

SEASONAL DISCUSSIONS SPONSORSHIP

Produced by SZN Media Ltd
Podcast Sponsorship Opportunities





ABOUT SEASONAL DISCUSSIONS

- A local-first podcast, shining a spotlight on independent businesses, creatives, and community voices in Aberdeen.
- With a growing audience across YouTube, Instagram, LinkedIn, and TikTok, averaging 38,000+ impressions per month (around 1,300 impressions per day)
- We continue to expand our reach, with a total of 86,000 impressions since the podcast's launch in June 2025.
- Each episode is featured on our YouTube channel (video format), Apple Podcasts and Spotify (audio formats).



***38,000+ impressions monthly**
(average 1,300 per day)



YouTube

Average 5,000+ impressions a month
Weekly podcast episode + shorts



Instagram

Average 24,000+ impression a month
3-4 posts weekly, including stories



LinkedIn

Average 2,000+ impressions a month
2-3 posts weekly



TikTok

Average 6,000+ impressions a month
Regular short forms clips and highlights



OUR REACH & ENGAGEMENT

*Figures as at 30/09/25



AD TYPES WE OFFER

Pre-roll ads (Before the episode- 30s max)

Mid-roll ads (During the episode- 60s-90s)

Post-roll ads (End of the episode- 30s max)

Product placement ad (item/branding on display in studio and mentioned during episode)

Direct response ad (call to action, promotion of events, activities or deals)

Interview ad (talking head discussion done separately to podcast episodes)

SPONSORSHIP PACKAGES



Autumn- £100 per episode

- Pre-roll ad
- Logo/Company featured in YouTube description & social post captions
- Shout-out at end of episode



Winter- £200 per episode

- Mid-roll ad
- Logo/Company featured in YouTube description, captions, and podcast artwork (episode thumbnail)
- 1x dedicated Instagram story promotion



Spring- £350 per episode

- Mid-roll ad
- Logo/Company featured across all platforms
- 1x dedicated social post across platforms
- Product placement



Summer- £500 per episode

- Exclusive sponsorship
- Pre-roll, mid-roll (90s), and post-roll ads
- Logo branding on all podcast visuals and descriptions
- 1x dedicated social media campaign
- Option for a short "interview ad" clip

*We can also offer bespoke packages to suit your needs.



WHY SEASONAL DISCUSSIONS?



Impact on Businesses

Partnering with us means your brand is seen and heard by a highly engaged, local audience who value authentic stories and community connections.

SEASONAL DISCUSSIONS



Key Benefits

- Niche, local-to-local promotion
- Strong community engagement
- Authentic storytelling approach
- Affordable sponsorship packages for small businesses

OUR TEAM



Zara Weston

*Co-Founder/ Lead 3D
Animator*



Chris McDonald

*Co-Founder/ Audio &
Video Producer*

BE PART OF ABERDEEN'S GROWING CREATIVE CONVERSATION!



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