

# **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:

- [bwhichard@failovermedia.com](mailto:bwhichard@failovermedia.com)
- [www.failovermedia.com](http://www.failovermedia.com)