

# AI UNRAVELED | 2026 MEDIA KIT

Access the High-Value "Decision Class" in Enterprise AI.

60,000+ Organic Touchpoints. 65% US Executive Audience.

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## 1. THE AUDIENCE (Why Us?)

Most AI podcasts target "hobbyists." **AI Unraveled** targets the **Implementers**—the VPs, Technical Leads, and Directors who actually buy software.

- **Total Reach:** 61.6K+ Verified Plays
- **Touchpoints:** 60,000+ Organic impressions across the ecosystem
- **Geography:** Heavy US Concentration (**65% US-based audience**, specifically in major tech/energy hubs)
- **The "Moat":** Our audience tunes in for *technical application* and *regulatory compliance* (Bill C-27, EU AI Act, SEC Rules), ensuring high engagement from serious professionals.

## 2. PARTNERSHIP TIERS

### OPTION A: TACTICAL AWARENESS (Spot Ads)

*Best for: Product Launches, Event Signups, General Brand Awareness.*

- **Format:** 30-60 second Pre-Roll or Mid-Roll insertions.
- **Placement:** Inserted dynamically across the entire back-catalog (100+ episodes).
- **Deliverable:** You provide the script; our AI voice engine produces the creative to match the show's tone.

### OPTION B: STRATEGIC AUTHORITY (The "Deep Dive")

*Best for: Complex SaaS (Azure/Copilot), Enterprise Solutions, Consultants.*

- **Format:** A dedicated 5-10 minute "Segment" within the show.
- **The Concept:** We don't just read an ad. We co-create a "Mini-Simulation" or educational deep dive explaining *how* your product solves a specific industry pain point (e.g., *"How to solve Methane Compliance using [Your Product]"*).
- **Value:** Positions your brand as the "Educator" and "Solution," not just an advertiser.

### 3. BY THE NUMBERS (Snapshot)

Metric	Stat
Total Audio Plays	61,600+
Verified Subscribers	1,000+
US Audience	High Density
Growth Rate	Top 5%

### 4. PREVIOUS/CURRENT TOPICS

#### A- Enterprise AI & Governance

DeepSeek vs. Gemini: The Enterprise LLM War,  
Implementing GenAI Agents in Secure Workflows,

#### B- Healthcare Intelligence

The EU AI Act & Bill C-27: Is Your AI Illegal?  
CMS-0057-F Interoperability: The 72-Hour 'Death Clock',  
Reducing Clinical Burnout with AI Automation,  
Health Canada AI Updates

#### C- Energy & Industrial Compliance

EPA 'Super Emitter' Rules (Quad O-C): The 5-Day Response Window  
AER Directive 060: Avoiding Site Shut-Ins  
Methane Quantification & Regulatory Risk

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## CONTACT

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