Rise Above The Noise

Leverage our 2020 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
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 – 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
CYBER DEFENSE AWARDS

NOMINATIONS MATTER. FINALISTS COUNT. WINNERS THRIVE!

THREE TIMES PER YEAR – PRESTIGIOUS AWARD OPPORTUNITIES

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 **GROWING AUDIENCE**

**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 500 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
CYBER DEFENSE RADIO

CUSTOMERS LOVE LISTENING TO PODCASTS AND STREAMING

INFOSEC KNOWLEDGE STREAMING WORLDWIDE.
CYBER DEFENSE TV

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
• 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
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.
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....

- 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?

Leverage our 2020 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