CUSTOM SPONSORED PODCASTS

Build authority through a focused conversation between a KMWorld editor and a thought leader from your organization. The prerecorded, audio-only format makes participation easy while creating an on-demand asset that your team can continue using across its own channels.

30-45 MINUTES	$4,995	1 YEAR
prerecorded editorial conversation	complete podcast package	listing in the KMWorld podcast library

A CONVERSATION BUILT AROUND YOUR EXPERTISE

- Feature an executive, subject-matter expert, customer, or industry thought leader.
- Explore a timely knowledge management or enterprise AI issue in a natural interview format.
- Agree on questions and discussion areas with KMWorld before recording.
- Review and approve the final recording before publication.
- Receive unrestricted usage rights for continued promotion through your own channels.

WHY PODCASTS WORK

The audio format supports a deeper, more personal discussion while giving busy professionals a convenient way to engage on demand.

PROMOTION INCLUDED

- Year-long listing in the KMWorld podcast library
- One dedicated email blast to KMWorld's opt-in third-party subscriber list
- One text advertisement in the weekly *KMWorld NewsLinks* newsletter
- Social promotion on LinkedIn and X

FULL SPONSOR INPUT

Your team helps shape the discussion and retains final approval over the published recording.

FROM TOPIC TO PUBLISHED PODCAST

1 PLAN
Confirm the topic, guest, and discussion areas.

2 RECORD
Join a guided remote conversation.

3 APPROVE
Review the completed recording.

4 PROMOTE
Launch the podcast and supporting campaign.

PLAN A CUSTOM KMWORLD PODCAST.

Contact our sales team to discuss individual opportunities or an integrated campaign.

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