



# **MSP Radio**

**Media & Marketing  
Opportunity Kit Q1 2022**



Radio is the most intimate and socially personal medium in the world.

– Harry von Zell

# WELCOME

MSP Radio is a media organization focused on delivering news and commentary content to companies who are involved in the delivery of technology services. Our mission is to ask different questions, speak truth to power, and deliver actionable information and insights. This approach to content drives high engagement, loyalty, and sharing.

By delivering messaging on a platform of authenticity and trust, you reach a significant, powerful audience. Have you ever listened to a podcast while working in a car and never go to show notes. I am actually assigning myself action items after every cast. Thank you and keep up the good work



## Listener quotes:

I have been listening to your podcast every day and every time I get something of value. I am actually assigning myself action items after every cast.

Dave is one of the few leaders in this space who I feel really has his eye on major market shifts.



**Jeff Ponto** Dave more like that. This may have been the best bite sized podcast I have ever heard. Well done!

Like · Reply · (2d)



**Rayanne Buchianico** This is a great podcast. I have suspected for a while that MSP regulation was inevitable. I understand their position



**Mark Porter** Great interview. What he is saying is exactly what our MSP partners are telling us. Their customers believe they



**Amy Babinchak** An excellent podcast. I love the 5 minute format. It's now part of my morning news on Alexa.



**Art Gross** · 1st  
President and CEO at Breach Secure Now  
21h · 🌐

Excellent job by **Dave Sobel!** Listening to this podcast is like reading 5 hours of IT related news stories. Thanks Dave! I actually look forward to these each week.

# Dave Sobel

## Technologist

- B.S. Computer Science
- Microsoft MVP, Virtualization
- Author, "Virtualization: Defined"
- Channel Partners, Top 20 Tech Thinkers You Should Know
- Channel Pro 20/20 Visionary
- VAR Guy Top 50 Cloud Influencers
- Channelnomics Top Influencer

## Vendor

- Helped sell two vendors
- MSP Mentor Top Execs to Watch
- CRN Channel Chief
- CRN UK A-List
- Channel Futures Circle of Excellence



## Solution Provider

- 10 year owner
- Sold Business, ~85% revenue retention 3 years later
- Finalist, Microsoft WW Partner of the Year, Small Business Specialist
- Winner, ConnectWise Best New Idea
- Winner, Kaseya Cutting Edge Award

## Community Leader

- Founded HTG Peer Groups in Europe
- Founded CompTIA Mobility Community
- CompTIA Managed Services Exec Council
- CompTIA Vendor Advisory Council
- CompTIA Emerging Technology Exec Council
- Host, Business of Tech podcast
- Co-Host, Killing IT Podcast

# The Business of Tech Podcast



Launched  
30 Sept 2019



500+  
Episodes



Now online at  
[www.businessof.tech](http://www.businessof.tech)



**6000+** audio listeners

**2000+** video watchers

**90%** consumption of episodes

Each episode's audience is bigger than the event audience for an ASCII Success Forum, ChannelPro SMB Forum, TechFest quarterly event, or other regional conference.



Ranked in the Top 50 for Tech news in the US, UK, Canada, and Australia

Listeners across 6 continents!

Unique coverage of MSP regulations, Right to Repair, & Private Equity impact on innovation among others

# Killing IT Podcast

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You'll feel like you're hanging out with your smart, funny pals (and learning something, too)  
(Great for Everyone).



Hosted by entrepreneurs and authors Karl Palachuk, Ryan Morris, and Dave Sobel, these are three guys that love talking about all things tech, joking around about where it's heading, and throwing solid bits of smart analysis your way. Episodes cover topics like Big Tech Business and College Evaluations, AI Legal Assistance, Fortnite vs. Apple, and The New Gartner Hype Cycle.

- **On 12 Best Partnership and Business Development Podcasts (and one of four absolute favorites)**
- **100+ episodes and growing**
- **Consistently ranked in the top 200 for Tech News in US, UK, and Europe**
- **The Second highest rated Channel focused podcast (behind The Business of Tech!)**
- **Long tail listenership**
- **1000+ listeners in last thirty days**

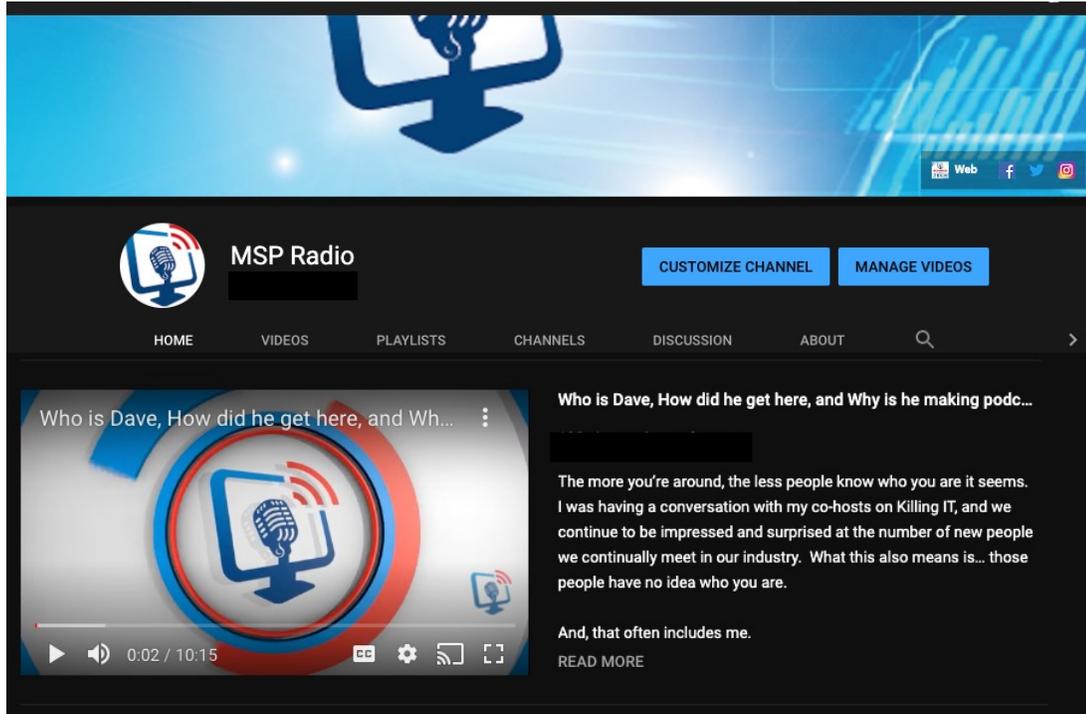
# Podcast Network

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- MSP Radio brings a collection of independent community podcasters together, making delivery of messaging to a large community streamlined
- SMB Community Podcast
  - Podcast for IT consultants and managed service providers in the SMB Community. Evergreen content where the topics are relevant for extended period of time
  - Hosted by Karl Palachuk, Amy Babinchak, and James Kernan, SMB community leaders
- Evolved Radio Podcast
  - Interviews with technology experts, industry thought leaders, business leaders, and other interesting minds. Exploring the evolution of business and technology.
  - Hosted by Todd Kane, long standing MSP expert and consulting
- More to come!



# Video Podcasts



- Video version of the Business of Tech podcast
  - “This Week in the Business of Tech”
  - Interviews with fresh perspectives in IT services
  - Editorial Commentaries on IT services
- Long tail audience to videos
- Ease of search and share
- Branded third party content
- 1600+ subscribers to channel

# Network Pricing

- MSP Radio removes the complexity of engaging the community of leaders
- We place your message across the entire network, to ensure broad dynamic reach across multiple audiences
- ALL podcasts and videos included in the platform, including ever expanding talent.
- Unlimited revisions to your messaging included.

- Reach 8000+ listeners across the MSP Radio Network

## Advertising per quarter across the network

5 spots/quarter	10 spots/quarter	13 spots/quarter
\$4,500/quarter	\$8000/quarter	\$10000/quarter

# Killing IT Podcast LIVE!

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- We'll record an extra episode of the podcast for you and broadcast live with video!
- Expand the 3 topics / 3 guys / 30 minutes to 4 topics / 3 guys / 40 minutes + Q&A
- Joint promotion of the event, allowing for registration and attendees lists.
- Three topics + advertisement put into the podcast stream, with an offer to link to the recording for the fourth topic, capturing long tail registration

## Killing IT Podcast LIVE!

One episode	\$3000
Two episodes	\$5000
Three episodes	\$7000

# Speaking & Consulting Engagements

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- **Dave Sobel** is regarded as a leading expert on IT and managed services, cloud computing, and virtualization, and is a featured speaker at industry events including the Microsoft Worldwide Partner Conference, IT Nation, SITS London, and as a CompTIA trainer at multiple events, and is often quoted in business and technology publications. Dave authored the book *Virtualization: Defined*, and was a regular blog contributor to CRN, Channel Insider and Channelnomics. He was named a CRN Channel Chief, to Channel Pro's 20/20 Visionaries, and has been an MSPmentor 250 member for multiple years Dave has been recognized as one of the top virtualization experts globally as a Microsoft MVP for Virtualization. Dave has served on the executive council for Managed Services and the Vendor Advisory Council, and as founding Chair for the Mobility Community for CompTIA. He currently serves on the Executive Council for the Emerging Technology Council.
- Build customized content
- Deliver in person or online
- Ask for pricing based on your needs.



# THANK YOU



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