



THE BUSINESS, MINDSET & LEADERSHIP PODCAST

Real Stories. Real Business. Real Growth.

*Hosted by **Matthew Hines***

*Media Kit | **2026***

WHAT IS HINES ON AIR?

Hines On Air is a business and mindset podcast focused on entrepreneurship, leadership, resilience, and long-term growth. Each episode explores real-world experiences from founders, executives, professionals, and industry leaders who have built, failed, rebuilt, and evolved.

This podcast goes beyond theory. Conversations are rooted in experience, decision-making under pressure, emotional discipline, and the realities of building organizations in today's world.

Core Topics:

Entrepreneurship & Business Growth
Leadership & Organizational Strategy
Mindset, Discipline & Resilience
Failure, Recovery & Long-Term Success

MEET THE HOST: MATTHEW HINES

Matthew Hines is a multi-business entrepreneur, attorney, and strategist with decades of real-world experience building, scaling, losing, and rebuilding companies across multiple industries.

Originally from Hartsville, South Carolina, Matthew earned his degree in Marketing from Clemson University before completing a dual Juris Doctor and MBA. Immediately after graduate school, he opened his own law firm—an ambitious move that led to rapid growth, major clients, and eventually a hard-earned lesson in organizational leadership.

After a business collapse and bankruptcy in 2008, Matthew rebuilt from the ground up—this time with structure, systems, and discipline. Today, he operates and advises multiple businesses across law, medical practices, real estate, social media, and other ventures.

Hines On Air was created to share the unfiltered realities of entrepreneurship—successes, failures, mindset shifts, and the habits required to build something that lasts.



Core Values:

Ambition - Resilience - Self-Discipline - Continuous Improvement

AUDIENCE PROFILE

Primary Audience:



**Entrepreneurs
& Business Owner**



**Executives
& Professionals**



**Doctors, Attorneys,
Founders**



**Growth-focused
leaders**

Audience Characteristics:

- *Decision-makers with purchasing authority*
- *High interest in business, leadership, and personal development*
- *Value experience over theory*
- *Long-term thinkers focused on sustainable success*

Why This Audience Matters:

Listeners are highly engaged, educated, and action-oriented—making Hines On Air an ideal platform for premium brands, professional services, and strategic partnerships.

PLATFORMS & CONTENT DISTRIBUTION

Podcast Platforms

- Spotify
- Apple Podcasts
- Google Podcasts

Video & Short-Form Content

- YouTube (full episodes + clips)
- Instagram Reels
- TikTok
- Facebook

Content Strategy

- Full-length interviews
- Short-form highlight clips
- Quote graphics & reels
- Evergreen business insight

Podcast Analytics (Audio Platforms)

Listening Sources

- Podmatch: 50.0%
- Spotify: 11.88%
- Apple Podcasts: 10.63%
- Safari: 9.38%
- Google Chrome: 8.13%
- Other Sources: 18.13%

Audience Insight:

The audience shows a strong professional and desktop-based listening behavior, indicating a mature, business-focused demographic with high intent and engagement.

YouTube Channel Performance

Hines On Air Podcast

[@HinesOnAirPodcast](#)

- 11.6K Subscribers
- 334 Published Videos
- Long-form episodes + Shorts strategy
- Strong evergreen content library

Why This Matters:

YouTube acts as a long-term discovery engine, providing continuous exposure for guests and sponsors through search, recommendations, and short-form clips.

TikTok Performance

- 15.3K Followers
- 30.1K Total Likes

Content Focus:

- Short-form business insights
- High-engagement clips from full episodes
- Viral-ready leadership and mindset moments

Why TikTok Works:

TikTok allows Hines On Air to reach new audiences rapidly while driving traffic back to full episodes and sponsor integrations.

Instagram Presence

- 2,893 Followers

Content Types:

- Reels
- Quote graphics
- Episode highlights
- Behind-the-scenes content

Instagram supports brand positioning, visual storytelling, and consistent audience touchpoints.

Facebook Page

- 1.3K Followers

Facebook serves as a distribution and community channel, reinforcing episode releases and extending reach to professional and local networks.

VALUE FOR SPONSORS & PARTNERS

- Direct access to high-level professionals and entrepreneurs
- Trusted host with real credibility and experience
- Authentic, conversational brand integrations
- Long content lifespan through clips and evergreen episodes
- Strong alignment with premium and professional brands

*This is not mass-market advertising.
This is **relationship-based exposure** with an
audience that values quality and credibility.*

AVAILABLE INTEGRATIONS

Available Integrations

Pre-Roll Ad
(15–30 seconds)



Sponsored Segment
(2–5 minutes integrated
into the episode)



Mid-Roll Ad
(30–60 seconds)



YouTube Brand Integration
(verbal mention + link)



**Multi-Episode
Campaigns**



**Post-Roll
Mention**



Social Media Promotion
(Reels, Shorts, Posts)



All sponsorships are customizable to align naturally with the episode content.

Starter Package

- *1 Podcast Episode Mention*
- *1 Short-Form Video Clip*
- *Brand Link in Episode Description*

Best for: Brand awareness
& testing the audience

Growth Package

- *2-4 Episode Mentions*
- *Mid-Roll Placement*
- *2-4 Short-Form Video Clips*
- *Brand Mention Across Social Platforms*

Best for: Consistent visibility
& audience familiarity

Partner Package

- *Monthly or Multi-Episode Campaign*
- *Category Exclusivity*
- *Sponsored Segment*
- *Full Social Media Bundle*
- *Strategic CTA Integration*

Best for: Long-term brand
positioning & authority

Rates available upon request.

WHY BE A GUEST ON HINES ON AIR?

- Share your story with a professional, engaged audience
- Position yourself as a thought leader
- Gain long-form and short-form content for your own platforms
- Be part of meaningful conversations—not surface-level interviews

Guests are featured across multiple platforms to maximize exposure.

OUR MISSION

The mission of Hines On Air is to promote ambition, resilience, self-discipline, and continuous improvement—not only in business, but in life.

True progress is not created by systems alone, but by individuals committed to growth, responsibility, and execution. This podcast exists to challenge thinking, share lessons, and raise the standard.

LET'S WORK TOGETHER

Whether you're a brand, business, guest, or strategic partner,
we're always open to meaningful collaborations.

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