



**CYBER DEFENSE**  
**MEDIA GROUP**

**12**  
YEAR  
ANNIVERSARY

Leverage our Results-Driven Media Platforms

# Rise Above The Noise

12th Year Anniversary  
2024 MEDIA KIT



Copyright © 2024. Cyber Defense Media Group. All Rights Reserved Worldwide

Call us Toll Free (USA): **1-833-844-9468**

International: **+1-603-280-4451 M-F 8am to 6pm EST**

[marketing@cyberdefensemagazine.com](mailto:marketing@cyberdefensemagazine.com)

## OUR CORE VALUES

# Cyber Defense Media Group

Our team lives and breathes 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.



LIKE YOU, WE ARE  
SUCCESS-DRIVEN.



LIKE YOU, WE ARE  
PERFORMANCE-  
DRIVEN



LIKE YOU, WE CARE  
PASSIONATELY ABOUT  
CYBERSECURITY.

We deliver results.

We listen, we improve, we grow, **we succeed...**

**TOGETHER.**

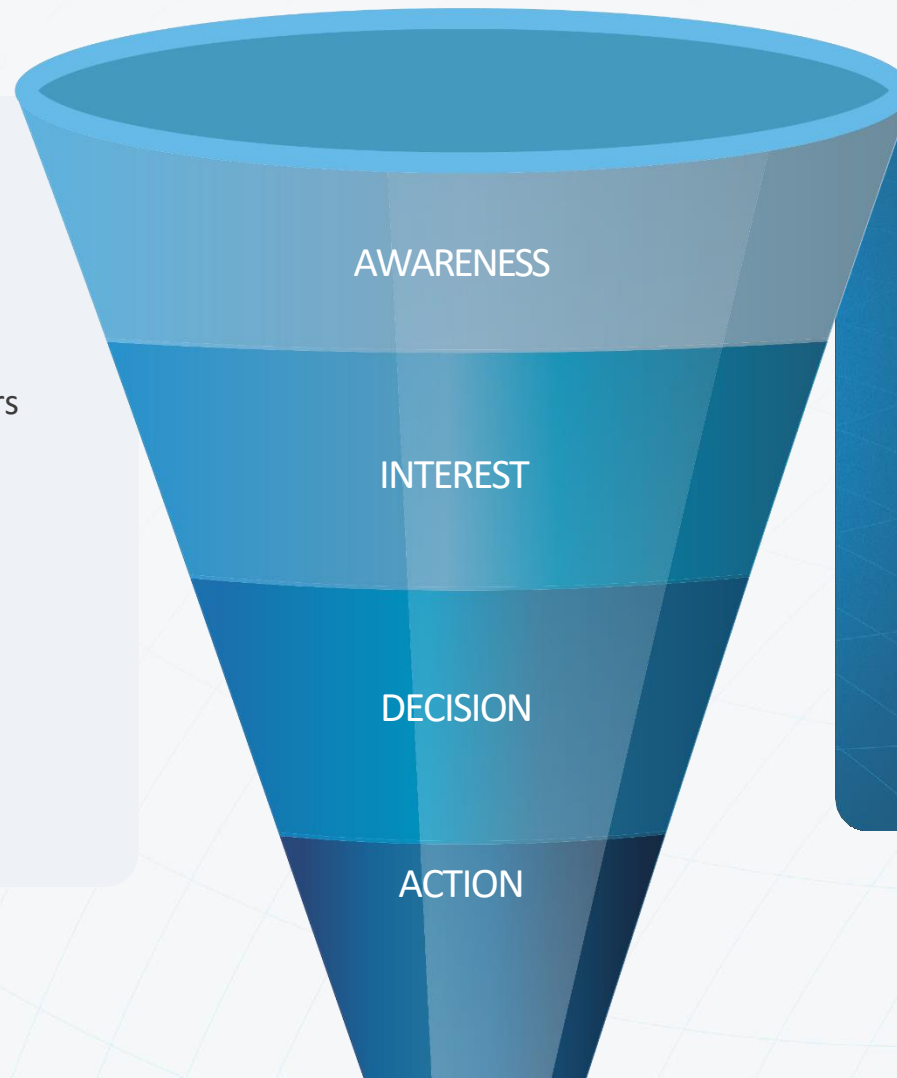


CYBER DEFENSE MEDIA GROUP

# We'll Help You Build Brand & Grow Leads

## Brand Awareness For Marketing:

- ✓ Thought leadership articles & Whitepapers
- ✓ Top of Site and Side Banners
- ✓ TV Hotseats and Radio Podcasts
- ✓ Product and Service Spotlights & Reviews
- ✓ Social Media Promotion



## Warm Leads For Sales:

- ✓ Opt-In Email Campaigns
- ✓ Gated Content with Guaranteed Leads
- ✓ Exclusive, Intimate Networking & Training
- ✓ Webinars with Guaranteed Leads

## CYBER DEFENSE MEDIA GROUP

# A Few Clients Testimonials ...



“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.

“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.

“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.

“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.

“**...increase deal flow and close new accounts**,” said [Carolyn Crandall](#), Chief Deception Officer, AttivoNetworks and as seen on [CyberDefenseTV.com](#).

CYBER DEFENSE MEDIA GROUP

# We're Striving To Reach #1 Pole Position

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

Backlinks : cyberdefensemagazine.com

DOMAIN AUTHORITY

52 GREAT

REFERRING DOMAINS

4,264 GOOD

BACKLINKS

108,632 AMAZING

NoFollow: 12,802

WE RANK WITH OUR  
FAVORITE COMPETITORS/  
CO-OPETITION:

INFOSECURITY MAGAZINE,  
14 YEARS IN BUSINESS

SC MAGAZINE,  
33 YEARS IN BUSINESS

DARKREADING,  
17 YEARS IN BUSINESS

CYBER DEFENSE MAGAZINE,  
12 YEARS IN BUSINESS

Higher google ranking  
Try "cybersecurity  
magazine"  
for example



CYBER DEFENSE MEDIA GROUP

# Demographics & Readership Profiles

INFOSEC AND IT BUYERS, INFLUENCERS AND IMPLEMENTERS



## DEMOGRAPHICS

- Millions of Page Views!
- **150k+** Highly Qualified InfoSec Opt-In Email Subscribers and growing... (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



## CYBER DEFENSE MEDIA GROUP

# Leverage Our Media Platforms

WE'LL DRIVE POTENTIAL CUSTOMERS TO YOU

- ▶ **Cyber Defense Awards**  
Semi-Annual Prestigious Awards
- ▶ **Cyber Defense Conferences**  
Intimate, Exclusive Events
- ▶ **Cyber Defense Magazine**  
12 years & 12k+ pages B2B & B2G
- ▶ **Cyber Defense Professionals**  
Free Listings 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**  
We partner with Angels, Family Trusts, Investment Bankers and Top VCs



CYBER DEFENSE MEDIA GROUP

# Social Media Promotion

## STRONG, GROWING SOCIAL MEDIA PRESENCE

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

**55,000+**

InfoSec  
Facebook follows

**60,000+**

Infosec  
Twitter  
followers

**50,000+**

LinkedIn  
Profile for InfoSec

**Millions+**

Annual readership on  
just one of our  
numerous  
websites/platforms



CYBER DEFENSE MEDIA GROUP

# Dedicated Email Campaigns



**14%**

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 20-22% click-through rate...

**150k+**

Over 150k+ Opt-In InfoSec Email Subscribers (GDPR compliant)

**~1000**

Growing at approximately 1000 new subscribers per month!

CYBER DEFENSE MEDIA GROUP

# Cyber Defense Magazine: Our Top Platform

## WITH A CONSTANTLY GROWING AUDIENCE OF IT/INFOSEC BUYERS

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

**5 million+**

Millions of Online Visits  
to our Websites,  
Annually

**12k+**

Over 12,000 pages of  
searchable & indexed  
content

**50k+**

Over 50k LinkedIn  
followers

**60k+**

Over 60k Twitter  
Followers

**50k+**

Over 50k Facebook  
Followers

**50k+**

Over 50k Opt-In  
CISO's Emails

**150k+**

Delivered to over 150k+  
Opt-In InfoSec

**~1000**

Professionals Emails,  
growing ~1000 new  
subscribers, monthly!

**100k+**

Total Backlinks

+4k referring  
domains

**WE'LL HELP YOU  
BUILD YOUR BRAND**



CYBER DEFENSE MEDIA GROUP

# Cyber Defense Awards

NOMINATIONS MATTER. FINALISTS COUNT.  
WINNERS THRIVE!

TWO TIMES PER YEAR —  
PRESTIGIOUS AWARD  
OPPORTUNITIES



## RSA Conference

Announced and Delivered every year at the RSA Conference USA for 12 Years In a Row for Innovators and Best of Breed Products & Services.

## CyberDefenseCon

Announced and Delivered at CyberDefenseCon in 2024, shining a spotlight on Cybersecurity “Unicorns”, Hot Startups, CISOs and Women in Cybersecurity



## Black Unicorn Report

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



CYBER DEFENSE MEDIA GROUP

# Cyber Defense Radio & TV Platforms

CUSTOMERS LOVE WATCHING TV, LISTENING TO PODCASTS AND STREAMING

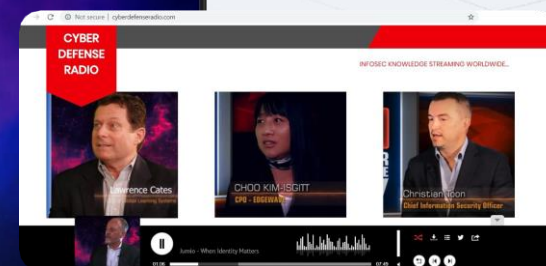


Highly  
Re-Useable  
Sales Tool

Incredibly  
Cost  
Effective

5-15 minutes  
High -  
Quality  
Video

**CYBER DEFENSE TV**  
InfoSec Knowledge is Power



Customized  
Introductions  
with your  
logo/brand

Radio Podcasts  
Now On 21  
Platforms  
including  
iTunes, Spotify,  
Pandora and  
Much More...

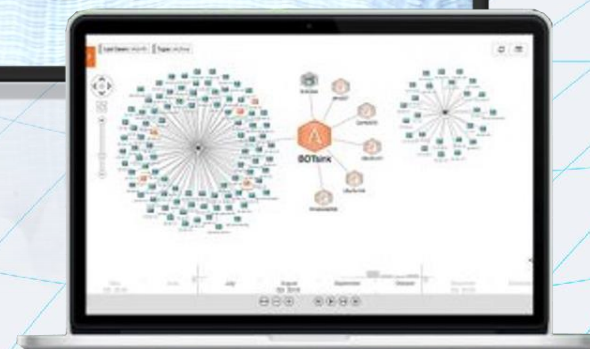
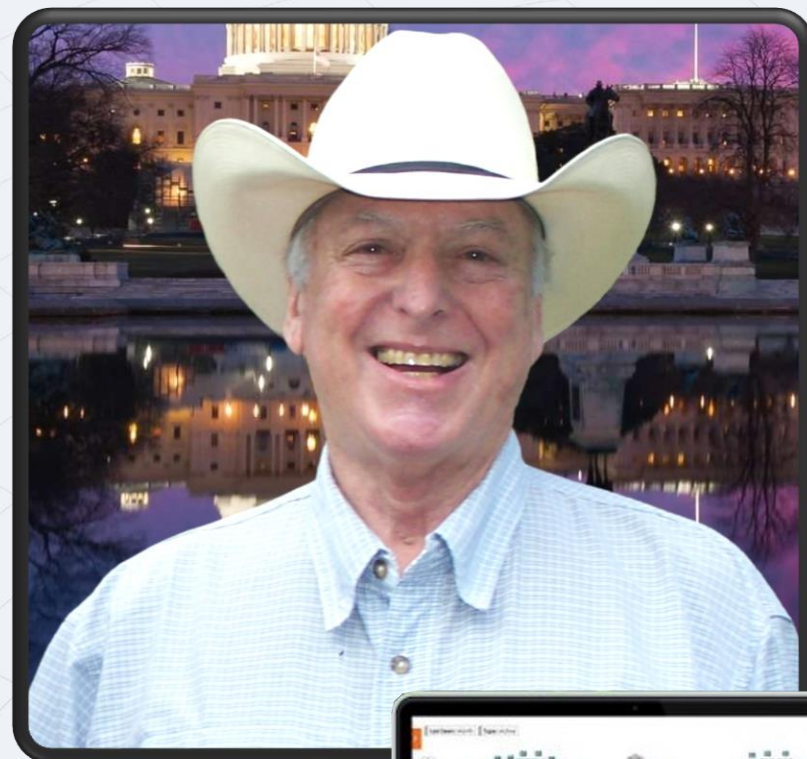


CYBER DEFENSE MEDIA GROUP

# Cyber Defense Product Reviews

Yan Ross, J.D., is a Cybersecurity Journalist & Editor-in-Chief of Cyber Defense Magazine.

- Focusing solely on those products and solutions that include real advances in artificial intelligence and machine learning usage for cybersecurity
- Independent, Positive Reviews are always customer facing and any product issues or improvements suggestions are delivered confidentially





CYBER DEFENSE MEDIA GROUP

# Cyber Defense Gated Content

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!

1

**You Provide us** with a PDF eBook, Whitepaper or other valuable offering and we'll drive...

2

**Guaranteed High Quality Leads** (C-Level/VP/Directors/Managers of IT/INFOSEC.)

3

**We'll deliver to you the leads** you requested throughout the campaign.

Gated Offer



Qualified Leads

A Turnkey Platform To Engage Your Target Audience!



CYBER DEFENSE MEDIA GROUP

# Cyber Defense Webinars Platform

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!



Guaranteed High Quality Leads (C-Level/VP/ Dir /Mgr of IT)



Collaborative Approach To Maximize R.O.I.



Guided Webinar Format To Optimize Audience Engagement



Registration Leads Sent To YOUR Sales Team



QUALITY over QUANTITY – No More Than One Webinar Monthly!



A Turnkey Platform To Engage Your Target Audience!



CYBER DEFENSE MEDIA GROUP

# Cyber Defense Conferences Platform

NETWORK WITH ENTERPRISE CISOs TO  
BUILD NEW INFOSEC RELATIONSHIPS

- **Intimate Networking** with the Top Global CISOs
- **CISO Speakers, Panelists & Roundtables**
- **Elite Showcase and speaking** opportunities for Top InfoSec Innovators





CYBER DEFENSE MEDIA GROUP

# Cyber Defense Conferences Platform

NETWORK WITH ENTERPRISE CISOs TO BUILD NEW INFOSEC RELATIONSHIPS



## Top Global CISO

...success of last week's event! It was a 10 out of 10. Thank you again for including me in such a great conference, and I'm more than happy to participate in future events!



## Top Global CISO Fortune 500

I'm honored to be named a Top Global CISO for 2023 by Cyber Defense Magazine!  
More importantly, I want to recognize my team at Dolby. I am grateful for each and every one of you for the amazing work you do. I couldn't do it without you!  
Thank you Gary Miliefsky and the Cyber Defense Magazine team for putting an outstanding event. It was a great experience to network, listen and learn from fellow CISOs.



## Top Global CISO Fortune 500

My kudos to you and the team for such a well run, informative, and collaborative conference!



CYBER DEFENSE MEDIA GROUP

# Next Steps? Your Customized Campaign...

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

WE'LL DRIVE PROSPECTIVE  
CUSTOMERS TO YOU...MISSION:  
BUILD THOSE FUNNELS



- Gated Content with Guaranteed Leads
- Multiplatform Social Media Promotion
- Exclusive, Intimate CISO Networking Events
- Thought Leadership Articles & Whitepapers
- Webinars with Guaranteed Leads



CYBER DEFENSE MEDIA GROUP

# Rise Above The Noise

Washington, D.C.



**Global Headquarters:**

Cyber Defense Media Group  
1717 Pennsylvania Avenue  
NW 10th Floor, Suite 1025  
Washington, DC 20006

**Office/Reception:**

1-202-559-9157

**Fax:**

1-202-204-6325

New York, N.Y.



**US Sales Office:**

Cyber Defense Media  
Group 276 Fifth Avenue,  
Suite 704 New York, NY  
10001

**Toll Free (USA):**

1-833-844-9468

International Offices:



London, United  
Kingdom

**Phone number:**

+44-203-695-2952



Hong Kong,  
China

**Phone number:**

+852-580-89020





12  
YEAR  
ANNIVERSARY

Leverage our Results-Driven Media Platforms

# RiseAbove The Noise

12th Year Anniversary  
2024 MEDIA KIT



Copyright © 2024. Cyber Defense Media Group. All Rights Reserved Worldwide

Call us Toll Free (USA): **1-833-844-9468**

International: **+1-603-280-4451 M-F 8am to 6pm EST**

[marketing@cyberdefensemagazine.com](mailto:marketing@cyberdefensemagazine.com)