Leverage our 2020 Media Platforms

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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
“...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.
MEDIA PLATFORMS

WE’LL DRIVE POTENTIAL CUSTOMERS TO YOU

- Cyber Defense Awards – 3 Prestigious Awards Programs
- Cyber Defense Magazine – Over 8 years & 9k pages B2B
- Cyber Security Magazine – New in 2020, B2C Focus
- Cyber Defense Radio – Streaming Audio Podcasts
- Cyber Defense TV – HotSeat Executive Interviews
- CyberSEC Showdown – Live Virtual Gameshow
- Cyber Defense Webinars – Live InfoSec Webinars

…and more platforms coming in 2021
Announced and Delivered every year at the RSA Conference USA for 8 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 2020, shining a spotlight on Cybersecurity “Unicorns”, Hot Startups, CISOs and Women in Cybersecurity.

Announced and Delivered every year at the IPEXPO Europe Conference in London and IT-SA in Germany, now in our third year for highlighting global innovators, coming up in October, 2020.
VIRTUAL AWARDS PROGRAMS!

NO IN-PERSON EVENTS? NO WORRIES!

- **LIVE** Virtual Awards Presentations!
  - **TOP Industry Executives and Influencers** as Panelists/Judges!
  - **REAL-TIME VOTING** for our new CyberSEC Showdown from live Audience Members!
    - Nominees and Winners are **Awarded Prizes and Promotion Packages**!
    - We Ship **Physical Awards** to You and Promote Your Pics Social Media!
WITH A CONSTANTLY GROWING AUDIENCE OF IT/INFOSEC BUYERS

WE’LL HELP YOU BUILD YOUR BRAND

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

- Over 5m Monthly Online Visits
- Over 9,000 pages of searchable InfoSec content
- Top 1% Global InfoSec LinkedIn Account
- Over 56k Twitter Followers
- Over 31k LinkedIn Followers
- Over 35k Facebook Followers
- Over 20k Opt-In CISO’s Emails
- Over 120k Opt-In InfoSec Professionals Emails, growing at over 1000 new subscribers weekly!
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
- 5million+ Monthly Page Views!
- 120k+ 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)
- 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
WE’RE STRIVING TO REACH #1 POLE POSITION

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

FAVORITE COMPETITORS/CO-OPETITION:

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

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CYBER DEFENSE RADIO PLATFORM

CUSTOMERS LOVE LISTENING TO PODCASTS AND STREAMING

INFOSEC KNOWLEDGE STREAMING WORLDWIDE..
CYBER DEFENSE TV PLATFORM

CUSTOMERS LOVE WATCHING ONE-TAKE, UNSCRIPTED “HOTSEAT” INTERVIEWS

5 minutes High-Quality Video

Customized Intro (logo, executive title…)

Incredibly Cost Effective Tool.

Highly Re-Useable Tool (Corporate / Sales / Educational)

Cyber Defense TV – An Exciting and Informative Platform – CEO/Exec HotSeats
CYBER SECURITY REVIEWS – Consumer Focus

CYBERSECURITYMAGAZINE B2C PRODUCT REVIEWS, Launching 6/20

• 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
• Business to Consumer Cybersecurity Product Reviews launching in June, 2020
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.
LIVE VIRTUAL GAME SHOW!

The InfoSec Industry’s Alternative to Trade Shows is Here!

- Quarterly Virtual INFOSEC Vendor Showcase!
- Cybersecurity Solution Providers Timed Presentations.
- Startups to larger players welcome!
- 3-5 members of our Fortune 1000 CISO Panel who are looking for new products/services
- Each Vendor presents their “Pitch” to the panel of CISO Judges as the timed countdown begins...
- Q&A between CISO Judges and Contestants.
- Live InfoSec and IT Audience Participation.
- Everyone INFOSEC Vendor is a ShowCase Winner!
- Opportunity to do a Proof of Value or Demo to any of these CISO Panelists who show interest after your pitch.

- All of the INFOSEC Vendors pitches will be recorded, stored online and linked in an email update to our 120k+ Opt-In Email Subscriber Distribution Network!
- All of the INFOSEC Vendors pitches recordings will be linked in a Social Media Promotion Across our 6 Top-Rated Social Media Accounts (LinkedIn, Facebook, Twitter)
- All of the INFOSEC Vendors will receive VISIBILITY and BRAND EXPOSURE from Promotion, Marketing, and Re-Broadcasting of CyberSec Showdown episodes on CyberDefenseTV and CyberDefenseWebinars websites!
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!
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!

35,000+
InfoSec Facebook followers

56,000+
Infosec Twitter followers

Top 1%
LinkedIn Profile for InfoSec (Top 3 Worldwide)

5 Million+
Monthly readers on just one of our numerous websites
STRIVING TO BE #1:
HIGH QUALITY FUNNEL BUILDING

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

- Over the past 8 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!

Over 5 million monthly DNS queries!
684k organic backlinks as of March, 2020 and growing...we are the cybersecurity press and a trusted media platform, worldwide.
Over 120k Opt-In InfoSec Email Subscribers and growing at more than 1000 new subscribers per week!

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…
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
- Social Media Promotion
- Thought Leadership Articles
- Webinars & Whitepapers
Rise Above The Noise

Thank You!

Next Steps?

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