



MANUFACTURING CULTURE PODCAST

Media Kit

JUNE 2020 | 02.





Podcast Description

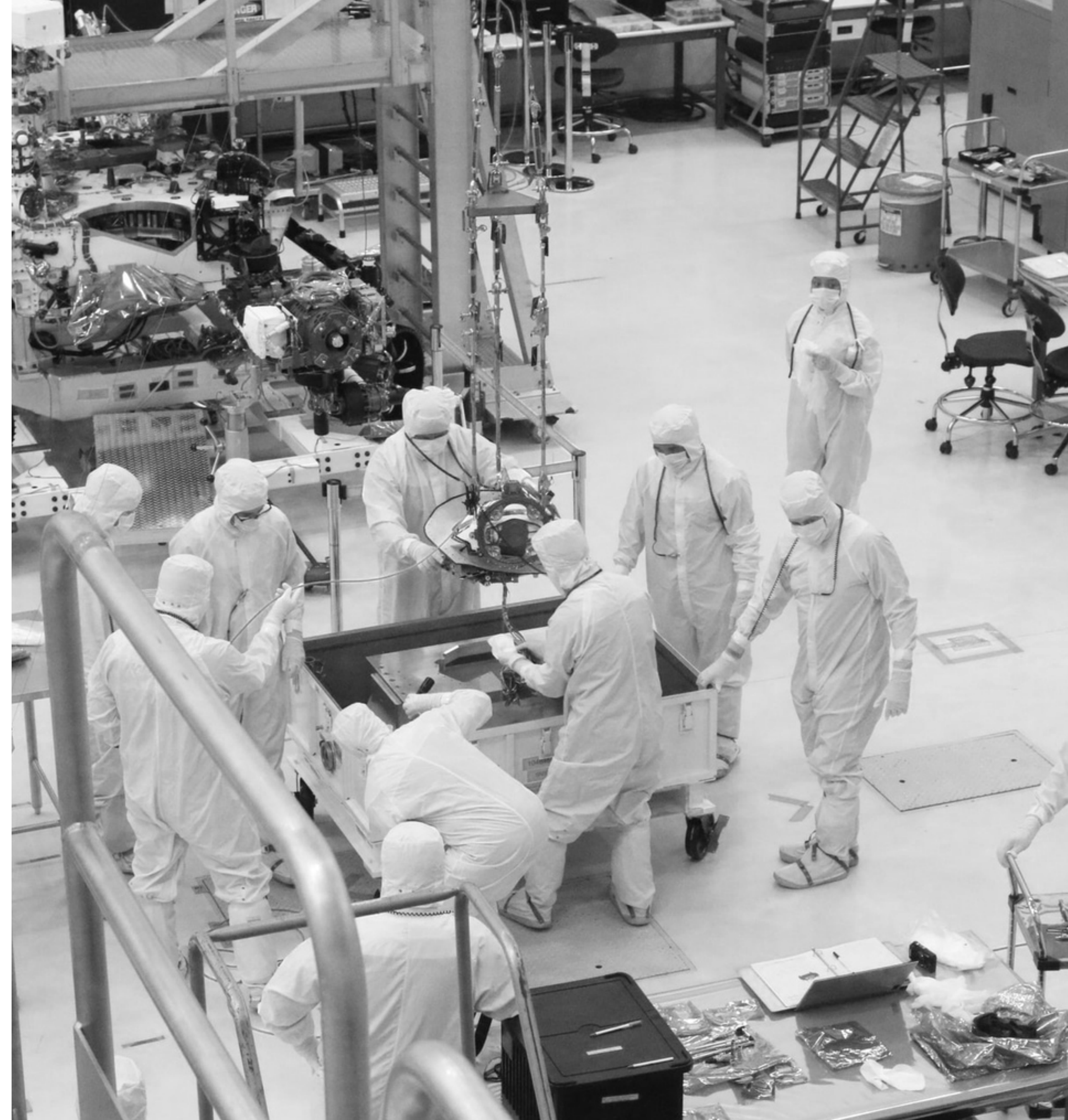
Manufacturing Culture Podcast is a show dedicated to exploring the company culture in manufacturing. Hosts interview leaders in the industry and discuss their cultural journey, 3 initiatives they implemented to improve culture, and how those have impacted their companies.

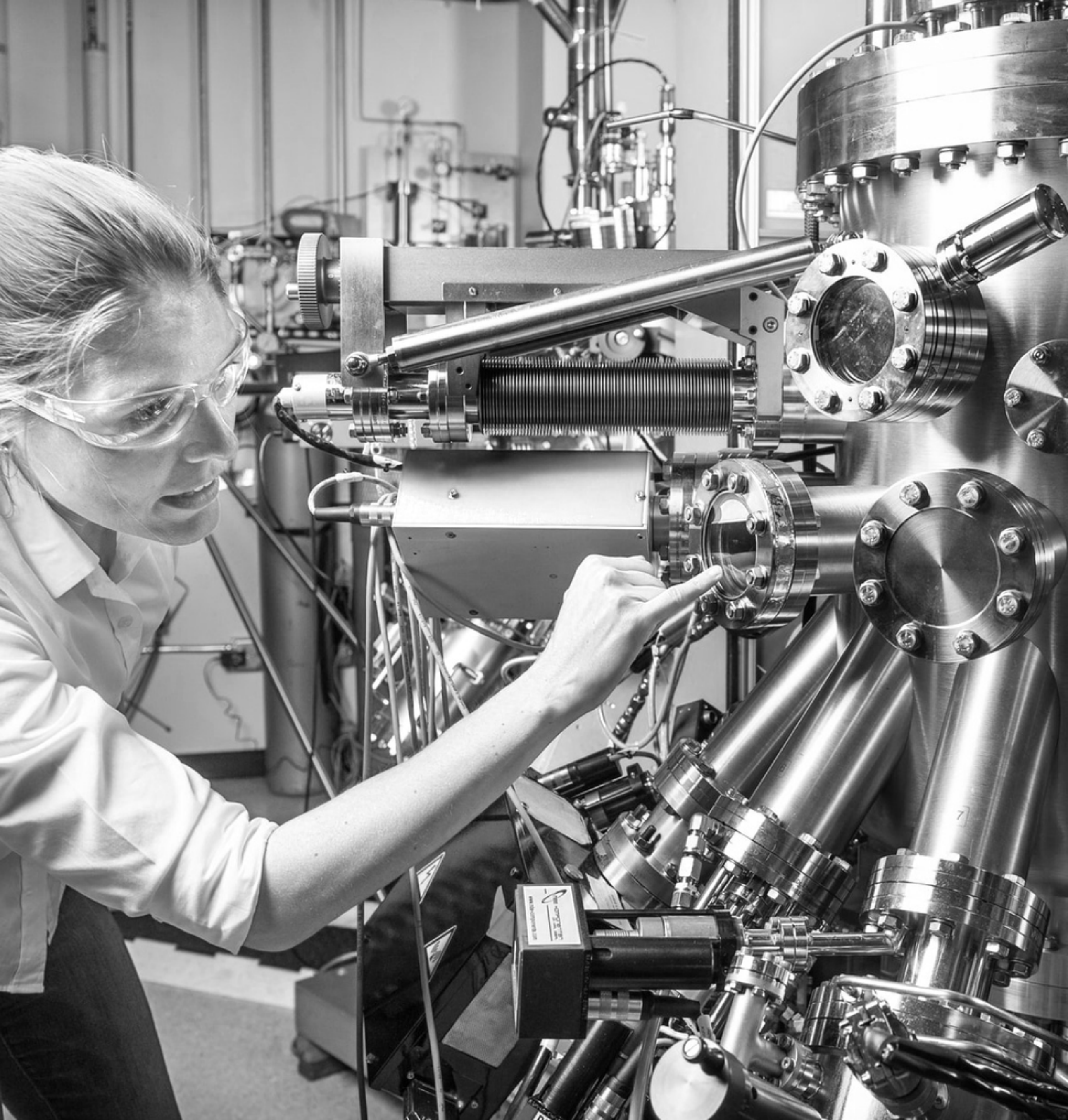
Target Audience

Manufacturing Culture Podcast's target audience is anyone in the manufacturing industry.

Download Statistics

After the first 6 episodes, Manufacturing Culture Podcast has received 2200 downloads.





Release Schedule

A new episode of Manufacturing Culture Podcast is released every Thursday for free on the website, Apple Podcasts, Spotify, and Amazon Music. Subscribers will be able to download episodes each Monday.

Episode Length

The episodes are 40-60 minutes long.

OUR PHILOSOPHY

"Culture eats strategy for
breakfast."

Peter Drucker



Guest Information

Manufacturing Culture Podcast has featured leaders in the manufacturing industry as guests, who share their experiences and insights on improving company culture. Some of our past guests include:

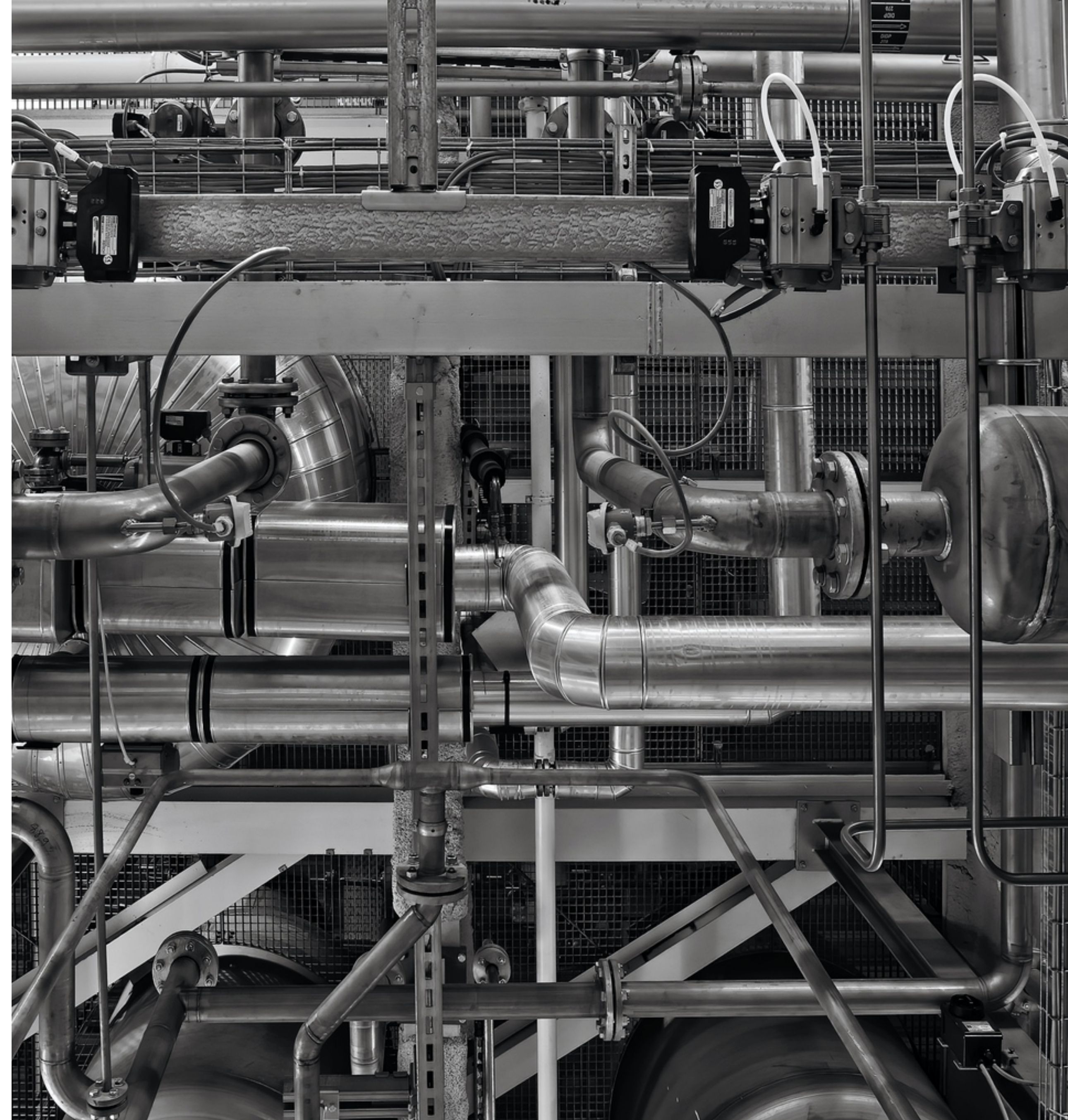
- Kristin Carlson, President, Peerless Precision
- Paul Van Metre, President, ProShop ERP
- Nicole Wolter, President, HM Manufacturing
- Bill Padnos, Executive Director, AMPED and NTMA
- Chris Blumhoff, COO, FN Smoth Corporation
- Jim King, President, Okuma America

Current Sponsors

Manufacturing Culture Podcast's current sponsors include TCO Strategies, Paychex, and Trainual.

Unique Selling Proposition

Manufacturing Culture Podcast's unique selling proposition is exploring the intersection of manufacturing and company culture through the experiences of industry leaders. The show provides insights and actionable steps for listeners to improve their own companies' culture.



Sponsorship Opportunities

Manufacturing Culture
Podcast offers a variety of
sponsorship opportunities,
including:



Pre-roll and mid-roll ad spots

Sponsored episodes or series



Inclusion in email and social media promotions

Logo placement on the
Manufacturing Culture Podcast
website and in promotional
materials





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To learn more about these opportunities and receive a customized sponsorship package, please contact us today

THANK
YOU