Rise Above The Noise

2021 MEDIA KIT
Leverage our Results-Driven Media Platforms

Email: marketing@cyberdefensemagazine.com
Call us Toll Free (USA): 1-833-844-9468
International: +1-603-280-4451 M-F 8am to 6pm EST
Our entire team lives and breathes with one philosophy:

In order for you to “RISE ABOVE THE NOISE” we must deliver results that are “ABOVE AND BEYOND” your expectations. Our Goal is to be the #1 Cybersecurity News and Information platform in the World.

1. Like you, we are success-driven.

2. Like you, we are performance-driven.

3. Like you, we care passionately about cybersecurity.

We will deliver results. If you are ever not pleased, let us know and we’ll do our best to exceed your expectations. We have life-long clients (9 years) since inception. This is because we listen, we deliver, we improve, we grow, we succeed, TOGETHER.
“...increase deal flow and close new accounts,” said Carolyn Crandall, Chief Deception Officer, AttivoNetworks and as seen on CyberDefenseTV.com.

“Cyber Defense Media Group is helping us elevate our message to the right audience in the most cost-effective ways,” said Christopher Key, CEO and Co-founder of Verodin.

“I really enjoyed being in the CyberDefenseTV HotSeat ...a high quality interview and our ability to repurpose it as a sales and marketing tool to expand our outreach is extremely valuable to Cybereason,” said Israel Barak, CISO, Cybereason.

“They drove hundreds of qualified CISO/CIO and VP level IT leads to our very first Cyber Defense Webinar together – very impressive,” said Stu Sjouwerman, CEO of KnowBe4.

“iTrust serves organizations of all sizes, both public and private, across multiple industries, in the United States and around the world. Cyber Defense Media Group helps us reach out to this audience through their direct access to CISOs, InfoSec Professionals and IT managers,” said Trevor Horwitz, CEO and Co-founder of iTrust.

“We really enjoy working with the Cyber Defense Media Group team to share our innovations to a captive audience of CISOs and CIOs,” said Larry Lunetta, VP of Security Solutions Marketing for Hewlett Packard Enterprise.
Top InfoSec Companies Know That CDMG Helps Them Stand Out...

- Elevate your Company profile, Brand exposure and Market visibility
- Distinguish your brand - Rise above the noise
- Drive Qualified leads to your sales funnel
- Reach the right audience - Direct Access to global CIOs and CISO'S
- Get Your Message to IT Buyers/Influencers in Public/Private Sectors
- The most Cost-effective Media Promotion and Marketing Solution - Highest R.O.I
MEDIA PLATFORMS

WE’LL DRIVE POTENTIAL CUSTOMERS TO YOU

- Cyber Defense Awards – Semi-Annual Prestigious Awards
- Cyber Defense Magazine – 9 years & 9k+ pages B2B
- Cyber Security Magazine – New in 2020, B2C Focus
- Cyber Defense Professionals – Coming soon... InfoSec Job Site
- Cyber Defense Radio – Streaming Audio Podcasts
- Cyber Defense TV – HotSeat Executive Interviews in HD video
- Cyber Defense Webinars – Live & On-demand Expert Speakers with Cutting Edge Cybersecurity Topics
- Cyber Defense Ventures – Cybersecurity Startup Business Strategy, Funding, Sales & Marketing Acceleration

We partner with Angels, Family Trusts, Investment Bankers and Top VCs
WE’RE STRIVING TO REACH #1 POLE POSITION

#CDM KEYWORD 3rd MOST POPULAR DURING RSA, BLACKHAT AND OTHER EVENTS

FAVORITE COMPETITORS/CO-OPETITION:

#1 – INFOSECURITY MAGAZINE, 11 YEARS IN BUSINESS
#2 – CYBER DEFENSE MAGAZINE, 8 YEARS IN BUSINESS
#3 – SC MAGAZINE, 30 YEARS IN BUSINESS
#4 – DARKREADING, 14 YEARS IN BUSINESS

Synergy Examples:
Illena Armstrong, Top Women in Cyber (our award winner) at SC Magazine
Dr. Peter Stephenson, SC Labs (retired), now runs our Infosec Product reviews
We help Infosecurity Magazine team market their tradeshows in EU/UK/US
We send Zero-day stories to Darkreading (not our forte), they cover some of our breaking stories and link back to us…and the list goes on…

Our Philosophy:
“Above and Beyond”
MARKETING AND LEAD GENERATION

WE’LL DRIVE POTENTIAL CUSTOMERS TO YOU… MISSION: BUILD THOSE FUNNELS

Let us customize a monthly, quarterly, semi-annual or annual marketing program that will meet your demand generation and brand building needs….

• Content Syndication
• Opt-In Email Campaigns
• Top of Site and Side Banners
• TV Hotseats and Radio Podcasts
• Product and Service Spotlights
• Gated Content with Guaranteed Leads
• Social Media Promotion
• Thought Leadership Articles & Whitepapers
• Webinars with Guaranteed Leads
STRIVING TO BE #1: HIGH QUALITY FUNNEL BUILDING

NINE YEARS OF HARD WORK AND WE WON’T STOP NOW

- Over the past 9 years, Cyber Defense Media Group has earned a reputation for being a TRUSTED SOURCE in the InfoSec ecosystem.
- When we call attention to a product or service, people LISTEN!
- Leverage our status to get YOUR MESSAGE viewed by the top executives, influencers, and decision-makers with PURCHASING POWER to buy your solutions!

Millions of visits and hundreds of thousands of organic backlinks with growing search engine content indexing and new subscribers, daily...
A globally trusted cybersecurity media platform.
LEVERAGE OUR GROWING PLATFORMS
DEMOGRAPHICS & READERSHIP PROFILES

INFOSEC AND IT BUYERS, INFLUENCERS AND IMPLEMENTERS

Growing Global Presence
Offices in USA (DC & NYC), London & Hong Kong
Co-market/attend tradeshows virtually & globally!

Demographics
- Millions of Page Views!
- 125k+ Opt-In Email Subscribers
  (50k+ are C-level executives!)
  - 70% US and Canada
  - 25% UK and EU
  - 4% Asia/Pacific
  - 1% Middle East

Reader, Listener and Viewership
- 20% C-level Executives (mostly CISOs & CIOs)
- 21% VP/Directors of IT/InfoSec
- 47% IT Managers/Admins/Professionals
- Industry Decision-Makers in:
  - Cybersecurity, IT / InfoSec, Software Development,
  - Network Administration, Data Center Administration, Security Operations, Risk
  - Management, System Analysis + Management,
  - Academia/Research

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SOCIAL MEDIA PROMOTION

STRONG, GROWING SOCIAL MEDIA PRESENCE

We help you rise above the noise with amazing social media marketing opportunities. Our readership are your potential customers with a large, targeted and growing INFOSEC social media presence!

37,000+
InfoSec Facebook followers

56,000+
Infosec Twitter followers

41,000+
LinkedIn Profile for InfoSec

Millions+
Annual readership on just one of our numerous websites/platforms
OPT-IN EMAIL PROMOTION: VERY HIGH VALUE EMAIL CAMPAIGNS

Over 125k Opt-In InfoSec Email Subscribers (GDPR compliant) and growing at more than 1000 new subscribers per month!

In the first 60 minutes, 5,485 individuals opened the email, with a 14% click-through rate. In some cases, depending upon the content, we reach a 20% click-through rate…
We’ll Help You Build Your Brand

One of the leading provider of all things INFOSEC and CYBERSECURITY since 2012: Awards, News, Product & Services Spotlights, Knowledge and Information.

- Millions of Online Visits to our Websites, Annually
- Over 9,000 pages of searchable & indexed content
- Daily news and thought leadership articles marketed to:
  - Over 41k LinkedIn followers
  - Over 56k Twitter Followers
  - Over 35k Facebook Followers
  - Over 50k Opt-In CISO’s Emails
- Delivered to over 125k Opt-In InfoSec Professionals Emails, growing at over 1000 new subscribers, monthly!
Announced and Delivered every year at the RSA Conference USA for 9 Years In a Row for Innovators and Best of Breed Products & Services.

Announced and Delivered every year at the Black Hat USA Conference in our second year in 2021, shining a spotlight on Cybersecurity “Unicorns”, Hot Startups, CISOs and Women in Cybersecurity.

...plus our prestigious annual Black Unicorn Report, covered by VCs, Investment Bankers and M&A Firms like Momentum Cyber
IN-PERSON & VIRTUAL AWARDS

NO IN-PERSON EVENTS? NO WORRIES!

- **LIVE** Virtual Awards Presentations!
  - **TOP Industry Executives and Influencers** as Panelists/Judges!
  - **REAL-TIME Social Media Promotion** as the awards are given out!
  - Nominees and Winners are **Awarded Prizes and Promotion Packages**!
- We Ship **Physical Awards** to You and Promote Your Pics on Social Media when you can’t be there!
CYBER DEFENSE RADIO PLATFORM

CUSTOMERS LOVE LISTENING TO PODCASTS AND STREAMING

INFOSEC KNOWLEDGE STREAMING WORLDWIDE..
Cyber Defense TV – An Exciting and Informative Platform – CEO/Exec HotSeats
• Cybersecurity Products with a consumer focus
• Antivirus, Firewall, VPN, Privacy Software and Hardware
• Encrypted USB Sticks and Hard drives
• IoT Products for Home Security and Productivity
• Password Managers

• Business to Consumer (B2C) Cybersecurity Product Reviews launching in January 2021
Dr. Peter Stephenson, formerly running SC Labs for 30 years
- Focusing solely on those products and solutions that include real advances in artificial intelligence and machine learning usage for cybersecurity
- Totally independent and unfiltered.
- B2B InfoSec Solutions that could dramatically improve your ability to stop a breach.
CYBER DEFENSE GATED CONTENT w/guaranteed leads

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!

• You Provide us with a PDF eBook, Whitepaper or other valuable offering and we'll deliver...
  • **Guaranteed High Quality Leads** (C-Level/VP/Directors of IT with even more granularity available such as region, vertical, company size, etc.)
  • We drive matching leads to this gated offering.
  • **We'll deliver to you** the leads you requested over a multi-month campaign.

A Turnkey Platform To Engage Your Target Audience. We’ll do all the work for you!
CYBER DEFENSE WEBINARS PLATFORM

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!

• **Guaranteed** High Quality Leads (C-Level/VP/Directors of IT)
• Collaborative Approach To Maximize R.O.I.
• Guided Webinar Format To Optimize Audience Engagement
• QUALITY over QUANTITY – No More Than 2 Webinars Monthly!
• Live Leads AND Replay Leads Sent To YOUR Sales Team

A Turnkey Platform To Engage Your Target Audience!
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- Product and Service Spotlights
- Gated Content with Guaranteed Leads
- Social Media Promotion
- Thought Leadership Articles & Whitepapers
- Webinars with Guaranteed Leads
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