



ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

The ICOMIA Podcast Sponsorship Opportunities 2025

The marine industry's most important conversations



Our mission

The ICOMIA Podcast exists to inform, connect, and inspire the global recreational marine industry by holding important conversations with the people shaping its future.

Why the ICOMIA Podcast?

Official podcast of the
International Council of Marine
Industry Associations
(ICOMIA)

Hosted by Ben Taylor -
respected industry podcaster
and strategist.

Created to serve and inform the
global recreational marine
business community

Independent, well-produced,
and editorially neutral



Audience Profile

Drawn from ICOMIA's members, including

- National marine industry associations (e.g. NMMA, British Marine, SYBass, EBI, SIA).
- Major OEMs, refit yards, marina operators and trade suppliers.
- Policy makers, consultants and technical professionals.

Highly targeted B2B audience

Predominantly decision-makers; CEOs, directors, executive-level leisure boating and superyacht professionals across more than 40 countries.

Global audience

Covering Europe, North America, Asia-Pacific, and the Middle East.

Global Distribution & Multi-Channel Reach

Distributed via

- ICOMIA's website and LinkedIn channels
- ICOMIA's member associations and federation partners

Official Distribution partners:

Metstrade
Propelling Growth. Harbours Innovation.



Combined digital reach:

1.5 million impressions
annually

Platforms:



Formats:

Audio, video, social clips, show notes, and shareable branded media

Sponsorship Packages

Headline Sponsor

£30,000 per year

- “Presented by” branding across all podcast episodes.
- Logo on thumbnails, episode covers, banners, and social clips.
- Mention in all ICOMIA promotions and newsletters about the ICOMIA.
- Branding on value-added content (e.g. white papers, briefings).
- Guaranteed 24 episodes throughout the year.

Topic Sponsor

£5,000 per series

- Sponsorship of an 6 episode series focusing on a given topic (e.g. sustainability).
- Topic of the series is “brought to you by” the subject sponsor.
- Logo and mention in all topic-related content from the series.
- Social clips and newsletter inclusion for each episode.

Podcast Guest

£950 per episode

- ICOMIA Sustaining members only.
- Feature as a guest on an episode of the ICOMIA Podcast.
- Deliverables:
 - 1 x Full Episode (usually around 20 minutes long).
 - 3 x Short-form social clips.
 - Distribution through ICOMIA distribution channels (+£400).
 - B-Roll added to episode (+£400).

Why Sponsors Choose Us

- ▶ **Global Industry Trust**

- ▶ **Strategic Authority**

- ▶ **C-Suite Access**

- ▶ **Prestige & Exclusivity**

What Our Guests:

“I’ve been part of a lot of interviews, podcasts and roundtables. Yet the interview that Ben did with me about FarSounder’s 3D forward looking sonars was one of the best interviews I’ve been part of. He clearly researched our company and product in advance. Then the conversation of our interview flowed naturally.”

Matthew Zimmerman, CEO of FarSounder





Contact Details

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