



THE ART OF NETWORK ENGINEERING

2026 MEDIA KIT

2,800 Network Engineers Per Episode. Every Time.

906K

Lifetime Downloads

200+

Episodes Published

9,500

YouTube Subscribers

WHO WE ARE

The Art of Network Engineering is one of the largest independent media platforms built for network engineers and infrastructure professionals. Since launching in July 2020, we've published 200+ episodes and grown into one of the most trusted independent voices in the field.

We blend technical insight with real-world stories from engineers, innovators, and IT pros. From data centers on cruise ships to rockets in space. Authentic, practical, and human.

AONE sponsors aren't buying generic impressions. They're earning attention from one of the most targeted practitioner audiences in network infrastructure.



[Podcast](#)

200+ episodes · Biweekly



[YouTube](#)

9,500 subscribers · Full video



[X/Twitter](#)

19K followers



[LinkedIn](#)

7,700 followers



[Discord](#)

3,500+ members



[Linktree](#)

All channels · one link



AUDIENCE DEMOGRAPHICS

We reach engineers when they're actively evaluating tools, solving problems, and advancing their careers.

70%

aged 26–44

Prime buying age

20%

Director / VP / C-Suite

Decision-making authority

80%

Hands-on practitioners

Recommend & specify tools

64%

North America

Primary geography

20%

Europe

Secondary geography

TYPICAL EMPLOYERS:

Enterprise IT · Service Providers · Cloud Infrastructure · Education · Federal / Government



PLATFORM GROWTH 2025

Every performance metric grew substantially in 2025. The AONE audience is accelerating, not plateauing.

 **103K**

Total Podcast Downloads

+22% YoY

 **2,800**

Downloads Per Episode (First 60 days)

+26% YoY

 **143K**

YouTube Views

+11.0% YoY

 **9,300**

YouTube Subscribers

+35.4% YoY

 **17,500**

Spotify Hours Listened

+16% YoY

 **306K**

Total Platform Touchpoints

+14.2% YoY

Consistent floor, rising ceiling. Top episodes now reach 4,400+ downloads.



REACH & RELIABILITY

Predictable per-episode delivery, plus Run-of-Catalog reach across the back catalog.

1,500

Downloads in First 7 Days

Fast early engagement

2,300

Downloads in First 30 Days

Predictable campaign delivery

2,800

Downloads in First 60 Days

Sustained long-tail
engagement

9,300

Catalog Downloads / Month

Run-of-Catalog reach across
200+ episodes

Most engagement happens in the first 7-14 days. Sponsors get concentrated visibility during critical launch and campaign windows.



WHY AONE WORKS FOR B2B SPONSORS

B2B buyers research independently long before they engage with sales. Reaching them during that research window is where vendors win, or get left off the shortlist.

60%

of the B2B buying journey is now complete before a buyer contacts sales.

6sense, 2025

81%

of buyers have a preferred vendor before any sales conversation.

6sense, 2024

86%

of daily podcast listeners recall an ad they heard in the past week. The highest of any medium.

Sounds Profitable, 2025

71%

aided brand recall after podcast ad exposure, vs. 50% for those not exposed.

Nielsen, 2022

WHAT THIS MEANS FOR YOUR CAMPAIGN

Buyers choose favorites during silent research. AONE puts your brand in front of the network engineers and architects performing that research, repeatedly, in a trusted voice, during the buying window where preference is set.

Each new AONE episode delivers 2,800 host-read impressions, and the back catalog drives another 9,300 impressions per month, every month, for the length of your contract.



HOW TO MEASURE YOUR CAMPAIGN

Podcast influence is real, but time-shifted. Listeners hear the ad on a run, then research days later. Track these four signals to capture the full impact.

01

UTM-tagged vanity URL

We mention a clean URL on-air (e.g. yourbrand.com/aone). Tag it with `utm_source=aone` and you can see exact lift in Google Analytics during and after the campaign window.

02

Promo code or offer

A campaign-specific code (e.g. `AONE2026`) gives you direct attribution at checkout or signup. Captures roughly 15% of conversions; useful as a floor, not the full picture (Podscribe Q4 2024 PPB Report).

03

"How did you hear about us?"

Add this to high-value forms: demo requests, pricing inquiries, contact forms. The strongest single attribution signal once paired with sales rep follow-up.

04

Train your sales team

Reps should ask every inbound lead what content influenced them. Podcasts rank as the most trusted ad medium tested (Sounds Profitable, Advertising Landscape 2025), so AONE-engaged leads tend to arrive warmer than other channels. Track that conversion advantage.



WHAT THEY SAY

Sponsor results, and the audience trust that produces them.

“ *The AONE audience converts. We tracked a 4x lift in demo requests during our six-month campaign, and the leads came in already knowing our product story.*

VP of Marketing

FROM THE AUDIENCE

“

AONE is the show I recommend to every engineer on my team. It's like having a mentor in your ear during the commute.

Senior Network Engineer

“

I've learned more about real-world automation challenges from this podcast than from any vendor whitepaper.

Network Architect

“

I learn something from every AONE episode that I can apply at work. It's part of my professional development, not just my commute.

Network Administrator



BRANDS THAT PARTNER WITH US

The following companies trust us to reach network engineers and infrastructure decision-makers.

NETWORK AUTOMATION & INTENT

Juniper Apstra

Itential

Forward Networks

Unimus

OBSERVABILITY & MONITORING

Kentik

NetAlly

PathSolutions

Augtera

INFRASTRUCTURE & HARDWARE

Meter

Opengear

Celona

Netris

TRAINING & COMMUNITY

Cisco Press

Boson

USNUA



PRODUCTS & PRICING

PRE-ROLL AD

\$600/episode

Audio only

2,800 impressions per episode

One 30-second host-read embedded spot at the top of a single audio episode, *permanent placement*.

FEATURED EPISODE

\$1,500/episode

Audio + video bundled

2,800 impressions + YouTube views

One 60-second host-read embedded spot inserted in a single episode. Audio and video, *permanent placement*.

DYNAMIC AUDIO AD

\$6,000/mo

Audio only

9,300 monthly impressions · entire catalog

15-30 second pre-roll, and 45-90 second mid-roll, **dynamically inserted into all 200+ audio episodes** for your contract term.

DEDICATED INTERVIEW

\$11,000/episode

Full episode · audio + video

2,800 impressions + YouTube views

One full-length episode dedicated to your product, team, or story. Audio + video.

CATEGORY EXCLUSIVITY

\$1,000/mo

Stacks on any package

One partner per category. No competitors for contract term. Limited availability. Contact us to check your category.

