

THE
ADM
AUSTRALIAN DEFENCE MAGAZINE
SERVING THE BUSINESS OF DEFENCE
PODCAST



WHAT'S INCLUDED IN AN **ADM** PODCAST PACKAGE?



PAID PODCAST

A 20-30 minute podcast with 1-3 of your team members recorded remotely online with the ADM team and published on a Wednesday;

ADM will produce an EDM announcing the release of the podcast on the following Monday and send it to over 7,000 subscribers;

Inclusion of the podcast in all ADM newsletters (four newsletters sent per week) for two weeks, plus promotion through ADM social media channels (Twitter, LinkedIn with 15,000+ combined followers).

Our editorial team will conduct pre-podcast engagement with your team members on discussion points and provide a draft list of questions prior to recording.

\$6,500 + GST.

SPONSORED PODCAST

- 1** A verbal tag of your company in the intro and outro of the ADM Podcast
- 2** A 30-60 second spoken word message naturally inserted into the ADM Podcast
- 3** Inclusion of the podcast in all ADM newsletters (four newsletters sent per week) for two weeks, plus promotion through ADM social media channels (Twitter, LinkedIn with 15,000+ combined followers).

\$2,500 + GST.

The podcast is hosted on our site (australiandefence.com.au) and also distributed through podcast providers including iTunes, Google Play, Deezer, Spotify plus an RSS feed.

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