



coracle

Your lifelong knowledge partner

ShippingPodcasts.com

Media Kit 2011

Coracle Online is a leading UK based source of professional development services to the maritime and shipping sector. Innovative use of information technology allows us to provide high quality eLearning products to a globally diverse audience.

Coracle's output includes audiobooks, iPhone apps, webinars, forums and podcasts to prepare students for professional qualifications such as the Institute of Chartered Shipbrokers and Chartered Insurance Institute via International Group of P&I Clubs.

ShippingPodcasts.com provides a series of free-to-air, downloadable audio programmes delivered by Coracle, each focussing on a particular aspect of the maritime industry ranging from Piracy to Tankers, Dry Cargo and Container Chartering Markets.

The podcasts can be used as study aids for professional exams but have also proved popular in the wider industry. The listener base continues to grow month on month.

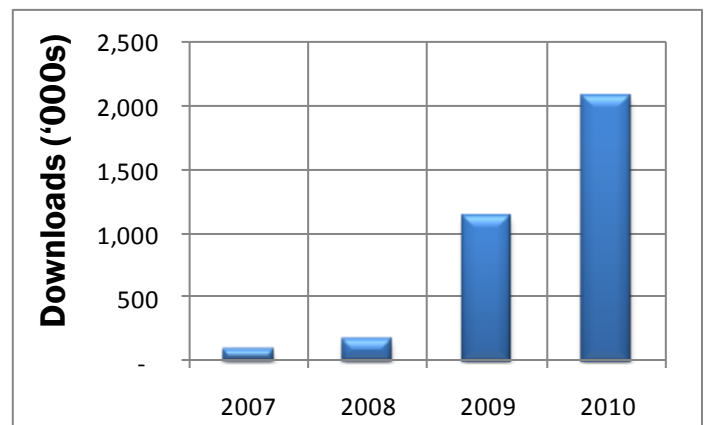


Circulation and Distribution

Coracle has released hundreds of maritime related podcasts via ShippingPodcasts.com and receives over 1000 download requests per day.

The total number of downloads as at January 2011 was over 3.3 million and counting. Statistics are published on our website and are updated daily.

Our podcasts are regularly downloaded from over 55 countries and from every continent around the world. We display an interactive map showing the location of the last 50 podcast downloads.



Audience Profile

Coracle's Shipping Podcasts audience consists primarily of professionals from the shipping and maritime industries.

Almost 90% of the audience are over 25 years old, one third are between 30 and 40 and about 25% are over 45.

Most are educated to Bachelor's level and about 40% have post graduate qualifications. Many work in decision making positions within their organisations.

The vast majority of the audience earn above the national average wage. About a third earn over £50,000 pa and one in ten earns over £100,000 pa.

Two thirds of the podcast audience listen to at least one podcast per week. One in five download at least 3 Coracle podcasts per week.

Audience members are well travelled with a third taking over five business trips a year. 90% travel for business at least once a year.

“ShippingPodcasts.com has become, in a remarkably short period of time, the established provider of free, timely and innovative reports in an audio format to the shipping industry. Its hallmarks are simplicity of access, wide range of topics, mobile phone enabled versions, relevance and the regularity of production. It provides up to date news, opinions and estimations of professionals on cargo movements and trends in the UK and worldwide markets. ShippingPodcasts.com combines the latest technology with up to date information delivered in an increasingly popular format.”

- Alan Phillips, Director ICS, June 2010

Podcast Advertising

Podcasts are downloadable audio programmes, similar to talk radio, but available as free downloads.

Podcast advertising is one of the newest forms of new media advertising and offers unique benefits including an exceptionally high level of unaided recall, surpassing TV, banner and mobile ads. An independent survey carried out for Coracle in December 2010 found that unaided recall of our previous sponsors was 50% amongst respondents. This compares well with TV advertising which averages 21%.

Despite a tendency to actively avoid other forms of advertising, podcast audiences have been shown to be highly receptive to podcast ads.

Podcasts advertising is a highly effective tool for building a brand due to regular and loyal listenership, high recall rates and reduced resistance to marketing while listening to podcasts.

Sponsoring Coracle podcasts ensures awareness and recognition of your brand among our audience of shipping professionals.

Coracle's Podcast Titles



Coracle can provide your company with a fresh approach to connecting with industry specific decision makers in an up to date manner via ShippingPodcasts.com . Our podcasts create a sense of community with our shipping audience and the value of your brand and products will be enhanced by this association through sponsorship of Shipping Podcasts.

Sponsorship Opportunity

Sponsors of ShippingPodcasts.com receive a number of benefits:

The podcast host will deliver pre-roll mention (within the first 120 seconds of podcast) of the advertiser's name, a brief description of the advertiser's product (and any special offers) and website address. A further mention and a statement of gratitude will be included at the end of the podcast.

We will display the advertiser's logo and a hyperlink to the advertiser's website within the show notes to the episode. We will also provide text and hyperlinks in email newsletters from Coracle promoting the appropriate podcast episode(s). The sponsors' information will also be included in our Weekly Digest email, which is distributed to 7,500 email addresses.

We will provide a monthly stats report to sponsors whilst their ad is live but unlike traditional online advertising, podcast sponsorship provides benefits long beyond the length of the contract. Listeners access older episodes and continue to hear our sponsors' messages. An archive of the supported episode will be maintained for at least two years with text links and logo.

Pricing

The number of episodes that an advertiser chooses to sponsor at any one time will dictate the price charged per episode.

Sponsors can choose any combination of our podcasts for inclusion of their advertisements.

As a gesture of gratitude for your support and sponsorship, we also offer a discount on Coracle courses so that you can support your staff with their development.

The level of discount will also depend on the number of episodes sponsored.

Number of Episodes	Price per Episode	Discount on Courses
5 - 20	£100	10%
21 - 50	£80	15%
51 - 100	£60	20%
101 +	Contact us for details.	

Contact Details

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