

MOMumental Empire®

◆ THE FOUNDING PARTNER ISSUE ◆

VOL. II · NO. 01 · FOUNDING PARTNER ISSUE

PORTRAIT · ERIKA HANAFIN AUSTRIA

# The women brands miss.

*Rebuild Everything That Matters.®*

*High-agency women reading for frameworks, not fluff. An owned authority audience of ~63,000 across Substack + Instagram — and a 33% open rate that beats the newsletter benchmark by 50%. First-to-market inventory. Pick your category before a competitor does.*

Hosted by *Erika Hanafin Austria*

FOUNDER, MOMUMENTAL MOMENTS® · CO-FOUNDER, NEONID · FORMER CEO, HEYMAMA  
FEATURED IN FORTUNE · ADWEEK · 2x TOP 50 WOMEN LEADERS, VIRGINIA

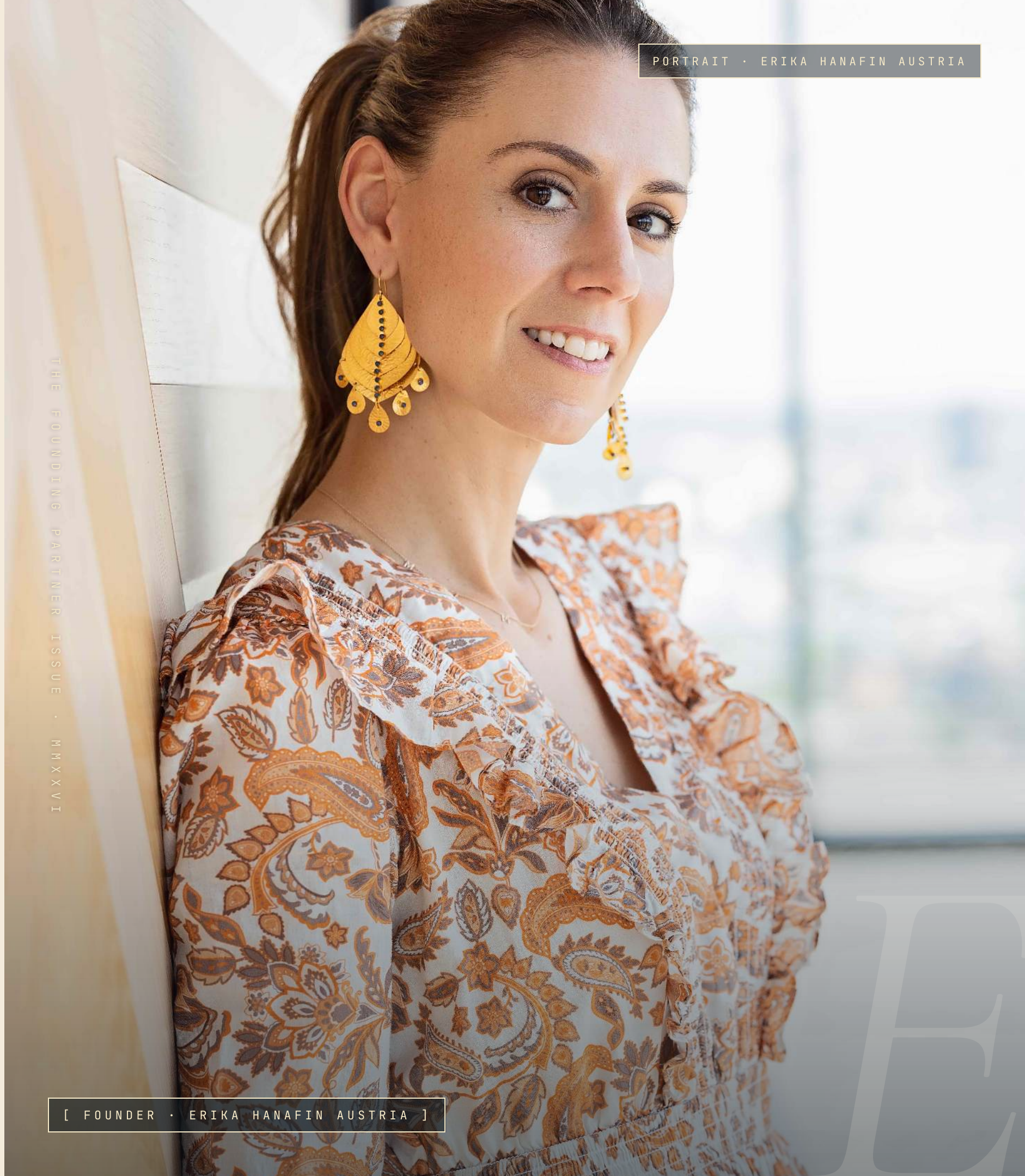
BRAND MEDIA KIT ·  
2026

NYC · 2026

ISSUE No. 01 / 08

THE FOUNDING PARTNER ISSUE · MXXXVI

[ FOUNDER · ERIKA HANAFIN AUSTRIA ]



§ 01 - THE BRIEF

# For brands *who want to reach her, not rent her.*

# 01

You can buy reach anywhere. You cannot buy the voice of a former CEO, 5x-acquired operator, and trusted editor who wakes up 55,866 Substack subscribers and tells them what's worth their time.

THESIS • I

## Owned, not *rented.*

An email-first, algorithm-resistant platform. Sponsor the moment a high-intent reader opens her inbox, not an impression in a feed.

THESIS • II

## Trust *earned in public.*

A former CEO and operator writing in her own voice. Every brand Erika endorses gets a referral from someone her audience already trusts with their careers.

THESIS • III

## Affluent *decision-makers.*

A women-led, 35–54 core readership. US-dominant with coastal and major-metro distribution. *Income, industry, and buying-power figures are being verified via the Q2 2026 reader survey and released to Founding Partners first.*

§ ISSUE CONTENTS • 2026

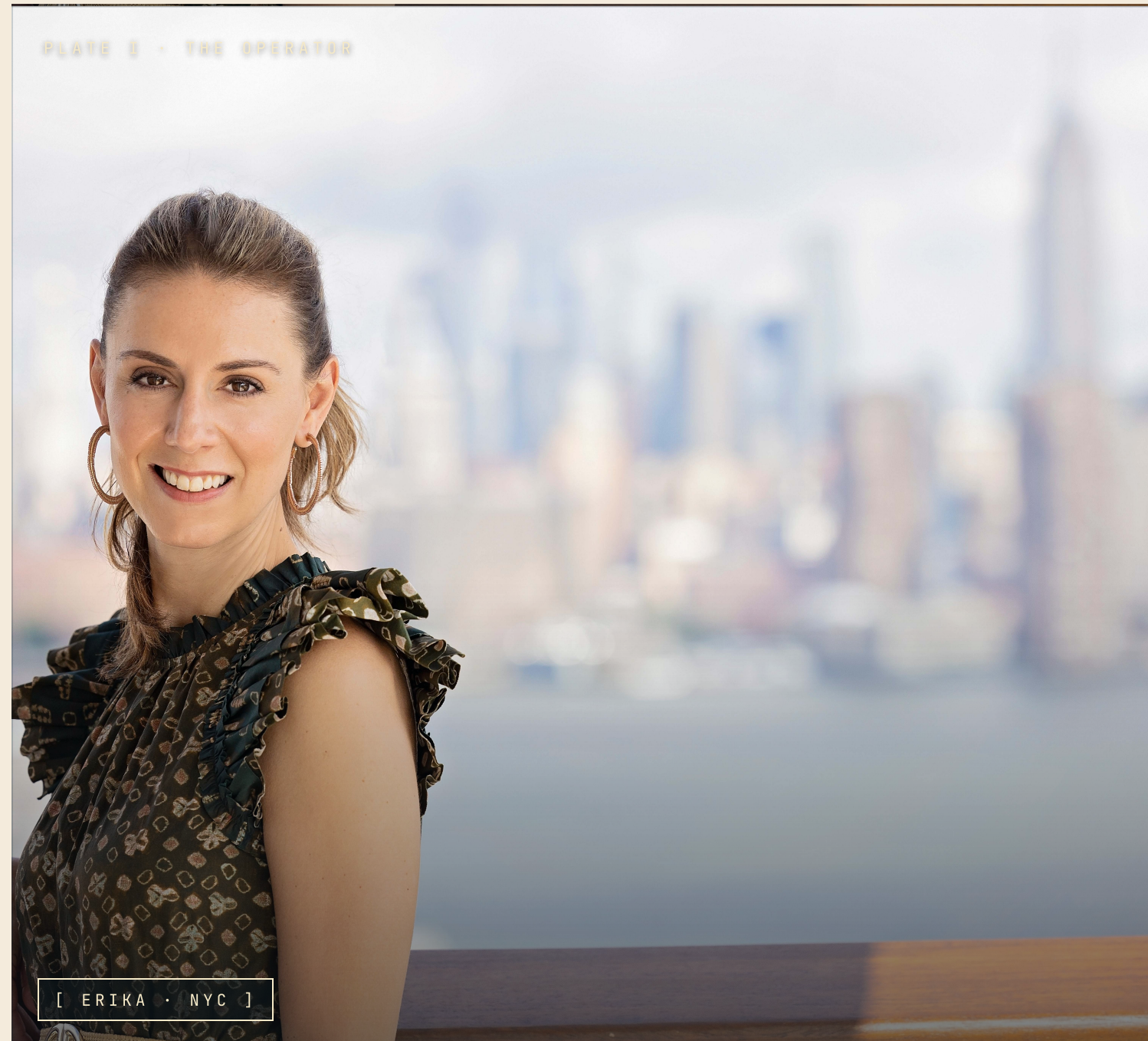
EIGHT PAGES • COVER TO CLOSE

No. 01	<i>Cover</i>	Volume II • The Founding Partner Issue. Thesis, date, audience, byline.	EDITORIAL	P. 01
No. 02	<i>The Brief</i>	The thesis and the argument for the platform.	STRATEGY	P. 02
No. 03	<i>The Operator</i>	Erika's bio, the Empire at a glance, signature pillars.	PROFILE	P. 03
No. 04	<i>The Audience</i>	Who actually reads her — demo, psycho, industry, seniority, buying power.	SEGMENTATION	P. 04
No. 05	<i>Reach &amp; Signal</i>	Channel mix, growth curve, benchmark performance vs. category.	PERFORMANCE	P. 05
No. 06	<i>Why Partner</i> • The ROI Case	Four commitments every Founding Partner gets, and how we measure.	ROI	P. 06
No. 07	<i>The Founding Opportunity</i>	Be first in the book. Why now, what you get, and how it compounds.	POSITIONING	P. 07
No. 08	<i>The Packages</i> • Contact	Three partnership tiers with fixed pricing and a direct line to Erika.	RATE CARD	P. 08

§ 02 - THE OPERATOR

# The Empire *at a Glance.*

# 02



§ THE VOICE BEHIND THE PLATFORM

## Erika Hanafin Austria

FOUNDER, MOMUMENTAL MOMENTS® · CO-FOUNDER, NEONID · FORMER CEO, HEYMAMA

A writer, speaker, and operator who has been *part of five acquisitions and built companies from zero to exit*. She led HeyMama as CEO through two acquisitions, co-founded NeonID to bring personality science to identity and leadership, and founded MOMumental Moments®. She writes *MOMumental Reinvention* — a Substack with 55,866 subscribers and a 33% open rate. She's a 2× Top 50 Women Leader in Virginia, featured in *Fortune* and *AdWeek*, and speaks on leadership, reinvention, and the ambition gap women face after motherhood.



<p>PILLAR · I</p> <p><i>Reinvention.</i></p> <p>The architecture of becoming again — after loss, disruption, or divorce.</p>	<p>PILLAR · II</p> <p><i>Leadership.</i></p> <p>Operator playbooks from 20+ years building, selling, and scaling startups.</p>	<p>PILLAR · III</p> <p><i>Identity.</i></p> <p>Personality science + brand science via co-founded NeonID.</p>
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## Rebuild Everything That Matters.®

THE SLOGAN · THE EMPIRE · THE MOVEMENT

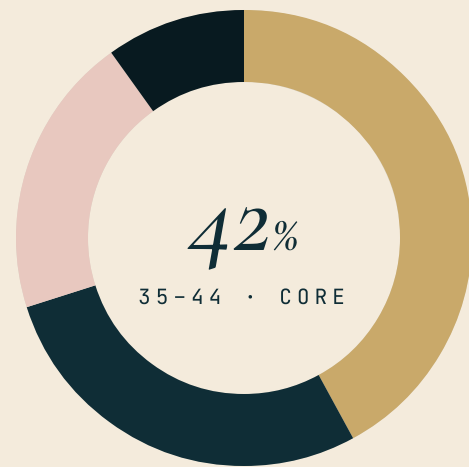
“ I've sat on both sides of the partnership table — as the CEO buying, and as the voice selling. I know what good looks like. ”

§ 03 - THE AUDIENCE

# Who's *actually* reading her.

03

Professional, educated women in mid-life reinvention. *Email-first readers who show up by name.* The numbers below come straight from platform analytics — not vibes.

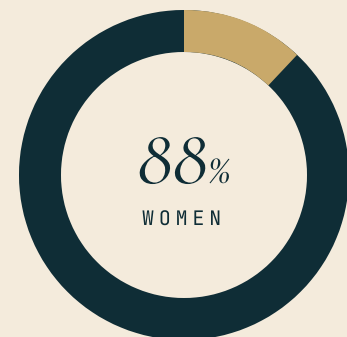


§ AGE DISTRIBUTION

35-44	42%
45-54	28%
25-34	20%
55+	10%

70% CORE • AGES 35-54 • PEAK BUYING YEARS

§ GENDER



88% WOMEN • 12% MEN

§ HOUSEHOLD INCOME

◆ DATA PENDING

*Reader HHI survey underway Q2 2026.*

Verified income figures will be shared with *Founding Partners first* — before public distribution. Directional signal: Substack + IG authority account skews professional, 35-54, US-dominant.

§ READER SELF-IDENTIFICATION

FOUNDER / OPERATOR	80%	Top
SENIOR IC / LEADER	65%	High
CAREER RE-INVENTOR	55%	High
COACH / CONSULTANT	40%	Med
CREATIVE / WRITER	30%	Med

SOURCE • INFERRED FROM SUBSCRIBER SELF-DESCRIPTION • DIRECTIONAL PENDING Q2 '26 SURVEY

§ WHERE SHE SHOWS UP

55,866 SUBSTACK SUBSCRIBERS	7,794 @ERIKAHANAFIN • IG AUTHORITY
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~63,000 OWNED REACH • SUBSTACK IS THE HERO CHANNEL

§ GEOGRAPHY

UNITED STATES	82%
INTERNATIONAL	18%

Core US markets include *New York, Washington D.C., Los Angeles, San Francisco, Boston, Chicago, and Atlanta.* Market-level percentages verified from Substack subscriber geo export and released to Founding Partners first.

SOURCE • SUBSTACK SUBSCRIBER GEO EXPORT, Q2 2026

§ PSYCHOGRAPHIC PROFILE

*She's the high-agency woman in her late thirties to early fifties. A founder, operator, or senior leader rebuilding her second act. She reads for frameworks and shares with her inner circle.*

- ◆ High-agency, *holds the budget*
- ◆ Mid-life reinvention • *35-54 core*
- ◆ Reads for *frameworks, not fluff*
- ◆ Paid-tier ready: *\$7-\$150/yr*
- ◆ Founder, operator, or senior leader
- ◆ Mother, often blended family
- ◆ Spends on coaching, courses, books
- ◆ Shares with her inner circle

§ 04 - THE PERFORMANCE

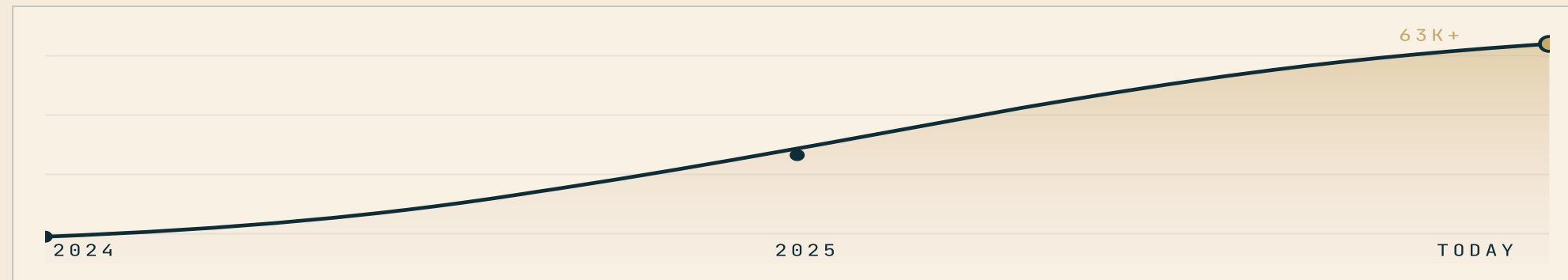
# Reach & Signal.

# 04

A growing, owned audience across Substack and Instagram — with a 33% open rate that outperforms the newsletter category benchmark by 50%.

§ OWNED AUDIENCE · 2024 → 2026

↑ -63,000 combined



NEWSLETTER · MOMUMENTAL REINVENTION

[momumentalreinvention.com](https://momumentalreinvention.com)

## 55,866

SUBSCRIBERS · 33% OR

The flagship. *Long-form essays · 10+ min reads.*

PRIMARY CHANNEL FOR SPONSORED INTEGRATIONS

THE AUTHORITY · IG + LINKEDIN

[@erikahanafin](https://www.instagram.com/erikahanafin)

## 7,794

FOLLOWERS · US-DOMINANT

B2B positioning · *speaking leads · press.*

PRIMARY CHANNEL FOR BRAND + PARTNERSHIP INQUIRIES

◆ NOT INCLUDED IN PARTNERSHIP REACH

### Empire Community Account

REBUILD IN PROGRESS · 2026

A dedicated community-facing IG is being rebuilt from the ground up. *Not counted in Founding Partner reach figures.*

LAUNCHES POST-Q2 · UPSIDE ONLY

|| 33% open rate against a newsletter category average of 22%. +50% above benchmark, sustained over 18 months.

OPEN RATE	CATEGORY AVG	FORMAT	SUBSTACK CORE	COMBINED REACH
33%	22%	10+	55,866	~63K
+50% VS. CATEGORY	NEWSLETTER BENCHMARK	MIN READ · LONG-FORM	SUBSCRIBERS · HERO METRIC	OWNED · EMAIL + IG

§ 05 - WHY PARTNER

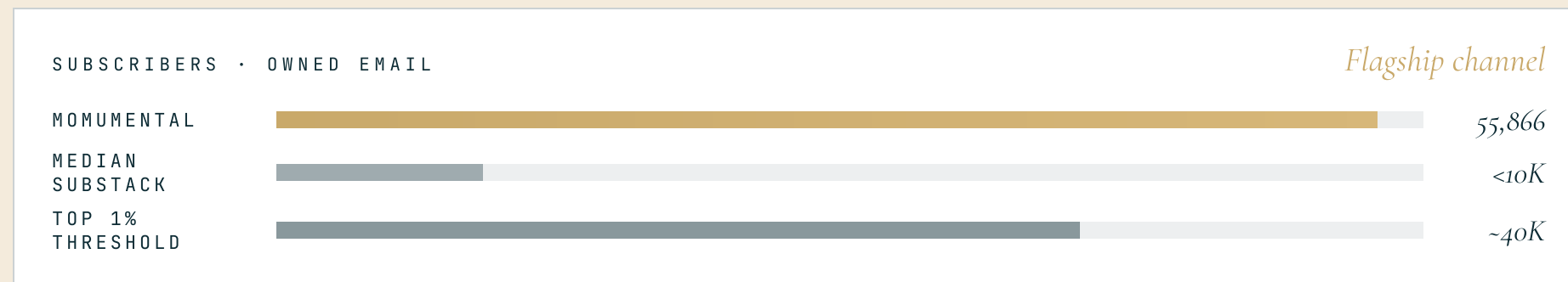
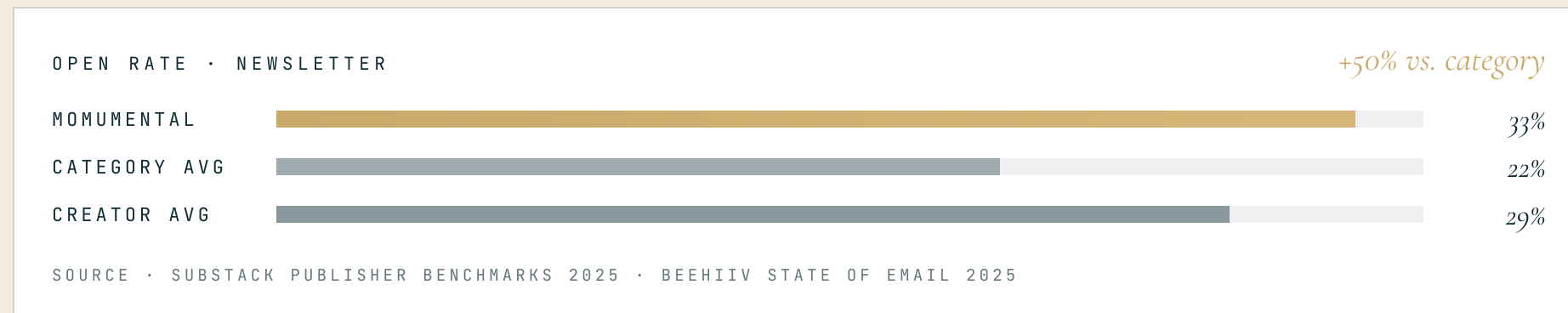
# The *ROI case* for sponsoring Erika.

# 05

Four commitments every Founding Partner should see before the brief — and the standards behind them. *Every integration is performance-tracked, UTM-stamped, and reported on a branded dashboard.*

<p>COMMITMENT • I</p> <h2>1.5x</h2> <p><i>Open rate vs. category.</i></p> <p>A verified 33% open rate against a 22% newsletter benchmark — a <i>clean 1.5x multiplier on every send</i>. Your essay lands in an inbox that actually opens.</p> <p>SOURCE • SUBSTACK ANALYTICS • MAILCHIMP 2025</p>	<p>COMMITMENT • II</p> <h2>10+</h2> <p><i>Minute read time.</i></p> <p>Every MOMumental essay is long-form and host-voiced. Your integration lives inside sustained attention — <i>not a feed-scroll impression</i>.</p> <p>SOURCE • MOMUMENTAL EDITORIAL STANDARD</p>	<p>COMMITMENT • III</p> <h2>100%</h2> <p><i>Owned distribution.</i></p> <p>Email-first and algorithm-resistant. Your integration lands in an inbox, not a ranking — <i>and we guarantee the send</i>.</p> <p>SOURCE • PLATFORM-DIRECT • EMAIL + WEB</p>	<p>COMMITMENT • IV</p> <h2>72h</h2> <p><i>Reporting turnaround.</i></p> <p>A branded performance dashboard within 72 hours of campaign close — <i>opens, CTR, UTM traffic, and brand-lift pulse</i>. You see what we see.</p> <p>SOURCE • MOMUMENTAL PARTNER STANDARD</p>
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§ THE BENCHMARK RECEIPTS



§ HOW WE MEASURE

Every partnership ships with a branded dashboard. You see what we see — within 72 hours of campaign close.

- *Opens, CTR, clicks by link.* Per-send, from Substack Analytics.
- *UTM-tagged destinations.* Traffic + conversion from your GA.
- *Social reach + engagement.* Impressions, saves, shares from @erikahanafin.
- *Brand-lift pulse.* Optional reader survey on Founding Partner packages.

§ OUR GUARANTEES

- ◆ *Send guaranteed.* *If the essay doesn't ship, you don't pay.*
- ◆ *50,000 email deliveries* minimum per essay · confirmed in Substack Analytics within 24h · *make-good send if we miss.*
- ◆ Category exclusivity on Founding Partner tier.
- ◆ Approval on every word · *two revision rounds.*

§ 06 - THE OPPORTUNITY

# The *founding* opportunity.

# 06

Three partnership shapes we're opening for the first time. *Clean slate. Category exclusivity. Co-built with the first brands in the door.*

SHAPE • 01 • ESSAY INTEGRATION

## Long-form.

HOST-VOICED SPONSORED ESSAY

*Your brand, inside 10+ minutes of sustained attention.*

*For brands that want.* A considered placement in a high-trust long-form essay — not a feed-scroll impression.

*What it looks like.* One host-voiced Substack essay · UTM-tagged links · Substack Notes cross-post · branded 72-hour dashboard.

55,866 SUBSCRIBER REACH	33% AVG. OPEN RATE	10+ min READ TIME
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SHAPE • 02 • SERIES PARTNERSHIP

## Multi-essay.

SIX-WEEK EDITORIAL SERIES

*Show up across the arc of a reader's reinvention.*

*For brands that want.* Sustained presence with the same high-agency reader — across three essays and adjacent social.

*What it looks like.* 3 sponsored essays · @erikahanafin amplification · optional reader-survey brand-lift pulse · category adjacency protected.

3x ESSAY SENDS	6 wk CAMPAIGN WINDOW	1 CATEGORY / WINDOW
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SHAPE • 03 • FOUNDING PARTNER

## The annual.

YEAR-LONG CATEGORY LOCKUP

*Own the category — the whole year. Only one seat.*

*For brands that want.* To be the brand this audience associates with a category for all of 2026 — locked, exclusive, co-built.

*What it looks like.* Quarterly essay integrations · category exclusivity · co-built bespoke moment (summit, guide, or live) · branded dashboard.

4x ESSAY INTEGRATIONS	12 mo EXCLUSIVITY WINDOW	1 of 4 FOUNDING SEATS · 2026
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01 • BRIEF

*Align the narrative.*

30-min kickoff · brand, audience, KPI, no-go list.

02 • DRAFT

*Erika writes, you shape.*

Host-voiced draft in 7 days · two revision rounds.

03 • SHIP

*Send, post, record.*

Coordinated across email · Substack Notes · IG same week.

04 • MEASURE

*Branded dashboard.*

Live within 72 hours · full report at Day 14.

05 • RENEW

*Expand what works.*

Quarterly review · renew, expand scope, or close the loop.

§ 07 — PARTNERSHIP

# Three ways to partner.

# 07

Fixed tiers with transparent pricing. *Founding sponsors locked through 2026.* Custom scope available on request.

§ AS SEEN IN

Fortune | AdWeek | WUSA 9 | WDBJ 7 | DC NEWS NOW | Fierce Lab

TIER · I · ESSAY

## The Essay

\$4,500 / ESSAY

- ◆ One host-voiced sponsored essay · *55,866 subscribers.*
- ◆ Dedicated & in-essay variants both available.
- ◆ UTM-tagged links · two revision rounds.
- ◆ Branded performance dashboard · 72-hr live.
- ◆ Cross-post to Substack Notes day of send.
- ◆ Usage rights · 90 days paid amplification.

IDEAL FOR TESTING THE CHANNEL · 3-WEEK LEAD

MOST CHOSEN

TIER · II · INTEGRATED

## The Integration

\$18,000 / CAMPAIGN

- ◆ 3 sponsored essays over 6 weeks · *Substack + email.*
- ◆ Dual-account IG + LinkedIn series · 4 posts.
- ◆ Substack Notes thread day-of · *pinned 48h.*
- ◆ Branded dashboard + mid-flight optimization call.
- ◆ Reader-survey brand lift · pre / post.
- ◆ Category exclusivity during the flight.
- ◆ Usage rights · 6 months paid amplification.

FAST ROI READ ACROSS CHANNELS · 4-WEEK LEAD

TIER · III · FOUNDING

## The Founding Partner

\$60,000 / YEAR · LIMITED

- ◆ Annual category exclusivity · *first 4 only.*
- ◆ 4 sponsored essays · quarterly cadence.
- ◆ Quarterly bespoke co-built moment · *summit, guide, or live.*
- ◆ Two keynote or event activations included.
- ◆ Co-created long-form · *report, guide, or series.*
- ◆ Quarterly strategy reviews with Erika directly.
- ◆ Named as Founding Partner across properties.

STRATEGIC PARTNERSHIP · 6-WEEK KICKOFF

“

*The Founding Partner Issue opens four category-exclusive seats for 2026. Co-built. Year-long. Locked before we go public.*

— MOMUMENTAL MOMENTS\* · FOUNDING PARTNER PROGRAM, 2026

BOOK A CALL

Partnerships  
· Speaking ·  
Press

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