

2023
MEDIA KIT



DNA
SURPRISES

WITH ALEXIS HOURSELT

**Imagine spitting into a tube, sending
off your DNA, and unknowingly
turning your life upside down.**

**This podcast shares the journeys of
people who were shocked by a DNA
discovery, mostly through modern
DNA testing.**



ABOUT DNA SURPRISES

HOW A SIMPLE TEST REVEALS FAMILY SECRETS

With the increase in **consumer DNA testing** (a \$10 billion industry), more and more people discover new truths about themselves and their families every day.

It's estimated that **5 percent** of the population has misattributed parentage--one or both of an individual's parents are not biologically related despite what they've believed their entire lives. These experiences are called **NPEs** (non-paternal or non-parental events), and the people who experience them are called NPEs, too.

But NPEs aren't the only DNA surprises. From **donor-conceived people** finding half-siblings to **adoptees** reuniting with their birth parents to test-takers discovering new **cultural identities**, there are many shocking outcomes to consumer DNA testing.

BY THE NUMBERS



3%

Percentage of adoptees who do not know they are adopted



16M

Number of Americans who have misattributed parentage



82%

Percentage of donor-conceived people who want to find their donors

ANALYTICS

PLAYS



140k+ all time
15k+ monthly
3k+ weekly

2.5K+



SOCIAL MEDIA FOLLOWERS

64

EPISODES & COUNTING



WEEKLY EPISODES
12 EPISODES PER SEASON
3 SEASONS PER YEAR
+ BONUS EPISODES

2K+



SUBSCRIBERS

TOP EPISODES



**DNA
SURPRISES**

WITH ALEXIS HOURSELT

**S2
E12**

JENNIFER'S
DNA SURPRISE

**S4
E7**

SCARLETT'S
DNA SURPRISE

**S4
E12**

SAM'S
DNA SURPRISE

**S4
E10**

STACY W'S
DNA SURPRISE

**S2
E11**

KRISTIN H'S
DNA SURPRISE

AUDIENCE

Most people start listening to DNA Surprises after taking a commercial DNA test and uncovering a family secret.

GENDER

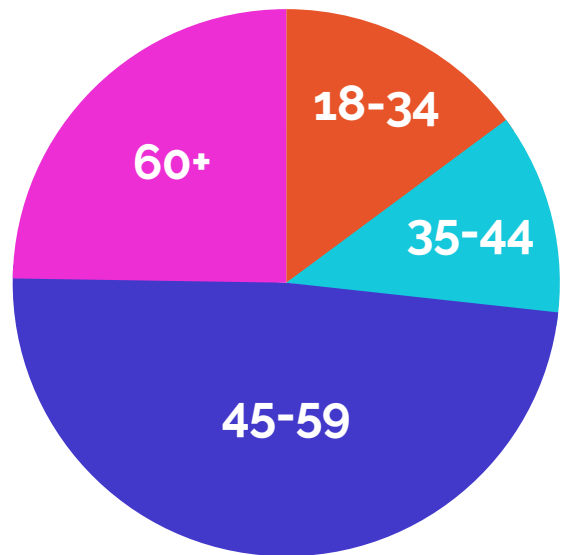


80%
WOMEN



20%
MEN

AGE



TOP LOCATIONS

1. United States (**74%**)
2. Canada (**10%**)
3. Australia (**5%**)



Listeners in 41 countries.

WHAT PEOPLE ARE SAYING



“ The stories Alexis shares with us help us, NPEs, know we are not alone. She asks the questions we all have. She shows such love and grace as people share their journeys. Listen if you are a NPE or if you have a NPE in your life. ”

“ This podcast has moved me in ways I did not think possible. I have laughed and cried with the storytellers. I am not an NPE, but I have learned so much through these shared experiences. I commend these storytellers for their courage and tenacity. Alexis is a perfect host. ”



“ Alexis' podcast quickly became my favorite. She always asks the best questions and really lets her guests share what they want and how they want. Alexis is warm, kind and understanding. ”

MEET ALEXIS

FOUNDER + HOST + PRODUCER

In July of 2021, **Alexis Hourseit** received her Ancestry DNA kit results. To her shock, she discovered that the man she'd called "Dad" for 35 years was not her biological father.

She'd unknowingly joined a community of **NPEs**, people who have experienced **non-paternal events** or learned their biological parents were "**not parent expected.**"

Alexis also learned through her DNA testing kit results that she is not a multi-ethnic Mexican woman, as she'd believed, but African American. These two discoveries caused a **complete upheaval of her identity.**



Alexis created DNA Surprises to provide a space for NPEs, DCPs, and adoptees (and their families) to find comfort in the stories of those who are on similar journeys. She also aims to raise awareness of DNA surprises and ultimately create more openness and honesty around parentage.

Since her discovery, **Alexis has become a prominent voice** in the DNA surprise community, advocating for truth, transparency, and healing.

LET'S WORK TOGETHER!

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LISTEN ON ALL MAJOR STREAMING PLATFORMS.