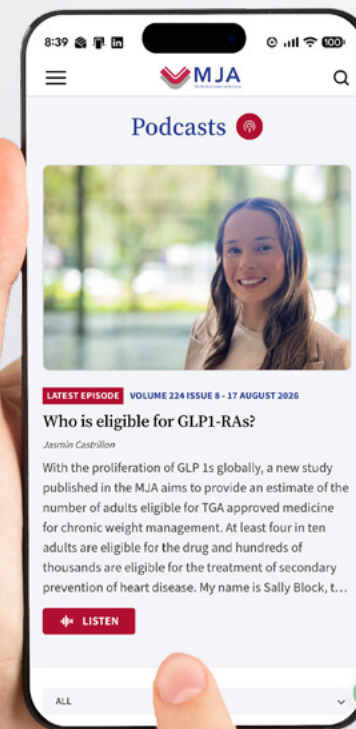


Expert voices led by an
experienced journalist, delivered
by the trusted *MJA* brand



What's special about *MJA* Podcasts?

Each *MJA* Podcast offers an interview-style discussion with an experienced journalist, guiding the conversation to ensure engaging and relevant content that is informative and practically applicable to the audience of doctors and healthcare professionals.



Public Podcast Format

- Published across major podcast channels
- Available on the *MJA* Education webpage

OR



Doctors-Only Podcast Format

- Restricted HCP audience
- Registration-gated access
- Targeted clinical engagement



Extended Audience Reach

- Accessible nationwide for two years
- Included in eDMs sent to *MJA* networks
- Optional distribution to AMPCo's database



Targeted Medical Audience

- Reach healthcare professionals
- Segmented audience targeting
- Educational content focus



Sponsor Visibility

- Audio acknowledgments
- Episode branding opportunities
- Promotion across *MJA* ecosystem



Reporting & Insights

- Audience analytics
- Listener engagement metrics
- Campaign performance reporting



58,000+
listeners each
year



Available on
major podcast
platforms



1000+
average listens
per episode

What's included in this partnership?

Your *MJA* Podcast partnership delivers expert-led education and measurable impact. Here is what's included:



End-to-end content coordination

We work with you to provide a topic brief, including proposed interview questions, for consideration by the MJA Editorial Team.



Expert interview recording

Our experienced journalist researches the topic and conducts a 25-30 minute interview with 1-2 subject matter experts.



Publishing to website and podcast platforms

The *MJA* podcast is published for distribution across the major podcast channels (including Spotify, Apple Podcasts and YouTube) and to the *MJA* website, or can be restricted for verified doctors only to access.



Email newsletter distribution

Distributed to *MJA* and *InSight+* audiences via our regular newsletters. For an additional cost, extend your reach with a solus eDM to a targeted audience of your choosing.



Prominent placement of your brand

Client branding featured on the podcast webpage. If a solus eDM is included, your display ads run alongside the content. Acknowledgement within the audio and within the podcast description.



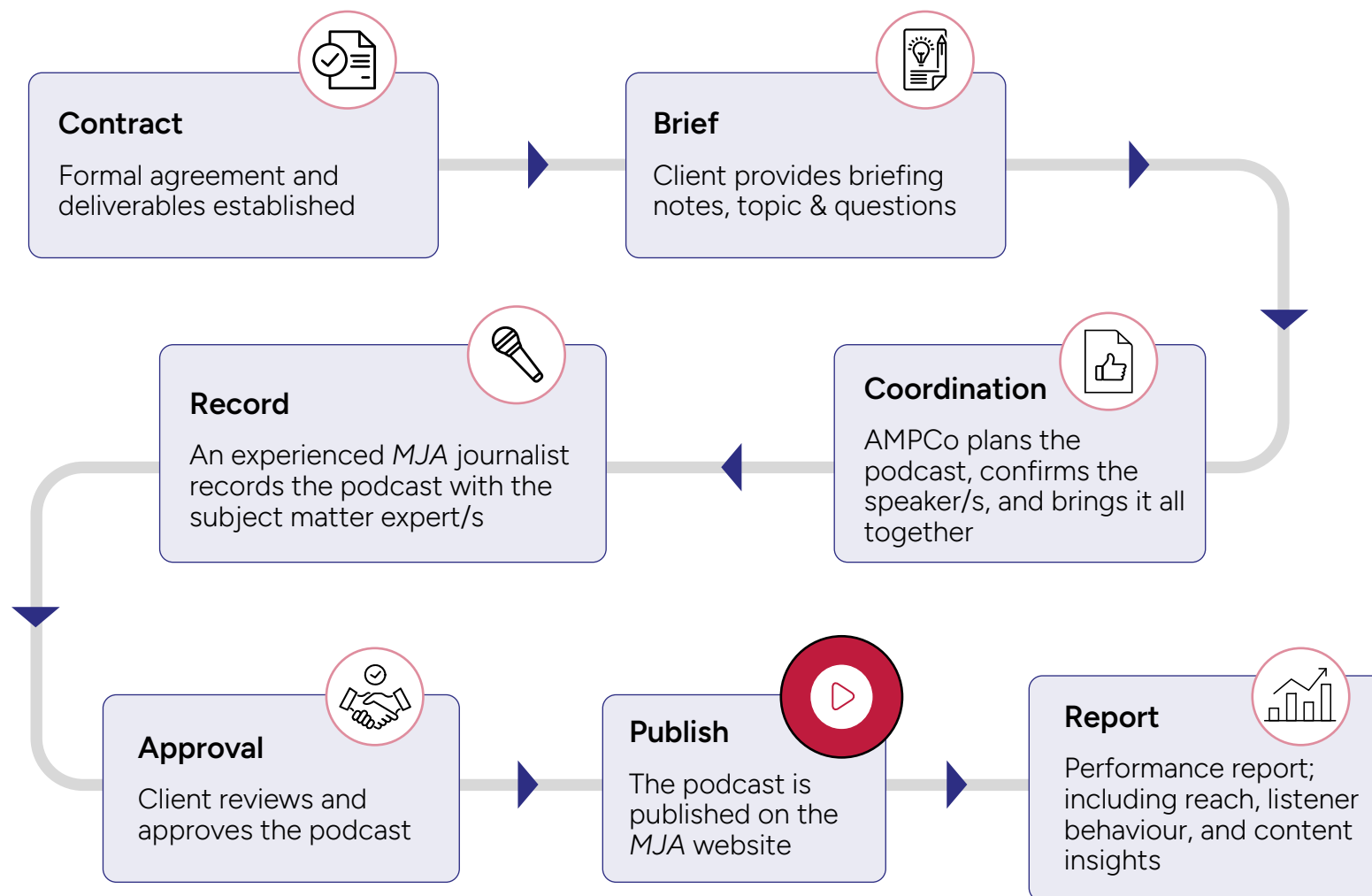
Campaign report/analytics

After the podcast is released, we report on consumption metrics within an agreed time frame.



Partner with *MJA*
to educate, engage
and drive impact

How it works?





Magda Dickerson
Head of Sales AMPCo

P. +61 2 9562 6695
F. +61 2 9562 6600
E. mdickerson@ampco.com.au



Tony Young
National Key Account Manager

P. +61 2 9562 6688
F. +61 2 9562 6600
M. +61 411 042 340
E. tyoung@ampco.com.au



Samuel Merlino
National Business
Development Manager

P. +61 2 9562 6639
F. +61 2 9562 6600
M. +61 410 789 791
E. smerlino@ampco.com.au



Danny McCarthy
National Sales Consultant

P. +61 2 9562 6683
F. +61 2 9562 6600
M. +61 434 498 273
E. dmccarthy@ampco.com.au



Geoff Smith
National Sales Consultant

P. +61 2 9562 6680
F. +61 2 9562 6600
M. +61 413 440 174
E. gsmith@ampco.com.au



Melissa Nicholls
Account Manager

P. +61 2 9562 6685
F. +61 2 9562 6600
M. +61 410 637 975
E. mnicholls@ampco.com.au



 Suite 1, Level 19,
Town Hall House,
456 Kent Street, Sydney,
NSW 2000, Australia



P. +61 2 9562 6666
F. +61 2 9562 6699



www.ampco.com.au
sales@ampco.com.au