

Wholesaler Podcasts



The New Warehouse and *Material Handling Wholesaler* are bringing new podcast episodes to you every Monday and Wednesday featuring industry leaders. The podcasts are available on demand through MHWmag.com, TheNewWarehouse.com and your favorite podcast platforms including Apple Podcasts, Spotify, Google Podcasts and Stitcher.

Kevin Lawton is the host of The New Warehouse podcast and brings his experience working in the distribution and logistics industry to the podcast discussions asking the questions that decision makers want to hear.



He interviews leaders in the field covering a wide range of topics and focuses on bringing you the latest insights and ideas in the warehouse and logistics world. His goal is to inform those in the industry about the latest innovations and also help them to learn more about the industry they work in and what is to come.

Your business can be part of this exciting opportunity by sponsoring a podcast

What are the benefits of sponsoring a podcast?

- Podcasts are consumed when your customers want to listen to them; one in five Americans listen to podcasts
- Podcasts are a great way to introduce your product or service
- Podcasts have long-term marketing exposure providing credibility and influence
- Podcasts have the ability to position you as an expert in your field
- Podcasts have a niche audience focused directly on targeting the customer you want to reach

Here are some ways to sponsor a podcast or have your company interviewed for a podcast:

Interview sponsorship

This sponsorship gives you an interview with Kevin Lawton, a :30 second commercial and two live :15 second commercials inside your podcasts. The podcast will be available on The New Warehouse and *Material Handling Wholesaler* websites. With this sponsorship you are the *sole* advertiser. **\$1,200**

:30 recorded commercial

This opportunity gives you one :30 commercial on a selected podcast of your choice **\$750**

:15 live commercials

This opportunity has two :15 live commercials available per podcast. **\$400 ea.**

Leaderboard on Email Announcement 728 x 90 pixels

An email announcement is sent to subscribers informing the new episode is available. **\$400 ea.**

Develop strong relationships with a new audience by considering podcasts in your marketing mix.

Call Alva or Dean at *Material Handling Wholesaler* at 877 638-6190 for more information or to reserve your podcast.

MATERIAL HANDLING
WHOLESALER
Bringing Industry Leaders to You!