

# AI UNRAVELED | 2026 MEDIA KIT

## Access the "Implementer Class" of Enterprise AI

**Host:** Etienne Noumen | **Niche:** Enterprise AI, Autonomous Agents, & Geopolitics

### A. The Headline Stats

- **All-Time Downloads:** 1.25 Million+
- **Monthly Reach:** 26,000+ Downloads
- **First-48 Hour Velocity (RAS):** 233+ Downloads per episode
- **Global Footprint:** 44% USA | 8% UK | 7.5% Australia (High-value "Five Eyes" reach)

### B. The "Power User" Advantage

Unlike general tech podcasts, *AI Unraveled* commands a highly technical, developer-centric audience.

- **Podcast Addict Dominance (26%):** A massive over-index on the industry-leading platform for Android power users and developers.
- **Apple Podcasts (41%):** Deep penetration into the executive and creative professional market.
- **Listener Trust:** 50%+ of listeners are "Engaged," staying for at least 20 minutes of deep-dive technical analysis.

### C. Ad Performance & Innovation

We offer the highest retention rates in the AI news category by utilizing a "Multi-Touch" episode strategy.

- **The Flash Briefing Effect:** Our 2-minute "Daily Pillar" teasers achieve a **306% average consumption rate**, meaning listeners replay and share our content multiple times.
- **Technical Authority:** "How-To" and framework episodes (e.g., OpenClaw, Gemini ARC Leap) maintain an **85% completion rate**, proving high intent from the audience.

### D. Sponsorship Opportunities (2026 Rates)

We move beyond simple CPM to offer **Value-Based Bundles** that integrate your brand into the daily AI workflow.

### E. Why Partner With AI Unraveled?

"We don't just report the news; we unravel the strategy. Our listeners are the architects, CISOs, and engineers building the agentic future. When you sponsor *AI Unraveled*, you aren't just buying impressions—you are buying **authority** in the most important sector of the global economy."

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## 1. THE INSIGHT: THE POWER OF THE "TEASER"

Our data confirms that enterprise leaders are moving toward high-density, short-form intelligence. Our **2-minute "Intelligence Teasers"** currently boast an **average consumption rate of 100%+** (with peaks at 306%). Our audience doesn't just listen; they replay and study the segments to extract actionable insights.

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## 2. DIGITAL PARTNERSHIP TIERS (Monthly Subscription)

### PACKAGE A: THE DAILY RUNDOWN (Awareness)

- **Inventory:** 3 Episodes per week (12/mo).
- **Format:** 30-second Pre-roll/Mid-roll "News Shootout."
- **Investment:** **\$3,000 / month**

### PACKAGE B: THE VIRAL TEASER TRACK (High Engagement)

- **Inventory:** 3 Episodes per week (12/mo).
- **Format:** Title sponsorship of our ultra-high-retention 2-minute "Teasers."
- **Investment:** **\$2,500 / month**

### PACKAGE C: THE SPECIAL EDITION (Strategic Authority)

- **Inventory:** 3 Episodes per week (12/mo).
- **Format:** Integration into long-form Technical Reports and Regulatory Deep Dives.
- **Investment:** **\$2,500 / month**

### ★ THE OMNI-CHANNEL BUNDLE (Total Dominance)

- **Includes:** All 12 Daily News, 12 Viral Teasers, and 12 Special Editions per month.
  - **Total Value:** 36+ Brand Integrations per month + Back-catalog dynamic insertion.
  - **Investment:** **\$4,999 / month** (Save \$3,000+ monthly)
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## 3. PREMIUM ACTIVATION: THE "CONFERENCE TOUR"

*Exclusive to North American Tech/AI Summits (AI4, CES, NeurIPS, etc.)*

As an **Official Podcast Host** at major summits like **Ai4 Las Vegas**, we offer a physical-digital hybrid sponsorship that puts your brand in the room with AI royalty.

**What's Included:** Your logo on the "Host Station" backdrop during C-suite interviews + Raw 4K video files of interviews (featuring your logo) for your own PR/Social use.

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#### 4. THE MOAT: WHY WE OWN THE ENTERPRISE CONVERSATION

Our content is engineered for the "Implementer Class." We focus on high-stakes topics that drive business decisions.

**Our Most Downloaded Enterprise Briefings include:**

- **Strategic ROI:** *"The Billion-Dollar Decision—Building Your AI Moat vs. Buying Off-the-Shelf"*
- **Industrial AI:** *"How Energy and Construction Are Breaking Data Silos with Gemini & Copilot"*
- **Regulatory Risk:** *"Bill C-27 Unpacked: The \$25 Million Price Tag on AI & Privacy Non-Compliance"*
- **Executive Strategy:** *"AI Strategy, Compute, and Ethics: Structural Recalibration"*
- **Governance as a Weapon:** *"The Compliance Cost Cliff: Turning AI Governance Into Your Biggest Competitive Weapon"*
- **Automation Rigor:** *"AI and Drones in Heavy Industry - The New Data-Driven Rigor for Energy and Construction"*

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#### CONTACT

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