SPONSORSHIP MEDIA KIT

PrOTect IT All

Sponsorship Media Kit, 2026

From Aaron Crow and the PrOTect IT All Podcast

protectitallpod.com

THE SHOW

WHO THE SHOW IS

PrOTect IT All is a weekly cybersecurity podcast hosted by Aaron Crow, a 30-year practitioner who has actually defended critical infrastructure. The show is OT and ICS at its core, with broad cyber across the rest. Every topic runs through the same filter: what does this mean for someone running real infrastructure?

The host moat is the product. Aaron has been an asset owner at a major Texas utility supporting more than 40 power plants, helped build the OT cybersecurity practice at EY, served as CTO of an OT-focused security platform, and is now Head of OT Cyber at Arcova, working the same problems the show covers. He has been the person on the plant floor at 3 AM. The episodes sound like it.

The audience self-selects on that signal. They are not casual cybersecurity listeners. They are operators, leaders, and buyers who have run real plants, lived real incidents, and are tired of vendor pitches dressed up as content.

POSITIONING

WHY THIS AUDIENCE IS DIFFERENT

We are not a CPM-based show. We do not sell impressions.

We sell access to a specific, hard-to-reach audience: CISOs, plant managers, OT engineers, and the cyber leadership making buying decisions at the asset-owner side of critical infrastructure.

The numbers on the following pages are real, and we will share the source artifacts on request. They are modest in raw size and premium in audience quality, which is exactly what makes this listener base valuable to endemic sponsors and roughly invisible to general-purpose ones.

> *Five thousand of the right listeners beat five hundred thousand random ones.*

DATA

THE NUMBERS (AS OF SEPTEMBER 2026)

AUDIO

Total episodes published	121
Show launched	January 2024
Publication cadence	Weekly (Mon)
Lifetime listens	24,142
Followers	6,627
Spotify streams	2,028

Geographic concentration: 45% United States, then UK, Canada, Japan, Australia. Platform mix: 64% Apple ecosystem (iOS and macOS), 23% Android; Apple Podcasts and Overcast alone account for 52% of listens. iOS-dominant in B2B is the buyer demographic, not the consumer one.

YOUTUBE

Subscribers	444
Total views	45,744
Videos published	284
Long-form videos published	151
Shorts published	133
Long-form engagement rate	3.27%

All figures current as of 6 September 2026. Audio listens, followers, Spotify streams and the platform and geography breakdowns come from the Castos analytics export of that date; Castos does not expose these figures through its API, so they are refreshed by export.

Engagement runs roughly 3x to 6x the ~0.5-1% typical for tech content, meaning the right people are watching. The channel is in deliberate growth mode through 2026 with a clip engine ramp and YouTube-native packaging discipline.

NEWSLETTER AND SOCIAL

The PrOTect IT All Security Brief is active and growing from a near-zero baseline. It is not currently sold as sponsor inventory; once the list reaches a meaningfully engaged size it becomes a separate sponsorship surface. Episode social rollouts run as five-day campaigns across Facebook, Instagram, Threads, and LinkedIn, with copy tailored to each platform. Sponsors named in show notes get the same five-day reinforcement.

AUDIENCE

WHO IS LISTENING

Anecdotal but consistent feedback from DMs, conference conversations, and guest reciprocity points to the same audience makeup:

- CISOs and security leaders at industrial, utility, manufacturing, healthcare, and financial-services organizations
- OT and controls engineers at asset-owner plants
- Plant managers and facility operations leaders
- Security consultants and integrators working in OT and ICS
- Cybersecurity vendors serving the OT and ICS market (engineering, product, and marketing leaders)
- Aspiring OT practitioners building careers in the field

Most are in North America, with strong secondary representation in Europe, the UK, and APAC (Japan, Australia, Singapore). Many are senior enough to write a check or recommend the vendor that gets it.

CREDIBILITY

REPRESENTATIVE PAST GUESTS

A short selection that signals the credibility of the room:

Lesley Carhart Director of Incident Response (OT), Dragos (EP41, EP115)

Clint Bodungen Author and Founder, ThreatGen (EP4, EP30)

Patrick Gillespie OT/ICS Practitioner Leader (EP72)

Mike Holcomb OT/ICS Cybersecurity Consultant (EP34, EP102)

Don C. Weber Founder, Cutaway Security (EP99)

Lior Frenkel CEO, Waterfall Security Solutions (EP81)

Sean Tufts Field CTO, Claroty (EP104)

Peter Schawacker Founder & CEO, Nearshore Cyber (creator of ARAMIS) (EP107)

Clark Liu Senior Manager OT Security, GALLO (EP106)

93 guests across 127 episodes, from Dragos, Claroty, Waterfall Security, Mandiant, Rockwell Automation, Palo Alto Networks, Google Cloud and SANS Institute, plus operators such as Vistra, Liberty Utilities and Royal Caribbean Group. Episode numbers are checked against the show notes.

FORMATS

SHOW FORMATS SPONSORS CAN ATTACH TO

INTERVIEW EPISODES (WEEKLY)

Full conversations with practitioners and leaders, OT-anchored, with broader cyber spokes that always run through the practitioner point of view.

AARON SOLO EPISODES (MONTHLY)

Short, direct authority pieces: plant-floor war stories, OT-versus-IT translations, contrarian takes. The fastest-growing format on YouTube as of mid-2026.

CORNERSTONE SEO SERIES

Evergreen videos and companion articles. The flagship series in 2026 is *The Five ICS Critical Controls That Actually Matter*, mapped to SANS guidance and designed for search.

NEWSLETTER LONG-FORM

The PrOTect IT All Security Brief. In growth mode, not yet sold to sponsors.

GETTING STARTED

HOW SPONSORSHIP WORKS

Episode sponsorships, monthly series, quarterly anchors, and dedicated content partnerships are all available.

An episode sponsorship is the entry point: one episode, host-read. A monthly series runs the same treatment across every episode in the month, for sponsors who want sustained presence. A quarterly anchor is the deepest integration, reserved for one or two partners building category authority over multiple quarters. A dedicated content partnership builds a full episode around a sponsor's subject-matter expert, produced under the same editorial rules as every other episode.

Pricing is shared in the first conversation, sized to the format and the run. There is no rate card here on purpose: the right package depends on what you are trying to reach and how often.

THE RULE

THE INTEGRITY GUARDRAIL

> *I will not sell you fear, and I will not sell you junk.*

This protects the audience, and it is not flexible.

- Sponsors never dictate content. Editorial decisions remain with Aaron.
- Aaron only accepts sponsors he would genuinely recommend to a peer.
- Sponsorship is disclosed clearly in every placement.
- There are no exclusivity restrictions. Competing vendors are welcome on the same show; the audience benefits from multiple credible perspectives.

This is the reason the audience trusts the show, which is the reason the sponsorship is valuable. We will turn down a sponsor that requires editorial control before we will compromise it.

CONTACT

HOW TO START A CONVERSATION

The fastest way to start is protectitallpod.com/sponsor. Tell us what you're building and who you're trying to reach, and Aaron will follow up with sample episodes, current audience numbers, and next steps.

We are also happy to send sample episodes that match a prospective sponsor's positioning, share fresh audience analytics on request, or arrange a conversation with Aaron about whether the fit is right.

AARON CROW

Host, PrOTect IT All

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