

SHAPING THE NORTH EAST SPONSORSHIP

Produced by SZN Media Ltd
Podcast Sponsorship Opportunities

SHAPING — THE — NORTH EAST

EXPLORING THE PEOPLE, IDEAS AND
VENTURES DEFINING THE REGION'S
NEXT CHAPTER.



ABOUT SHAPING THE NORTH EAST

- 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 182,000 impressions per month (around 6,000 impressions per day)
- Each episode is featured on our YouTube channel (video format), Apple Podcasts and Spotify (audio formats).





YouTube

Average 12,000 reach a month
(Weekly podcast episode + shorts)



Instagram

Average 103,000 reach a month
(5-7 posts weekly, including stories)



LinkedIn

Average 14,000 reach a month
(2-3 posts weekly)



TikTok

Average 64,000 reach a month
(Regular short forms clips and highlights)



OUR REACH & ENGAGEMENT

*Figures as at 31/05/26

SPONSORSHIP PACKAGES



£110

- Episodes go out weekly (Monday at 8am GMT)
- Multiple clips posted daily
- Clips posted to multiple social media channels

£390

*£450 for a 5 week month

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Both packages include:

- 30 second pre-roll ad
- Your company logo featured prominently on the video/ clips
- Company links and info included in content descriptions
- Company tagged in social media posts

We can also offer bespoke packages to suit your needs.



WHY CHOOSE SHAPING THE NORTH EAST?



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.
- Trusted by businesses, creatives and community organisations across Aberdeen and the North East.



Key Benefits

- Niche, local-to-local promotion
- Strong community engagement
- Authentic storytelling approach
- Direct visibility to the North East entrepreneurial ecosystem.



OUR SPONSORSHIP IS IDEAL FOR

- Local independent businesses
- Events and festivals
- Creative organisations
- Hospitality venues
- Startups and entrepreneurs
- Community initiatives



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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www.sznmedialtd.co.uk

