

BOOK OVERFLOW Media Kit • 2026

bookoverflow.io | contact@bookoverflow.io

A long-form discussion podcast for software engineers to understand the books that shape our craft.

ABOUT THE SHOW

Book Overflow is a long-form discussion podcast hosted by **Carter Morgan and Nathan Toups**. Every week, we read and dissect the most influential technical books in software — and interview the legends who wrote them. Past guests include **Brian Kernighan, Martin Fowler, Stephen Wolfram, Gergely Orosz, John Ousterhout, and Uncle Bob Martin**. In a world of short-form takes, Book Overflow is where engineers come to think.

14,000+

Monthly Downloads

16,000+

Monthly YouTube Views

30,000+

Combined Monthly Reach

28–45

Core Audience Age Range

OUR AUDIENCE

Book Overflow listeners are high-value, practicing software engineers. They are:

- ▶ Senior and staff-level engineers actively making tooling and vendor decisions
- ▶ High earners (\$120K–\$200K+) with both personal purchasing power and professional influence
- ▶ Lifelong learners who seek out long-form content
- ▶ Primarily aged 28–45, the most commercially valuable demographic in tech

SPONSORSHIP PACKAGE

Monthly Sponsor Package

\$1,800 / month

Multi-month discounts available

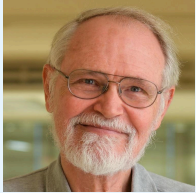
- ✓ Host-read mid-roll ad — One per episode across all 4 regular episodes
- ✓ YouTube sponsorship mention — Included in all episode videos
- ✓ Show notes placement — Link in episode description on all platforms
- ✓ Bonus episode coverage — Author interview episodes included when available

WHY HOST-READ ADS WORK HERE

Our listeners have chosen to spend 60–90 minutes per week in a focused, high-attention listening environment. They trust us because we've had honest, rigorous conversations with the authors of the books that shaped their careers. When we recommend a product, it carries the same weight as a recommendation from a respected colleague, not an advertisement.

And unlike news-driven podcasts, our episodes don't expire. A deep dive on *Refactoring* or *A Philosophy of Software Design* is just as relevant two years from now as the day it aired. Your sponsorship keeps generating impressions long after the initial placement. Every episode is a long-term asset, not a one-week window.

NOTABLE PAST GUESTS



Brian Kernighan

Co-creator of C, author of *The Practice of Programming*



Martin Fowler

Author of *Refactoring*



Stephen Wolfram

Founder of Wolfram Research



Gergely Orosz

Author of *The Pragmatic Engineer*

WHAT OUR GUESTS SAY

"Carter and Nathan have cultivated an audience of engineers that don't just want to talk about code, but care about the entire craft. And it's clear why the two of them are having success in building an audience: Their curiosity is genuine and infectious. I've had so many interviews over the years where the host didn't even bother to read my book. Not these two — they knew parts of the book better than me! I enjoyed the conversation tremendously."

— **Dan Heath**, *Made To Stick*

*"I tremendously enjoyed going on Book Overflow with Carter and Nathan to talk about my book, *Hypermedia Systems*. While they were somewhat skeptical of the premise of the book (and rightfully so, it is an unorthodox book) they were fair-minded and gracious hosts who thoughtfully discussed the ideas in it with open minds. Because of their reach, the episode became a significant driver of interest in my library. Great podcast concept, great hosts and a great overall vibe, I can strongly recommend them to anyone."*

— **Carson Gross**, *Hypermedia Systems*

"I had a great time participating in Book Overflow. It was a privilege to be connected with John Ousterhout. Were it not for Book Overflow, our extremely useful debate would never have happened."

— **Robert "Uncle Bob" Martin**, *Clean Coder*

"Finally, a podcast that asks critical questions instead of just setting up the speaker."

— **Patrick Debois**, *The DevOps Handbook*

IDEAL SPONSOR FIT

Our audience is an ideal match for companies in:

Developer tools · Cloud & infrastructure · Developer education · SaaS platforms · Technical hiring · Engineering productivity

Ready to reach 23,000+ software engineers?

We'd love to learn about your product and find the right fit.

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