILDING YOUR EMPIRE,  
PURPOSE, BUILD SHIT THAT  
LASTS.

## FEBRUARY

### TECH + PROGRESS

COLLECTIVE, EMBRACING  
YOUR INNER VISIONARY.

## MARCH

### CREATIVITY + SLEEP

INTUITION, WATER , MUSIC  
,SLEEP , DREAMS, SERIES,  
CREATIVITY,

## APRIL

### BUILDING A PERSONAL BRAND

SELF EXPRESSION, ABUNDANCE,  
FINANCES, SELF WORTH,  
CONFIDENCE, INDIVIDUALITY.

## MAY

### LUXURY + SELF CARE

BUILDING, LUXURY, MAKING  
THINGS HAPPEN, AESTHETICS,  
HOME, EARTH.

## JUNE

### PERSONAL GROWTH + RELATIONSHIPS

COMMUNICATION, SOCIAL,  
CURIOSITY, PARTNERSHIP,  
DELIVERING YOUR MESSAGE.

## JULY

### WOMENS HEALTH

DIVINE FEMININE,  
WOMAN, MOON, INTUITIVE  
, ENERGY HYGIENE,  
FAMILY, HOME, LOVE.

## AUGUST

### SUMMER ESSENTIALS

SELF EXPRESSION,  
PLAYFULNESS, PASSION,  
CREATIVITY, BEAUTY,  
OWNING YOURSELF.

## SEPT

### ORGANIZATION + WELLNESS

BACK TO SCHOOL, ROUTINE,  
RITUAL, INDEPENDENCE,  
ORGANIZATION, CRYSTALS,  
STREAMLINING BUSINESS.

## OCTOBER

### BEAUTY

INNER BEAUTY, SOCIAL  
JUSTICE, PLEASURE  
REVOLUTION.

## NOV

### HEALING

REBIRTH, SHADOW PLAY,  
TURNING YOUR SHAME INTO  
YOUR SUPER POWER, DESIRE,  
EMBRACING SEXUALITY.

## DEC

### ADVENTURE

OPTIMISM, PHILOSOPHY,  
ADVENTURE, SHOOT YOUR  
SHOT, EXPAND HORIZONS,  
TRAVEL.

**Our trusted spiritual expert.**

**Madi Murphy is a cosmic leadership coach , high-vibe hypewoman, and co-founder of CosmicRX.**

After years of astrology being a niche conversation, Madi is on a mission to take astrology into unlikely arenas (AKA mainstream) and to help some of the most creative minds of our time to use spiritual wisdom to spark a COSMIC REVOLUTION across culture.



**Madi Murphy**

Astrologer, Intuitive, Virgo.  
THE COSMIC CONSULTANT  
Co-Founder of CosmicRx



# Buzz



*Kacey Musgraves*



*Dakota Fanning*



*Julianne Hough*



*Kate Hudson*



*Ana Lia Carneiro Bettiol*



*Michelle Phan*



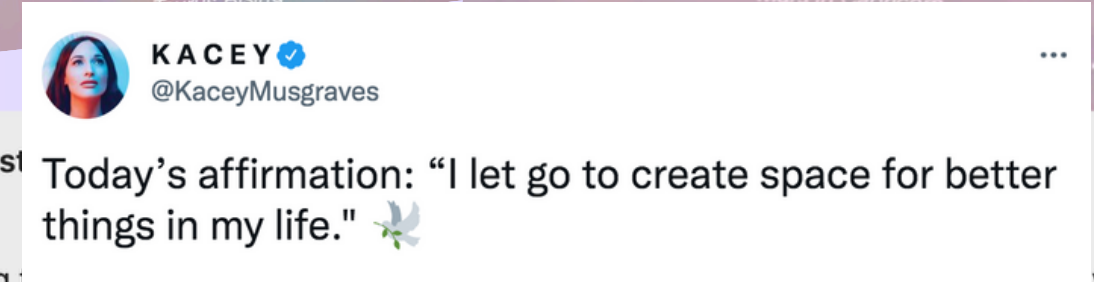
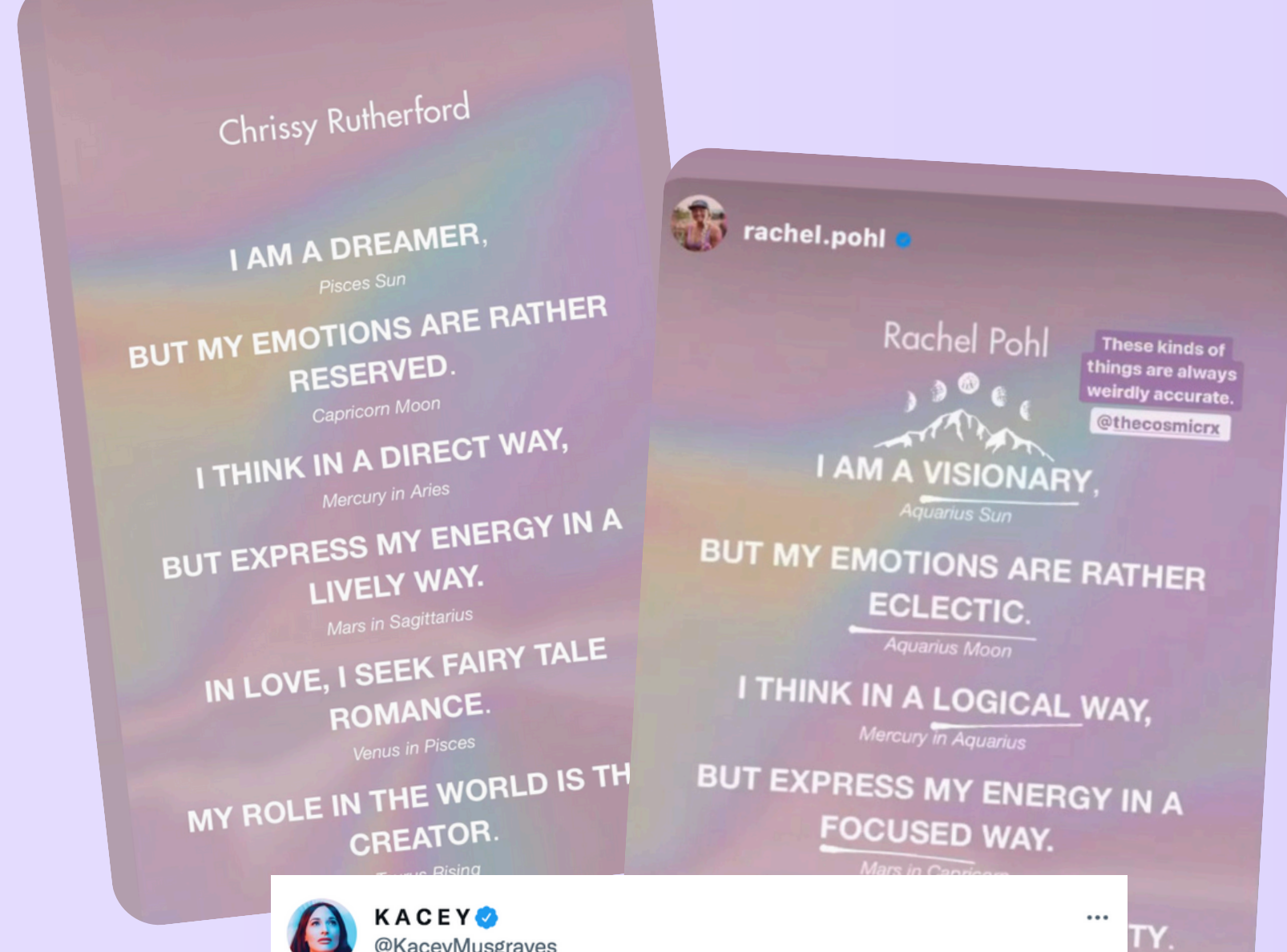
*Steph Shep*



*Jessie Paege*



*Fenna Dewan*



Perfect for bb Ast  
★★★★★  
I started listening to this during cancer season and I \*WISH\* I had started sooner (like Gemini szn). Looking back, everything that has happened in the last ~5 months exactly li [more](#)

Jul 23, 2021  
judyschu  
mean Murphy's year gain her energy and emotion comes through every single podcast. She keeps it real, she gives good homework assignments, and helps you cl [more](#)

<3 my Moon Reports  
★★★★★  
Jul 23, 2021  
Obbenross  
I'm a baby baddie still, and Maddi makes me feel so welcomed and helps me learn one week at a time!  
[more](#)

Not enough stars to rate!  
★★★★★  
Jul 23, 2021  
Cladanyeah910  
New listener and I am LOVING this podcast. Can't get enough of the energy reports and abundance of love ❤️ @cladanyeah910



**PR + Press**

VOGUE

BAZAAR Harpers



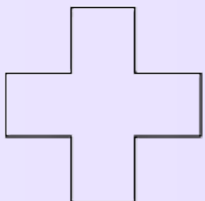
REFINERY29

ELLE

GUEST *of a* GUEST

**marie claire**

**The New York Times**

WELL  GOOD

*Real* Daily

***NEW YORK POST***

***BUSTLE***

# THE (IRL) COSMIC ZONE

**Every quarter, we host an activation (from Montauk to NYC to LA) to ground our cosmic wisdom in IRL community.** We invite cultural leaders, BFFs of the brand, and anyone looking to join the Cosmic Revolution to join us for workshops, talks, and networking events. We mix in mini power readings, brand sponsor moments, high-vibe headshot sessions, and more.

**Want to co-host an epic party with us?**



***Thank You!***

*Please contact [Audrey@cosmicrx.com](mailto:Audrey@cosmicrx.com) for inquiries.*

**CosmicRx**

*Madi Murphy Co-Founder*

*Audrey Amelie Rudolf Co-Founder*