



ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

The ICOMIA Podcast Sponsorship Opportunities 2025

The marine industry's most important conversations

Why the ICOMIA Podcast?

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

The only podcast **backed by the international federation of marine industry associations**

Hosted by Ben Taylor – respected industry commentator and strategist

Created to **serve and inform** the global recreational marine business community

Independent, well-produced, and editorially neutral





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.

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 across more than 40 countries

Predominantly decision-makers

CEOs, directors, heads of product, technical leads

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:



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 Podcast
- Category exclusivity (e.g. only one coatings, engine, or marina sponsor)
- Co-branding on value-added content (e.g. white papers, briefings)

Branded Event Series Sponsor

£5,000 per series

- Sponsorship of 5 episodes themed around a single event
- “This series is brought to you by...” branding in each episode
- Logo and verbal mention in all event-related podcast assets
- Social clip and newsletter inclusion for each episode

Guest Sponsor

£950 per episode
(ICOMIA Sustaining Members only)

- Feature appearance on the podcast (e.g. leadership insights, product news, launches)
- 1 full episode (video + audio), 3 short-form clips, and show notes
- Distribution through the official ICOMIA distribution channels available (+£400 cost)
- B-Roll optional extra (+£400)

Why Sponsors Choose Us

▶ Global Industry Trust

▶ Strategic Authority

▶ C-Suite Access

▶ Controlled Exclusivity

What Our Sponsors Say

“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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