

Lena Gothberg is the founder & host of the Shipping Podcast, the voice for the maritime industry.

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.



**LISTENERS IN 180+ COUNTRIES**



**SHIPPING**  
**podcast**

**VOICES FROM THE MARITIME INDUSTRY**

## **MEDIA KIT 2021**

**Shipping in a new media channel**



# Shipping Podcast

EVERY OTHER FRIDAY



APPLE PODCAST RATING

FIRST AIR DATE:  
July 31, 2015

7,000+ downloads/month  
and counting



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



VOICES FROM THE MARITIME INDUSTRY

155 episodes released

New episode every other Friday

Newsletter released every other Friday

@ShippingPodcast on twitter: 3,716 followers

@LenaGothberg on twitter: 5,562 followers

@ShippingPodcast on Instagram: 1,265 followers



# 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, in the  
newsletter and on the  
Facebook Page.  
Mentioning on Twitter  
USD 2,000/episode

Partner =  
minimum 5 episodes  
Emphasizing how  
forward-thinking the  
partner is, everywhere  
USD 9,500



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[www.shippingpodcast.com](http://www.shippingpodcast.com)





# Shipping Podcast



## Trademark for podcast-listeners = loyalty

The Shipping Podcast is downloaded in 180+ countries around the world, mostly in "maritime hubs"

### Top 10 countries

- |            |                |
|------------|----------------|
| 1. USA     | 6. Germany     |
| 2. UK      | 7. Australia   |
| 3. Norway  | 8. Canada      |
| 4. Sweden  | 9. Netherlands |
| 5. Denmark | 10. Singapore  |

