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 d**evelopers, architects, platform engineers, product leaders, and executives** who evaluate and purchase enterprise technology.

One Network, One Campaign, Maximum Reach

failovermedia.com

The Podcasts

The Cloudcast

The industry's #1 Cloud Computing and AI podcast for 15+ years. Twice-weekly episodes feature interviews with technology leaders and expert commentary on cloud, business, and emerging tech trends.

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.
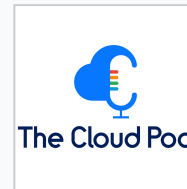
The Cloud Pod

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:

- bwhichard@failovermedia.com
- www.failovermedia.com