

Sailing in the Mediterranean and Beyond: Sponsor Media Kit

6/17/2019

What is Sailing in the Mediterranean and Beyond podcast

The *Sailing in the Mediterranean and beyond* podcast is the oldest continuously running sailing podcast.

The host, producer and interviewer of this podcast is Franz Amussen. Franz is an avid long-time racing and cruising sailor who built his own boat and then in 1997 sailed it across the Atlantic into the Mediterranean. Some of the episodes of the podcast are from Franz's own experiences in sailing the Mediterranean including tips and techniques that he has learned over the years, other episodes are interviews with guests who have either sailed in the Mediterranean (and Beyond) or have knowledge of interest to those who wish to become cruising sailors. By cruising sailors we also include those who wish to take a week or two vacations to charter either a bareboat or a fully crewed boat.

Most of the episodes run about 60 minutes but the host takes whatever time is needed to fully explore the topic. Many interviews are broken up into multiple episodes because the Host does not want to go much longer than one hour.

This podcast audience primarily consists of passionate current sailors, wistful armchair sailors, and those getting ready to live their dream of sailing and who wish to learn about sailing.

The first podcast came out on January 23, 2012. Since then, until now, there has been 190 new episodes.

As of this date there have been 416,000+ downloads of the podcast.

This is a worldwide Podcast and it reaches most countries, the top countries are;

USA

Great Britain

Australia

56% of our listeners are 45-54 years old 43.33% are 55-64

68.1% are Men and 38.2 Women

In the past episodes have come out whenever Franz has found a topic which he thinks will be of interest to his listeners. Going forward Franz has the intention of releasing one podcast per week.

Community

The *Sailing in the Mediterranean and beyond* podcast has very strong community involvement. Many of the topics which are covered in the episodes are topics suggested by listeners. In addition there are a handful of listeners who regularly contribute to the production of new episodes often as guests relating their expertise or interviewing subject matter experts on their own. There are also a handful of listeners

who have chosen to become patrons of the podcast and donate a small amount each month to keep the podcasts going.

This podcast has a presence in LinkedIn, Twitter and Facebook.

Who should be interested in sponsoring this podcast?

Those who wish to specifically target the highly affluent boating community. In 2016 the recreational boating market in the United States alone amounted to 36 billion dollars (1)

This should include:

Yacht charter companies

Water sports apparel companies

Boat equipment manufacturers

Boat Safety Equipment Suppliers

Sail Makers

Boat accessory companies such as eyeglasses, hats, etc,

Boat Builders

Travel Agencies

Advertising Agencies

Media Offer and Pricing

All podcast advertising is evergreen marketing. These podcasts will be downloadable and available as long as this Podcast continues to exist. Podcast sponsorship is a form of advertising that lends itself to Brand Building and Maintenance

We are offering only four 60 second sponsor advertisements per podcast episode.

These advertisements may either be a prerecorded script read by Franz or a pre-produced advertisement produced by the Sponsor.

Or the Host will talk about your product in a casual manner with his personal recommendation- but only if you get through our screening process for Sponsors.

In addition to the advertising for sponsors of at least 20 adds one podcast episode will be allocated to you for an interview. This will allow you to talk about your company and services. This is intended to provide our audience information which is accurate about your company not simply a promotion or advertisement.

There is a minimum buy in of 4 Sponsor advertisements.

For Pre-recorded advertisements: See Price Schedule

For the Host to talk about and recommend your product: See Price Schedule

Display Art and Links to the Sponsors website landing page will be placed in the Podcast Post show notes.

Also all Sponsors will get a logo art link in the "Sponsor" Page at the website during the calendar Year when they are sponsors.

Podcast Sponsor Advertising Schedule		
For Sailing in the Mediterranean and beyond podcast		
Pre-Recorded Advertisements		
# of Episodes	Price per Add	Terms
1-3	N/A	
4-10	\$ 100.00	Prepaid
10-20	\$ 95.00	Prepaid
20-30	\$ 90.00	Prepaid
30-40	\$ 80.00	Prepaid
40-100	\$ 60.00	1/2 prepaid balance after 1/2 aired
101-1000	\$ 50.00	1/2 prepaid balance after 1/2 aired
Advertisements where the Host will talk about and recommend your product		
# of Episodes	Price per Add	Terms
1-3	N/A	
4-10	\$ 120.00	Prepaid
10-20	\$ 110.00	Prepaid
20-30	\$ 95.00	Prepaid
30-40	\$ 85.00	Prepaid
40-100	\$ 70.00	1/2 prepaid balance after 1/2 aired
101-1000	\$ 60.00	1/2 prepaid balance after 1/2 aired

Banner Adds

Podcast sponsors of at least 20 episodes will receive a free banner add during the time their adds are running in the podcast. We are selling twelve and only twelve; banners in the 234 x 60 size on our right margin. Some of these adds will be taken by podcast sponsors, whatever we have left after those sponsors will become available on a first come first serve basis.

We standardized on 234 x 60 because it will create a uniform look to the blog and allow all advertisers reasonable exposure.

From the top of the page to bottom the rates are as follows per month these adds are only sold on a 12 month contract prepaid.

\$100, \$100, \$100, \$95, \$95, \$90, \$85, \$80, \$75, \$70, \$65, \$60

Becoming a Sponsor

First let me say we see sponsorships on our site as a true endorsement. Hence we will NOT accept all sponsors (THIS IS NOT A MARKETING PLOY WE DO AND WILL CONTINUE TO TURN DOWN SPONSORS THAT DON'T MEASURE UP), We will not accept any advertiser unless we are willing to vouch for your company and your product. **We are not in the advertising business at Medsailor.com we are in the business of serving our listeners.**

To inquire further please write franz1@medsailor.com

(1) <https://www.statista.com/statistics/209293/retail-volume-of-the-recreational-boating-market/>