



**MSP Radio**

Media & Marketing  
Opportunity Kit Q1 2024



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 set of influencers. Have a look at our offerings, and looking forward to working with you!



dave@mspradio.com



## 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 Ponts** 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

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**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 · 🌐

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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.

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# 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



800+  
Episodes



11K unique  
Listeners



Top 50 Tech  
News Podcast



**76%** of the audience  
between 35-59



**90%** consumption of  
the daily podcast

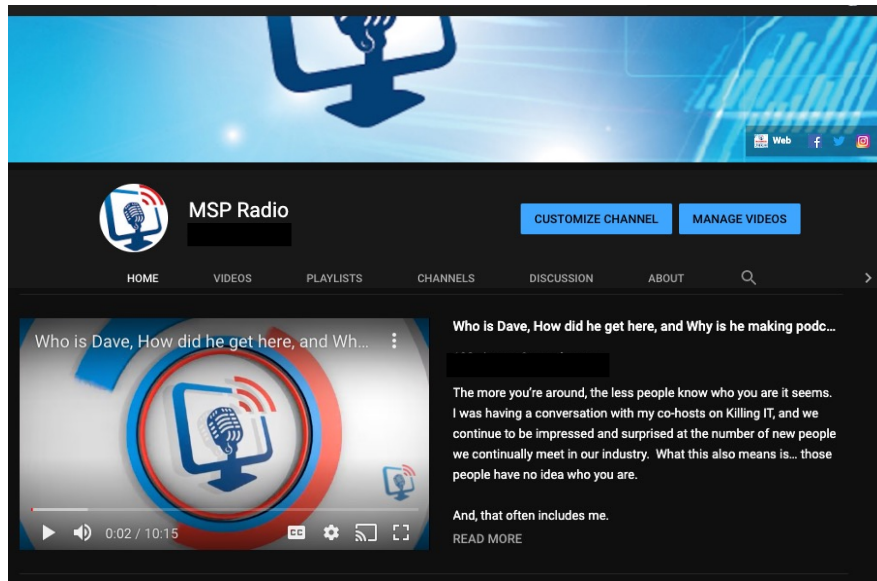


College educated  
**46.88%** vs **39.43%**  
benchmark



The audience is also that “spending” audience –  
with 26% of the audience making over \$200K per  
year – and this outpaces the benchmark.

# YouTube Channel



- Video versions of the Business of Tech podcasts
  - Daily episode release
  - Interviews with fresh perspectives in IT services
  - Editorial Commentaries on IT services
  - YouTube Shorts
- Long tail audience to videos
- Ease of search and share
- Branded third party content
- 21K+ Subscribers
- 23% female
- 80% of viewers between 18 and 44 years old

# Exclusive Pricing

Be the only sponsor!  
Included in this package:

- The chosen number of spots per month across our network of podcasts to maximize exposure
- **Exclusive** advertisement within each episode
- Scheduled dates to allow for social media sharing
- ALL podcasts and videos included in the platform
- Unlimited revisions to your messaging
- Rolling quarterly engagement

- Reach 25,000+ listeners across Business of Tech (audio & video),

## Podcast Advertising per month across the network

5 spots/quarter	10 spots/qtr	13 spots/qtr
\$4,500/quarter	\$8,000/qtr	\$10,000/qtr



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# Exposure Pricing

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Maximize your exposure in shows with more than one advertisers

Included in this package:

- The chosen number of spots per month across our network of podcasts to maximize exposure
  - Advertisement within episodes, a variety of placements across open ad positions
  - Scheduled dates to allow for social media sharing
  - ALL podcasts and videos included in the platform
  - Unlimited revisions to your messaging
  - Rolling quarterly engagement
- ANY Budget – you name it, we make it happen
  - All advertisers go into a pool, and we assign based on budget levels to create a package for you
  - Recommend budgets \$3K+/quarter
  - Schedule a consult:  
<https://store.mspradio.com/custom-podcast-advertising/>



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# 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.



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- Build customized content
- Deliver in person or online
- Ask for pricing based on your needs.



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# THANK YOU



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