



MSP Radio

Media & Marketing
Opportunity Kit Q2 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

...



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.

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3

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

Audience Stats



The Business of Tech Podcast

1200+
Episodes
5000 IAB Certified Listeners
Last 30 Days

Top 50 Tech News
Podcast in US
#1 Podcast
for MSPs

80% US & Canada
5% UK
5% Australia



72% of the audience
between 35-59

66.67% vs **38.47%**
College educated
benchmark

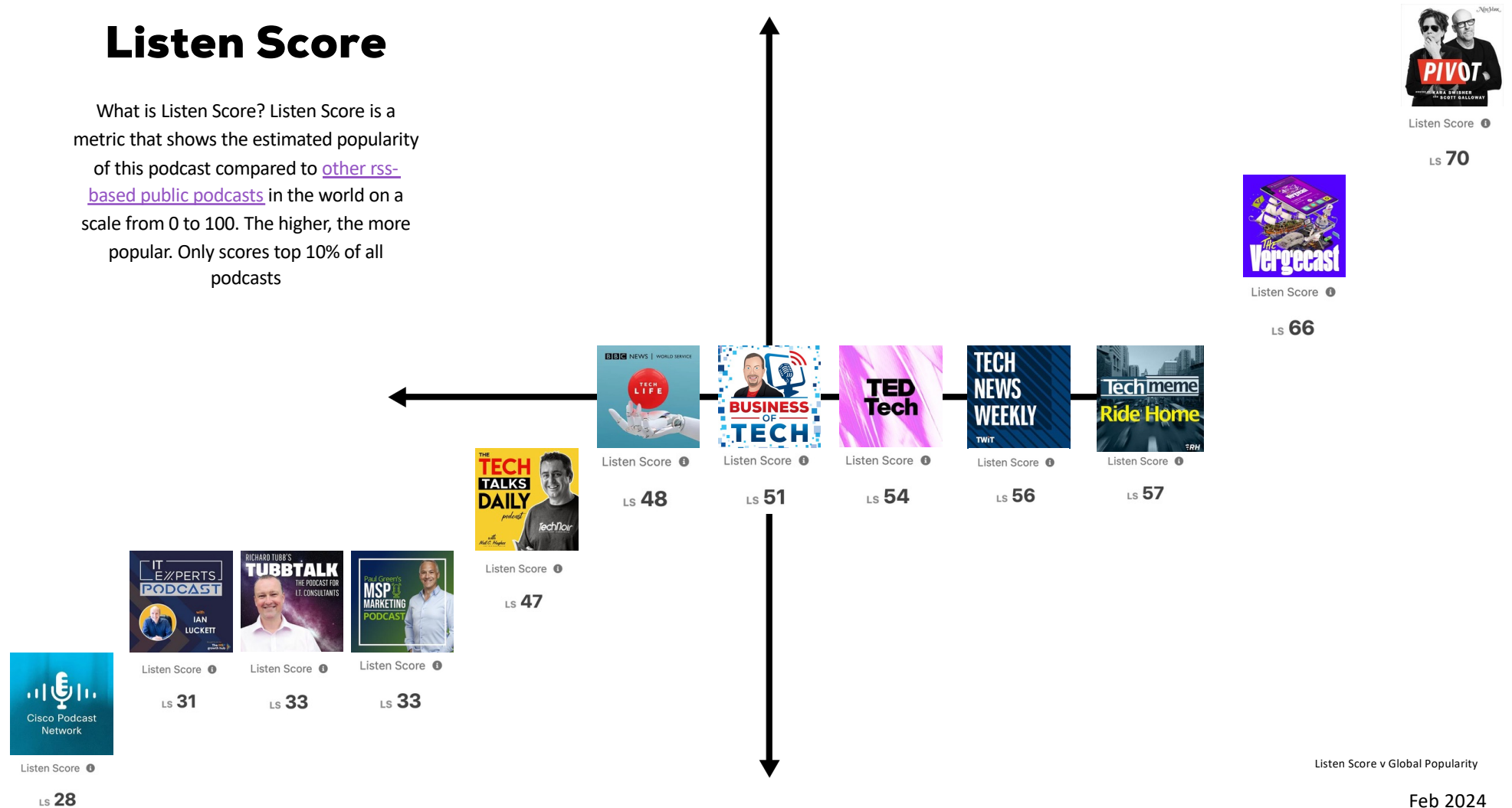


25%

of the audience
makes above \$250,000

Listen Score

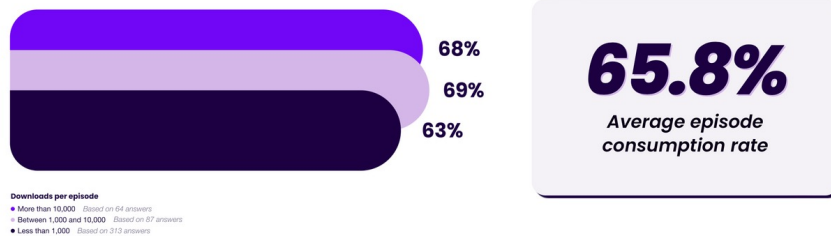
What is Listen Score? Listen Score is a metric that shows the estimated popularity of this podcast compared to [other rss-based public podcasts](#) in the world on a scale from 0 to 100. The higher, the more popular. Only scores top 10% of all podcasts



Feb 2024

Benchmark Vs Business of Tech

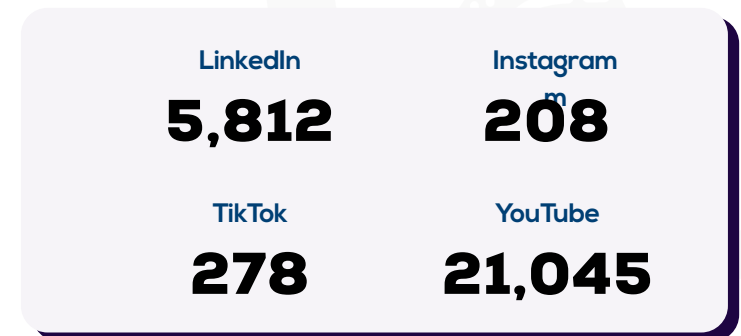
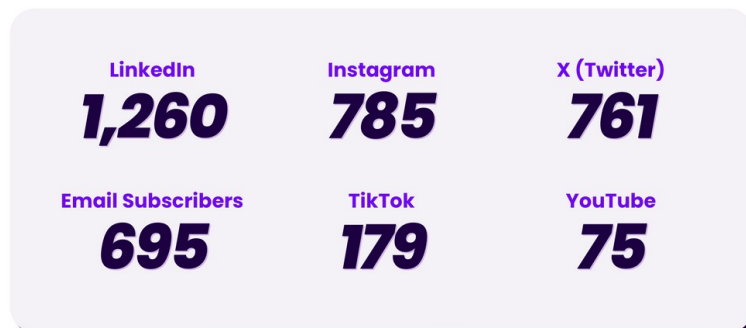
Podcast Episode Consumption Benchmarks



90%

Average episode consumption rate

Median Cross-Platform Audience Sizes



Podcast Marketing Academy, Nov 2023

mspradio.com

8

The Business of Tech YouTube

1200+
Episodes

17K Views Last 30 Days

#3 Channel
for MSPs

59% US & Canada
2.5% UK
1% Australia



63%

of the audience
between 25-44

Average View Duration

37.1%

vs

32.7%

Business benchmark



10.9%

Female



The Business of Tech Social Reach

66,964

LinkedIn Impressions
Past 90 Days



66%

LinkedIn Audience in
Senior Leadership



TikTok Views per
30 days

45,000



91.4% U.S



73%

vs

Male v Female

32.7%

TikTok Viewership



58%

of TikTok views
between ages 35-54

Highly Engaged Business Audience



57%

MSPs who watch YouTube daily/weekly for business



181

Spotify Listeners have Business of Tech in their 2023 Top 10



3%

of Business of Tech listeners are via Spotify



54%

MSPs who listen to podcasts daily/weekly

MSPs who get content from YouTube or Podcasts

57%

vs

47%

Those who avoid live events



64%

of surveyed MSPs have listened to The Business of Tech



Newsletters

3 Newsletters
1 Daily, 2 Weekly

Email +
LinkedIn

1100+ MSP focused subscribers

36% Open Rate

Vendor Focused
Subscribers

1000+



Engage



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

Exposure Pricing

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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15

Speaking & Consulting Engagements

- **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.



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19



THANK YOU



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