



The Big Cruise Podcast

MEDIA KIT

about the podcast

The podcast was originally positioned as an Australian Podcast for Australian cruisers, but we quickly gained loyal and engaged listeners around the globe. Our weekly format consists of Maritime History, Cruise News, Listener Questions and when cruising resumes, Cruise Reviews.

behind the mic

Baz has decades of experience within the travel industry. Having worked for some of the major cruise lines he stopped counting cruises at 50. He still works within the Australian cruise industry, running the podcast as a passion project.

Chris is an author, maritime history lecturer and youtuber. With over 6.5 million video views and 16 published cruise ship books, Chris joins the show weekly to present a maritime history segment, answer listener questions and discuss cruise news.

statistics

Whilst it is not purely about the listener numbers, the stats from around the world are pretty impressive.

Top Listener Locations: Australia, UK & USA

Listeners Ages: are mostly 23-59yrs.

45% male. 37% female. 18% not specified.

Charitable (podcast charts) rank TBCP 202 globally.

Listen Notes rank TBCP in the top 5% of global podcasts

Apple Podcasts list TBCP highest chart position (leisure podcasts)

Australia 32, New Zealand 26

Croatia 8, France 119, UK 71, Netherlands 31, Singapore 4,

Thailand 58, UAE 13

Correct as of March 2022

sponsorship

30-45 seconds: AUD \$55*

Whilst not a fan of endless ads interrupting the podcast, for the right product at the right time, occasional adverts/campaigns will be considered.

Adverts can be voiced for free (similar to a live read) or submit your polished mp3 file.

*per insertion, minimum of 4 episodes = \$220



collaboration

special guest: AUD \$350

A pre-recorded, 10-15 minute shameless plug for your brand. An organic conversation inserted into a regular episode.

bonus episode: AUD \$700

A dedicated show listed a BONUS episode. Exclusive to your brand with no other content. Limited to one per month. The maximum duration of the bonus episode should be no more than 30 minutes.

live from

AUD \$TBC

Ideal for a ship launch, shakedown cruise, ship inspection, product launch or conference. Depending on the duration it may be a one-off bonus episode, or a short daily review of the day's activities, plus an agreed number of social media posts on location.

further details

baz@thebigcruisepodcast.com

