

ENTREP RENEUR'S ENIGMA

PODCAST MEDIA KIT • 2026

Where founders get honest.

A podcast about the ups and downs of entrepreneurship — candid conversations with founders about the journey.

Hosted by Seth Goldstein • Goldstein Media

Real stories from the front lines of building.

Entrepreneur's Enigma sits down with founders and entrepreneurs to unpack the real journey — the wins, the setbacks, and the messy middle that rarely makes the highlight reel. Every episode trades hype for honesty, giving listeners something they can actually use.

1 Unfiltered journeys

Founders share what actually happened — not the pitch-deck version.

2 Practical insight

Every conversation leaves listeners with something to apply this week.

3 Built for builders

Made for early and aspiring entrepreneurs deciding their next move.

“

The ups and downs of entrepreneurship — told by the people living them.

— THE SHOW, IN ONE LINE

MEET THE HOST



Seth Goldstein

Host • Founder, Goldstein Media

A former journalist turned digital marketer, Seth launched his own agency in 2008 — right as the banking crisis hit. Great timing, right? He's been a podcast obsessive since 2005 and started making his own in 2010.

Today he runs Goldstein Media and hosts three shows — Entrepreneur's Enigma, Digital Marketing Dive, and the Podcast Mastery Podcast — plus a weekly newsletter, Marketing Junto. To say he's busy is an understatement, but he enjoys every minute of it (well — for the most part).

2008 Founded Goldstein Media

2010 Started podcasting

3 Shows hosted today

MORE THAN ONE MIC

Sponsor the show — reach the whole network.

Entrepreneur's Enigma is one of several properties Seth runs. Partners can extend a single sponsorship across an engaged, overlapping audience of marketers and founders.

PODCAST

Entrepreneur's Enigma

Founder journeys — the show you're reading about.

PODCAST

Digital Marketing Dive

Tactics and trends for modern marketers.

PODCAST

Podcast Mastery Podcast

Helping creators launch and grow their shows.

WEEKLY NEWSLETTER

Marketing Junto

Seth's marketing insights, straight to the inbox.

THE AGENCY

Goldstein Media

The digital marketing studio behind it all.

THE AUDIENCE

Who's listening

The ideal Entrepreneur's Enigma listener is a young or aspiring entrepreneur hunting for real, honest insight on how to build something of their own.

THE LISTENER

Mindset	Ambitious, curious, early in the journey
Looking for	Honest playbooks over polished success stories
Listens for	Confidence to make their next move

AUDIENCE SNAPSHOT

25–50

Core listener age

Weekly

New episodes, every Tuesday

- 1 United States
- 2 Japan
- 3 Philippines

Top countries

2021

On air since

BY THE NUMBERS

The reach behind the mic

A steadily growing audience of founders and marketers — with 335+ episodes and momentum still building.

1,000

Monthly downloads

335+

Episodes published

+45%

Growth, last 6 mo.

SOCIAL & NEWSLETTER FOLLOWING

630

Instagram

8,600

LinkedIn

115

YouTube

2,000

Marketing Junto · newsletter

GUESTS & HIGHLIGHTS

Voices worth hearing

A few of the notable names who've joined Seth to share their story on the show.



Guy Kawasaki

Author & Evangelist, Canva

*One of Apple's original evangelists
and author of 15 books.*



Rand Fishkin

Co-founder, SparkToro & Moz

*Digital-marketing royalty — founder
of Moz, now SparkToro.*



Mark Schaefer

Author, Speaker & Consultant

*Globally-recognized marketer behind
the {grow} blog.*



Evo Terra

OG Podcaster

*One of the first-ever podcasters and
an industry voice.*

WHAT PEOPLE ARE SAYING

Trusted by the people we make it for.

5.0



Average rating

Across 42 ratings on Apple Podcasts

What I appreciate most is the honesty. These aren't polished highlight reels.

Speaking247 · Apple Podcasts

Short but packed with valuable information, experience and stories to help entrepreneurs succeed.

Katsu589 · Apple Podcasts

He has a unique ability to draw the most interesting parts of you out.

rcallenwriter · Apple Podcasts

Ways to work together

Flexible placements across the podcast and newsletter — simple monthly rates.

15–30 SEC

Pre-Roll

Host-read spot at the top of the episode.

\$500/mo

60 SEC

Mid-Roll

Premium host-read placement mid-episode.

\$1,000/mo

NEWSLETTER

Marketing Junto

A dedicated ad in Seth's weekly marketing newsletter.

\$1,000/mo



LET'S TALK

Let's build something your audience remembers.

Reach the founders and marketers who tune in every week. Get in touch to talk placements, dates, and custom partnerships.

EMAIL

seth@entrepreneursenigma.com

WEB

entrepreneursenigma.com

NEWSLETTER

marketingjunto.com