



Shipping Podcast

MEDIA KIT 2018

Shipping in a new media channel



Lena Gothberg is the founder & host of the Shipping Podcast, the only podcast dedicated to sharing our passion for the shipping industry with the rest of the world!

Episodes of the Shipping Podcast feature interviews with the most respected and fascinating people in the shipping industry.

Every day, the Shipping Podcast reaches an engaged audience, people who listen to the Shipping Podcast on demand - in their homes, commuting to work or as they travel the world.

The beauty of a podcast is that each episode goes beyond the computer, to everyone with a mobile device - and into their head.

Shipping Podcast

LISTENERS IN 166 COUNTRIES



Shipping Podcast

EVERY OTHER FRIDAY



APPLE PODCAST RATING

July 31st, 2015

FIRST AIR DATE

5,000+ downloads/month
and counting



Professionals in the shipping industry literally make the world go around. Strong characters with fascinating stories very cool jobs.

Shipping Podcast



Founder, Host & Producer,
Lena Gothberg
has met more than 100 of them



Shipping Podcast

Content spread through social media networks like Facebook, Instagram and Twitter alongside traditional web marketing.

It's freely available on the web for downloads from Apple Podcast, Stitcher (Android) & Spotify.



2,700+ FOLLOWERS



The Shipping Podcast with
Lena Gothberg
www.shippingpodcast.com

LISTENER LOVE

IAIN, CANADA:

I've been listening to this podcast for a few months now. The format is one on one, Lena and an interesting guest from the shipping world. The conversation takes interesting twists and turns and it's always a learning experience. I'll be continuing to listen and share. Good job Lena!

EDGAR, GUATEMALA:

A good source for insights on the shipping industry and good interviews with high profile experts..

MITCH AUSTRALIA:

Insightful, interesting and inspiring leader conversations.



KENDALL, AUSTRALIA:

So grateful for this podcast and the clever work of Lena in creating it. I am a maritime law student and I listen every week for the practical insight every one of Lena's guests brings. Awesome!



GEOJAINIE, USA:

This podcast is very interesting, well done, and the hostess really knows her business and does her homework. Myself, I am completely unfamiliar with this industry, and it is so fascinating to hear the inside people discussing such a vital industry.



Shipping Podcast

Yes, we are assuming responsibility for raising the profile of the shipping industry and want to advertise through this intimate form of communication!

Editorial content
cannot be bought

Mentioning in the episode
Logo on website
Logo on Facebook
Mentioning on Twitter

USD 2,000/episode

Partner =
minimum 5 episodes
Emphasizing how
forward thinking the
partner is, everywhere

USD 9,500



email: hello@shippingpodcast.com

twitter: [@shippingpodcast](https://twitter.com/shippingpodcast)





Shipping Podcast



Trademark for podcast-listeners = loyalty

**The Shipping Podcast is downloaded in
166 countries around the world,
mostly in "maritime hubs"**

Top 10 countries

- | | |
|------------------|--------------------|
| 1. Sweden (20 %) | 6. Germany |
| 2. USA | 7. China |
| 3. UK | 8. the Netherlands |
| 4. Norway | 9. Spain |
| 5. Denmark | 10. Canada |

