



THE VOICE OF AUSTRALIAN MANUFACTURING

Manufacturing Tech Australia Podcast

manufacturingtech.au
Podcast Episode Sponsorships

Reach the decision-makers shaping Australian manufacturing

Put your brand in front of a concentrated audience of manufacturing owners, executives, operational leaders and technology buyers, through trusted podcast content across every major platform plus LinkedIn, YouTube and email.

34,500+

Plays
& views

30,000+

Social & email
reach

1,900+

Hours listened
& watched

9,300+

Unique
listeners

106

Episodes
since 2023

01 - CONCENTRATED

Not a broad audience. The right one.

You are not paying for reach you cannot sell to. Three quarters of our listeners are Australian, clustered in the cities where manufacturing actually happens.

75% of listeners in Australia
65% aged 35 to 59
70% owners, executives & senior leaders

Melbourne · Sydney · Brisbane
Perth · Adelaide · Canberra

02 - ESTABLISHED

The show Australia's biggest shows choose.

MTA is not a new podcast looking for its first sponsor. We are the official podcast partner to AMW, CeMAT and APPEX, and we have published fortnightly since 2023.

106 episodes since 2023
154,700 YouTube impressions
12,500+ website page views

AMW26 · CeMAT 26 · MegaTrans 26
Next: APPEX 2027, Melbourne

03 - LASTING

Your episode keeps working long after launch week.

Episodes more than double their audience after launch week. Nothing we publish expires, so your conversation keeps being found months and years after it goes live.

2x+ audience after launch week
1,900+ hours listened to date
13,300+ YouTube video views

Host reads stay in the episode permanently

WHERE YOUR BRAND SHOWS UP

One booking.
Every major platform.

Apple Podcasts

Spotify

YouTube

Amazon Music

iHeartRadio

Podcast apps

LinkedIn

Newsletter



Shane Williams

Tech Advisor, Author
& Podcast Host



Paul Mason

Engineer, Technologist
& Podcast Host

Practical conversations about the technology, systems and ideas transforming Australian industry, hosted by two people who work in it every day.



PARTNER WITH MTA

Podcast Episode Sponsorships

All prices ex GST
manufacturingtech.au

Three simple ways to partner with the show

Episode-level packages built to grow visibility, thought leadership and category authority inside a concentrated Australian manufacturing audience, on every major platform.

SILVER

QUARTERLY
PARTNER

\$2,900

ex GST · three months

Best for testing MTA or promoting a specific offer.

- Host-read introduction and closing call-to-action in every episode for three months
- Link in episode description and show notes
- Tagged in every episode launch campaign
- Logo on our website partners page for **12 months**
- One short video or audiogram clip featuring your brand

Also available at **\$990 per month.**

MOST POPULAR

GOLD

PARTNER
CONVERSATION

\$4,990

ex GST · per episode

Best for thought leadership, customer case studies and market education.

- Dedicated episode around an agreed industry issue or opportunity
- Tailored host-read introduction and closing message
- Two short video or audiogram clips
- Three-piece LinkedIn campaign
- Newsletter feature
- Featured** partner listing on our website for **12 months**, with backlinks to your site

Add three months of episode presence for **\$2,000.**

PLATINUM

SEASON
PARTNER

\$9,990

ex GST · February to December

Best for owning your category for a full season.

- Host-read acknowledgement in every episode of the season
- One Partner Conversation included**
- Category exclusivity for the full season
- Newsletter feature and partner acknowledgements
- Top-tier** partner profile for 12 months, plus **two further years** as a past Season Partner
- First right to renew

A Partner Conversation plus three months of presence is **\$6,990**. The season adds eight more months and your category held, for **\$3,000** more.

HOW IT WORKS

- 1** Pick your package and agree a topic
- 2** We record and produce, about four weeks
- 3** We launch across every platform in one week

Build your brand's profile within Australian manufacturing.

Talk to us about topic alignment, availability and category exclusivity. Categories are held for one partner at a time.

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