

Failover Media

Enterprise Technology Podcast Network

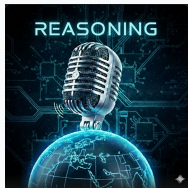
What is Failover Media?

Failover Media brings together **three of the most influential enterprise technology podcasts** under one sponsorship umbrella.

Instead of managing three separate campaigns, you get coordinated access to the **developers, architects, platform engineers, product leaders, and executives** who evaluate and purchase enterprise technology.

One Network, One Campaign, Maximum Reach

The Podcasts



The Reasoning Show

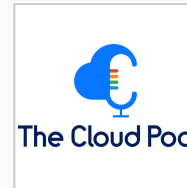
The industry's #1 AI podcast explores how leaders think through AI, technology, and transformation.

Each week, founders, investors, and operators unpack the decisions shaping modern business. (Formerly The Cloudcast.)



Software Defined Talk

A weekly roundtable on enterprise software, cloud computing, and working in tech. Expert discussion on Kubernetes, DevOps, and security—plus off-topic banter, conference recaps, and real industry talk.



The Cloud Pod

A weekly deep-dive into the latest announcements from AWS, Azure, and GCP. The **hosts** break down what's new from cloud providers and why it matters—plus AI developments, FinOps trends, and expert analysis for cloud professionals.

By the Numbers

20M+

Combined Lifetime
Downloads

60%

Reach into Global
Enterprise (1k+
Employees)

140+

Countries Reached

30%

C-Suite & VP-Level
Audience
Concentration

Sponsorship Packages

Quarterly Blitz

\$33,120

- 3 Sponsored Interviews
- 36 Ad Spots (12 per show)
- Maximum network exposure

Thought Leadership

\$13,800

- 3 Sponsored Interviews
- Staggered monthly delivery
- Tell your brand story

Awareness Engine

\$19,320

- 36 Network-wide Ad Spots
- Run over 90 days
- Sustained brand visibility

Ready to Reach Enterprise Tech Buyers?

We'll work with you to create the perfect campaign for your budget and goals.

Contact Us:

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- www.failovermedia.com