



# ASSOCIATION TRANSFORMATION MEDIA KIT

PUBLISHED JUNE 2024

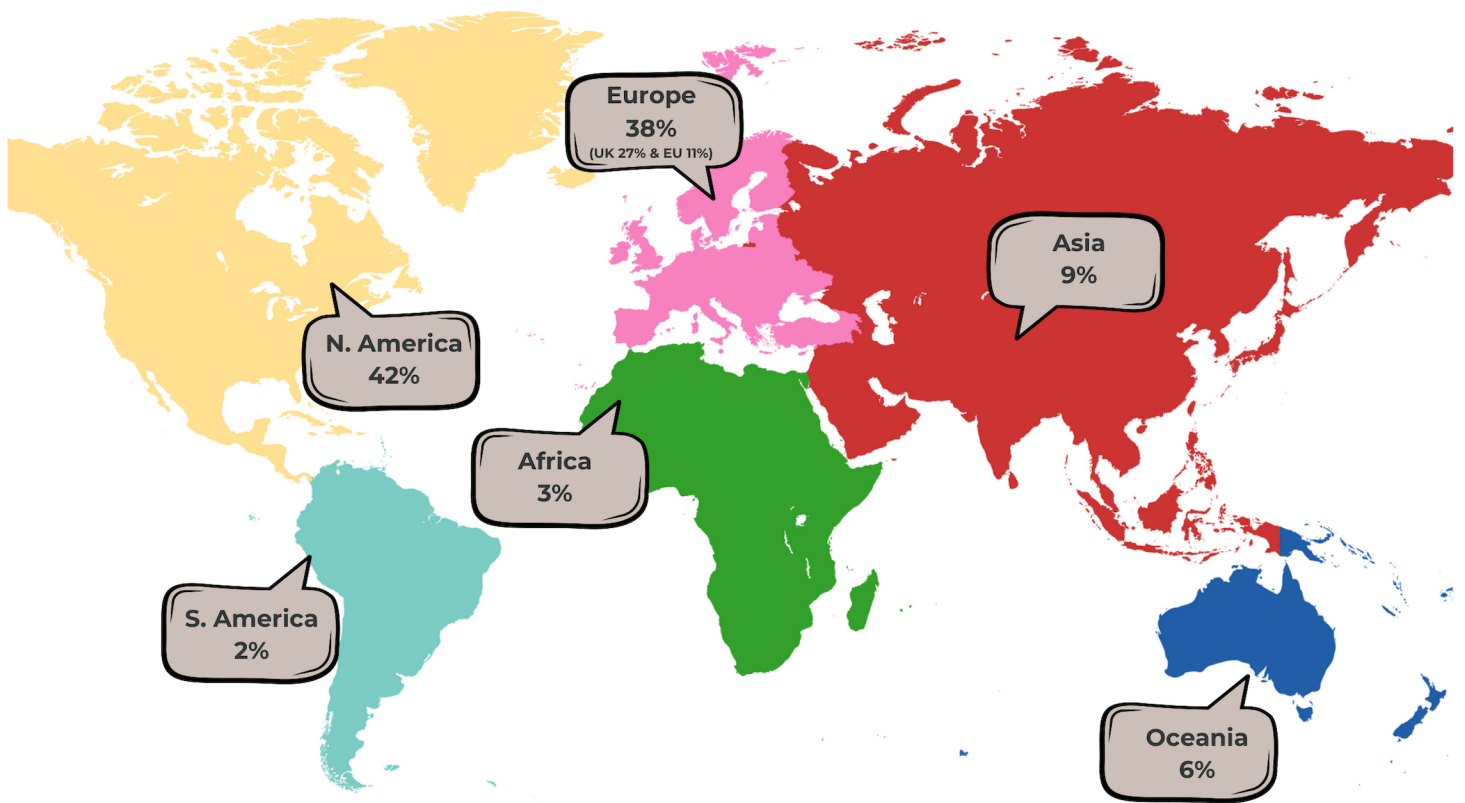


Launched in July 2020, *Association Transformation* was conceived as a direct response to the membership sector's need for information, dialogue, guidance, and support during an unprecedented period of disruption and uncertainty. Recognizing the inherently global nature of the membership sector, the podcast is a **transatlantic conversation** between co-hosts Elisa Pratt (USA) and Andrew Chamberlain (UK) and is intended to advance the impact and evolution of non-profit organizations. We always seek **diversity of thought** and new examples of **innovation in action**; and across **five seasons** we have explored the current issues, the emerging trends, the leadership challenges, and the business opportunities facing the **international association community**. We always aim to share **practical ideas**, knowledge, and support for the long-term benefit of association professionals, and our conversations cover a diverse compilation of subjects relevant to associations around the world.

If this sounds like something your brand is aligned with, we hope you'll join us.

# GLOBAL CONNECTIONS

We reach an engaged global community of membership professionals who are seeking fresh perspectives, practical advice, and insightful commentaries on the wide variety of challenges and opportunities that all associations face at one time or another. With listeners from across 61 countries and a slate of specialist guests from across the international membership sector, *Association Transformation* truly is a vehicle for promoting global connections and advancing knowledge and innovative practice around the world.

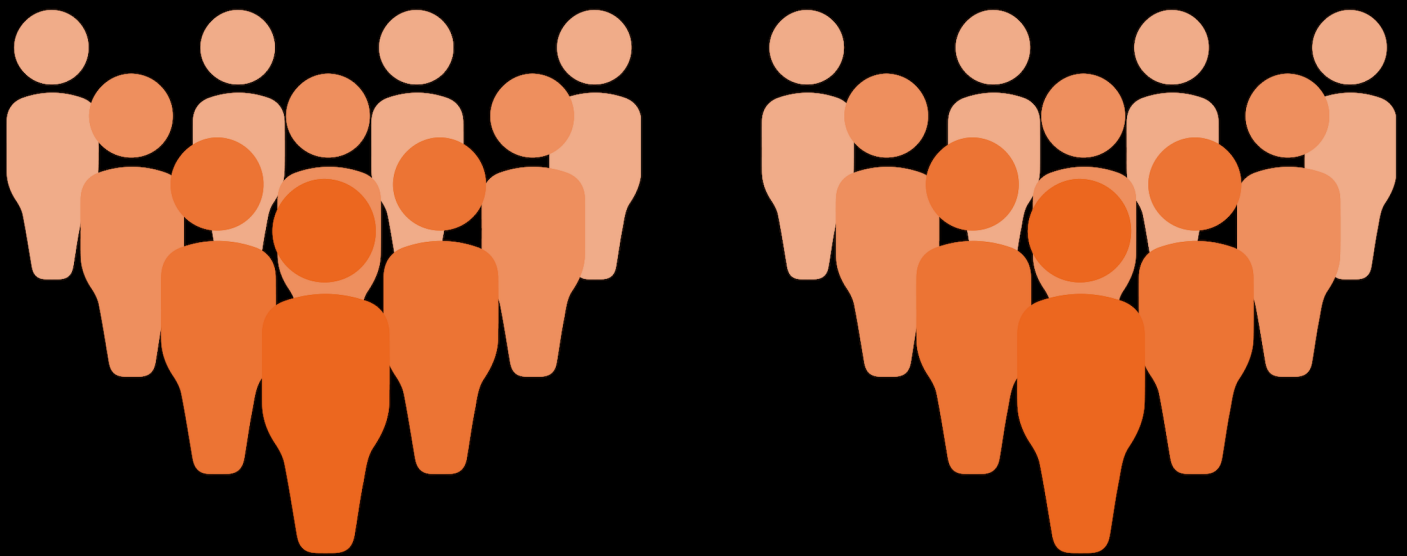


## BROADCASTING ON EVERY MAJOR PLATFORM



# GREATER COLLABORATION

Associations are multifaceted enterprises and we reflect the diverse nature of the sector by inviting guests from across a wide spectrum of disciplines. They are knowledgeable, engaging, and recognized as leaders in their respective fields of expertise, and we always have fun together! Elisa and Andrew have an inimitable dynamic, which is an eclectic mix of professional yet personable, knowledgeable but still inquisitive, and crucially for a podcast, engaging and entertaining; and Elisa and Andrew's easy rapport with guests as well as their obvious friendship and professional camaraderie is reflected in *Association Transformation's* continual rating in global lists of **TOP 10** association podcasts.



## specialist guests

covering the wide range of association specialties and the issues impacting membership professionals



events



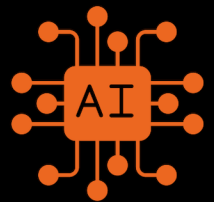
climate crisis



governance



mental health



technology



strategy



finance



marketing



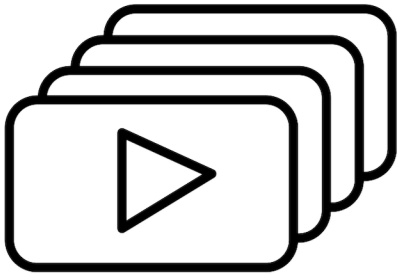
education



leadership

# OUR NUMBERS

UPDATED JUNE 2024



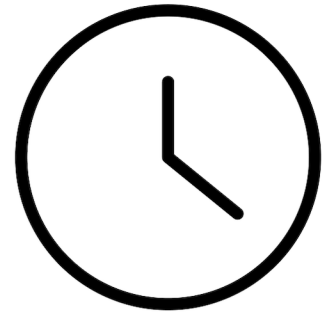
**100**

episodes



**7,000**

unique downloads



**54 hours**

of content



listeners in

**61 countries**



**53**

listens per episode  
in first 7 days



**100**

views per month



**300**

followers

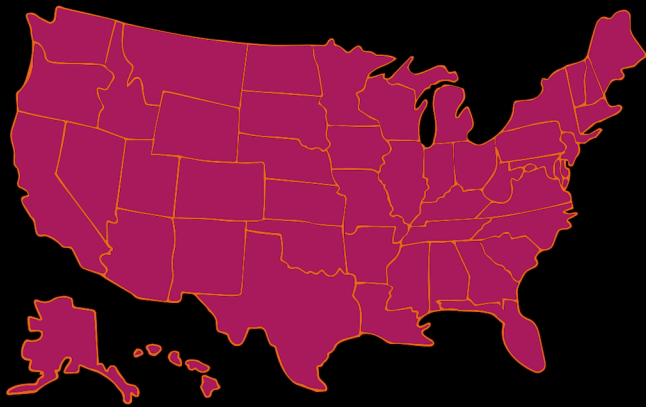


**5-star**

rating on  
Apple Podcasts

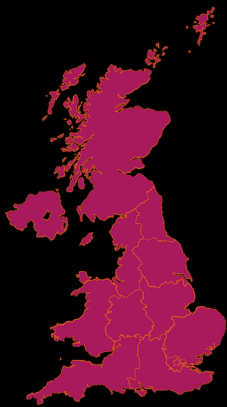
# TOP MARKETS

UPDATED MAY 2024 (% of 7,000 unique downloads)



**38%**

1. Washington DC
2. New York
3. Chicago



**27%**

1. London
2. Bristol
3. Edinburgh



**11%**

1. Frankfurt
2. Brussels
3. Paris



**6%**

1. Brisbane
2. Melbourne
3. Gold Coast

“

Your dedication to the association community is fantastic and as someone working with associations, I was privileged to feature as part of your global outreach. Best wishes for continued success. And by the way, my dog thanks you too... for longer episodes he gets a longer morning walk!

”

Deanna Varga, Non-Executive Director  
Australasian Society for Ultrasound in Medicine



ANDREW CHAMBERLAIN, FSAM, FRSA, MIOL

ELISA PRATT, MA, CAE, CVF

# SPONSOR THE PODCAST

For four years we've had the privilege of bringing to our global audience a broad range of engaging, informative, and entertaining conversations. And we plan many more over the months and years ahead, with recordings already scheduled on a diversity of subjects, from microlearning, the evolution of membership, the EU elections, and imposter syndrome to the art and science of podcasting, climate action, and governance as leadership.

RELEASE SCHEDULE: Every other Monday

EPISODE LENGTH: 25-30 minutes



## EPISODE BUNDLES

The following episode packages include:

- Your choice of an opener or mid-roll 30-second spot which follows the format of "This episode is brought to you by X, which does Y, and you can find them at Z" and a description of a specific product/service or a commentary about why we (the hosts) like it;
- Your logo included on all of our promotional materials and through our media channels; and
- Inclusion of your advert on the episode for 4 months following release, providing sustained brand exposure whilst ensuring the relevance of content.

**BUNDLE 1 | 6 episodes | released over 3 months | \$3,000**

**BUNDLE 2 | 12 episodes | released over 6 months | \$5,000**

**BUNDLE 3 | 24 episodes | released over 12 months | \$8,000**

## SEASON SPONSOR

You also have the option to be our season sponsor, benefiting from 12 months of sustained global exposure and celebrated as *Association Transformation's* principal patron. You'll receive all of the benefits of episode sponsors plus the added value of joining Elisa and Andrew as their guest on an episode of podcast.

**SEASON SPONSOR | 12 months | \$10,000**

Email

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to arrange your advertising.