

THE
ADM
AUSTRALIAN DEFENCE MAGAZINE
SERVING THE BUSINESS OF DEFENCE
PODCAST



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



- 1** A 20-30 minute podcast with one or two of your team members recorded remotely online with the *ADM* team;
- 2** An EDM announcing the release of the podcast (usually done on a Wednesday) and sent to over well-over 8,000 email addresses;
- 3** Four weeks of newsletter banners in both our premium newsletter *Defence Week Premium* in both HTML and PDF on Thursdays and *Defence Headlines*, our Tuesday offering in HTML;
- 4** Inclusion of the podcast in all *ADM* newsletters (two newsletter sent per week) for four weeks;
- 5** Promotion of the podcast on all *ADM* social media channels (Twitter, LinkedIn and YouTube).

The podcast is hosted on our site, australiandefence.com.au and also distributed through podcast providers such as iTunes, Google Play, deezer, Spotify plus an RSS feed.

We cannot track the stats on those platforms with the level of granularity that maybe some would like; however we do get the listen stats i.e. how many times it was listened to across the methods available. We provide weekly reports on the listen stats but cannot provide listener names and emails for lead generation.

The price for all this is \$5,000 + GST.

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