NICOLE RYAN

SiriusXM 34M | 100K | 79K | 52K

With effortless charm and down-to-earth energy, Nicole Ryan instantly lights up any screen, stage, and studio. She first hit the airwaves as a co-host of "The Morning Mash Up" — the SiriusXM Hits 1 daily talk show frequented by today's biggest pop stars. Her breakout success spans TV, digital media, brand ambassadorship, the live-event market, and beyond. As she trail blazes a self-styled career that highlights many facets of her magnetic personality—pop culture expert, culinary enthusiast, fitness buff, wife and mom —Ryan infuses every undertaking with her sharp sense of humor and genuinely radiant presence.

HIGHLIGHTS

Radio Personality & Co-Host
SiriusXM's Hits 1 The Morning Mash Up **34M+ SUBS**

Podcast Co-host & Co-Creator
Have Kids, They Said **280K+ DL**

Moderator & Host
National Society Leadership and Success Speaker Broadcast series
1.5M+ SUBS

Guest Correspondent
Red Carpet Events, Premiers and Charity Galas including CES, Super Bowl, Grammys, Billboard Music Awards & more

Creator & Host
On Air Mom Original Content Digital Series for Awesomeness TV

Co-Host **UPCOMING**
455 Entertainment Unscripted Travel & Food Doc Series

Co-Host **UPCOMING**
Mic'd Up Moms

BRANDS

mastercard | NIVEA | TIMES SQUARE ALLIANCE | Klipsch | SAMSUNG | 360 REALITY AUDIO | p.volve FITNESS EVOLVED | Delivering Good HELPING KIDS AND FAMILIES www.Delivering-Good.org

MAIN AUDIENCE

18 - 24 year old College students
25 - 45 year old Moms
from USA, Canada & South America

2021

PRAISE

The radio station I enjoy with my kids every morning on my way to work, the radio station, where I have some of my most fun and fascinating conversations, its feel like a private confab among friends. Nicole has that natural "it" factor.

— Jimmy Fallon

With her effortless charm and down-to-earth energy, Nicole Ryan has the type of natural charisma that instantly lights up any screen, stage, or studio.

— Howard Stern

I remember my first interview with Nicole Ryan. SiriusXM Hits 1, The Morning Mash Up show helped launch my career and debut single "Tim McGraw". 15 years later, I continue to visit the station and I have watched Nicole go from that girl about town, to being a wife and mother, and build her own personal brand.

— Taylor Swift

KEY STATS

Sirius XM Hits 1 - The Morning Mash Up

11M+ *Daily Active Subscribers*
500K+ *Subscribers added per quarter*

Instagram

3% *Engagement Rate*
9K+ *Avg. Impressions per Story*
71.6% *Increase in followers per quarter*

Facebook

1.4% *Engagement Rate*
9K+ *Avg. Impressions per Story*

Twitter

21K+ *Monthly impressions*
0.7% *Engagement Rate*

*2021 Statistics from Social Media platforms

With Khalid on SiriusXM's Hits 1 The Morning Mash Up

With Ken Downing at Delivering Good Charity Gala

Nicole's Family

With JB Smoove at Rolling Stone Super Bowl Event

Aimsley MANAGEMENT GROUP

AIMEE BERGER
+1 917 951 3645
Aimee@AimsleyMgmt.com

225 E 34th St. Suite 8J,
New York, New York 10016
www.AimsleyMgmt.com

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