



Media 2018 Information ∞



intelligent
CIS 

security intelligence that transcends borders



A
Lynchpin
Media
PUBLICATION

www.intelligentciso.com



Regular sections include:

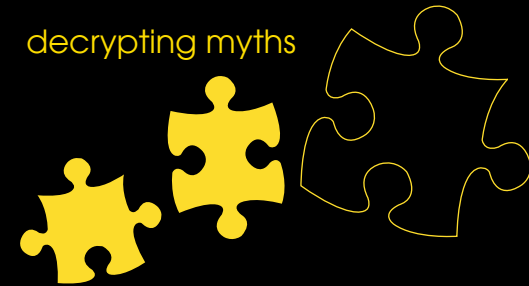
- news
- latest intelligence
- cyber trends
- infographic
- threat updates
- editor's question

FEATURE

industry unlocked



decrypting myths



PREDICTIVE INTELLIGENCE →



end point analysis



intelligent BRANDS

GO PHISH





About *Intelligent CISO*

Intelligent CISO is a technology intelligence platform aimed at the enterprise sector looking for updates and research driven data about cybersecurity. As part of Lynchpin Media, this digital medium gives unparalleled advice to the global community.

CISOs face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for cybersecurity strategies to include strong business justifications alongside the well-worn IT metrics that typically examine application

delivery in isolation. *Intelligent CISO* strives to bridge this gap between the traditional role of the CISO and the new-age demands weighing in on this pivotal, high-pressure role.

Spreading our resources across print, digital and events, *Intelligent CISO* endeavours to guide CISOs around the world with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the cybersecurity industry, encompassing the voice of vendors, distributors and resellers, right down to you, the end user. With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



Lynchpin
Media

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East and Africa. We have a growing database of over 340,000 global IT decision makers.

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

Our audience

The role of a CISO is more challenging – and more important – than ever. New cyberthreats are constantly emerging while older ones continue to evolve, and CISOs are tasked with staying ahead of these to ensure organisations are effectively safeguarded from potential attacks. It is not a threat that is likely to disappear anytime soon. In fact, cyberthreats will remain an ongoing and growing issue as technology advances and remains integral to the everyday.

According to research carried out by the International Data Corporation (IDC), worldwide spending on security-related hardware, software and services is forecast to reach US\$119.9 billion in 2021, as published in the *Worldwide Semiannual Security Spending Guide*.

Intelligent CISO provides security officers with the latest information and intelligence to help them make important, informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. It is our unparalleled understanding of this audience which enables *Intelligent CISO* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

While much of the responsibility for ensuring effective security solutions are in place lie with the CISO, in the modern world it is important that the wider team is aware of the threatscape to ensure there is an effective long-term plan in place. *Intelligent CISO* provides an integrated platform that reaches this audience.

AUDIENCE BY COUNTRY/REGION %

EUROPE

UK
Germany
France
Italy
Other



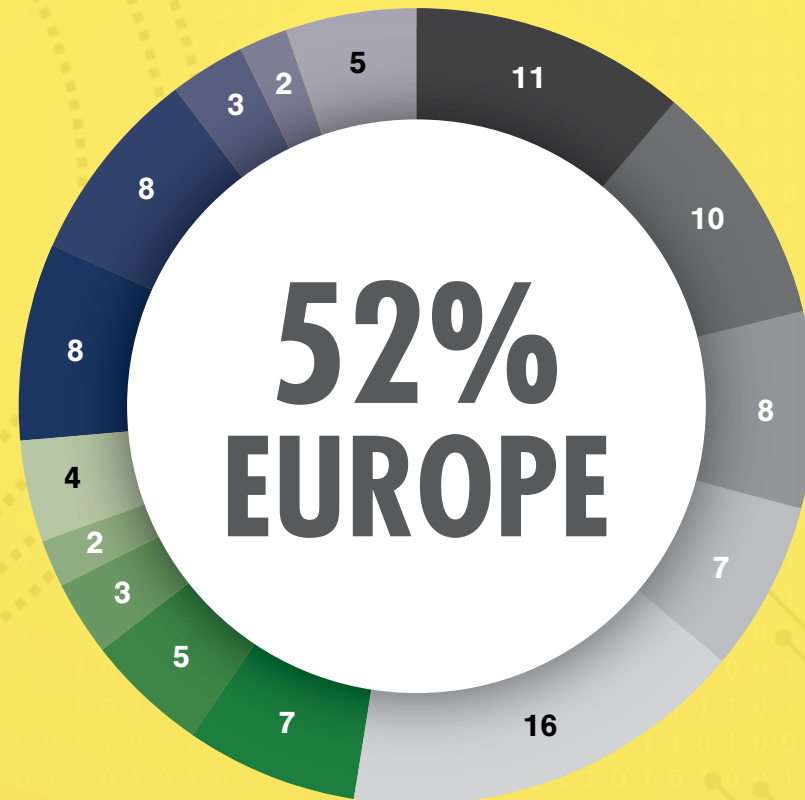
AFRICA

South Africa
Egypt
Kenya
Nigeria
Other



MIDDLE EAST

UAE
KSA
Qatar
Bahrain
Other

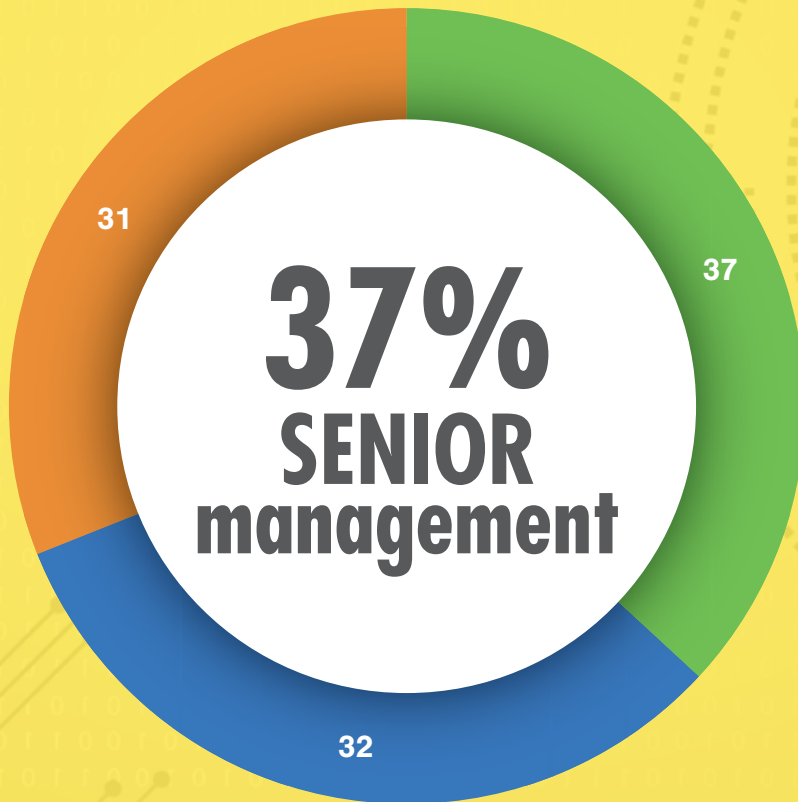


* As of 1 May 2018, *Intelligent CISO* reaches 94,000 industry professionals.

Intelligent CISO Audience breakdown

AUDIENCE BY JOB TITLE %

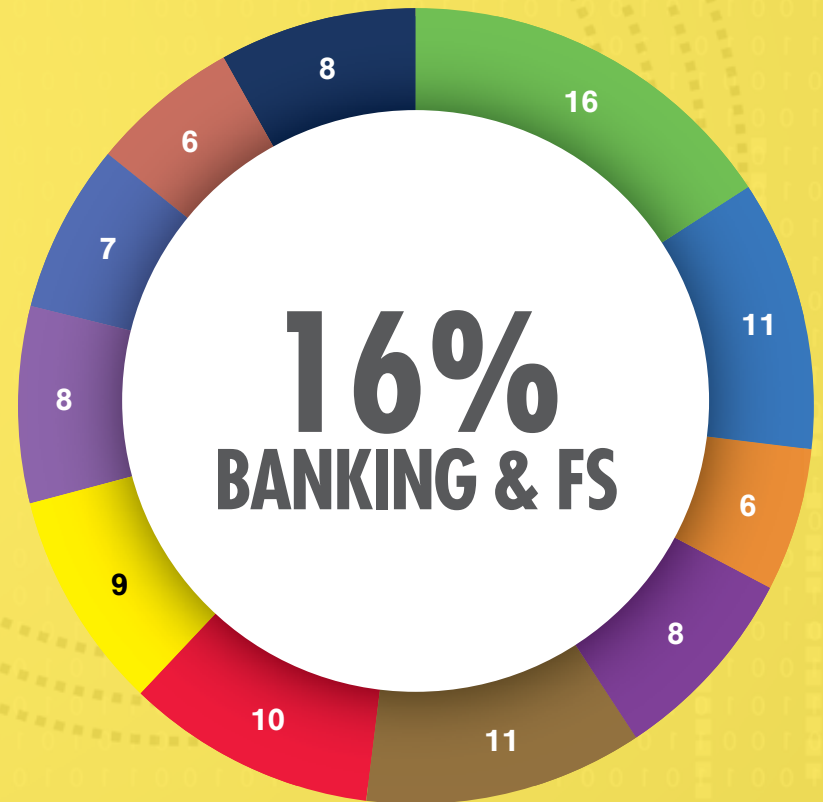
Senior Management: CISO, CSO and other C-suite execs, MDs, IT and security directors
Middle Management: Security, IT and network managers, security architecture roles
Other: Risk compliance analysts, IT channel, project managers and consultants



AUDIENCE BY INDUSTRY %

Banking & FS
Healthcare
Construction
Hospitality & Travel
Technology & Comms
Government

Education
Transport
Energy
Manufacturing
Other



Sponsorship benefits

BESPOKE PARTNERSHIPS

Can't find what you're looking for?

Intelligent CISO can tailor a partnership to suit your own requirements. This can be across multiple regions, different technology focuses or just a chance to align with a new corporate message. Being a young, nimble, digital company allows us to work closely with partners in developing strategic campaigns bespoke to their needs.



THOUGHT LEADERSHIP



CONTENT RICH CAMPAIGN



VIDEO CONTENT CREATION



SOCIAL MEDIA SUPPORT

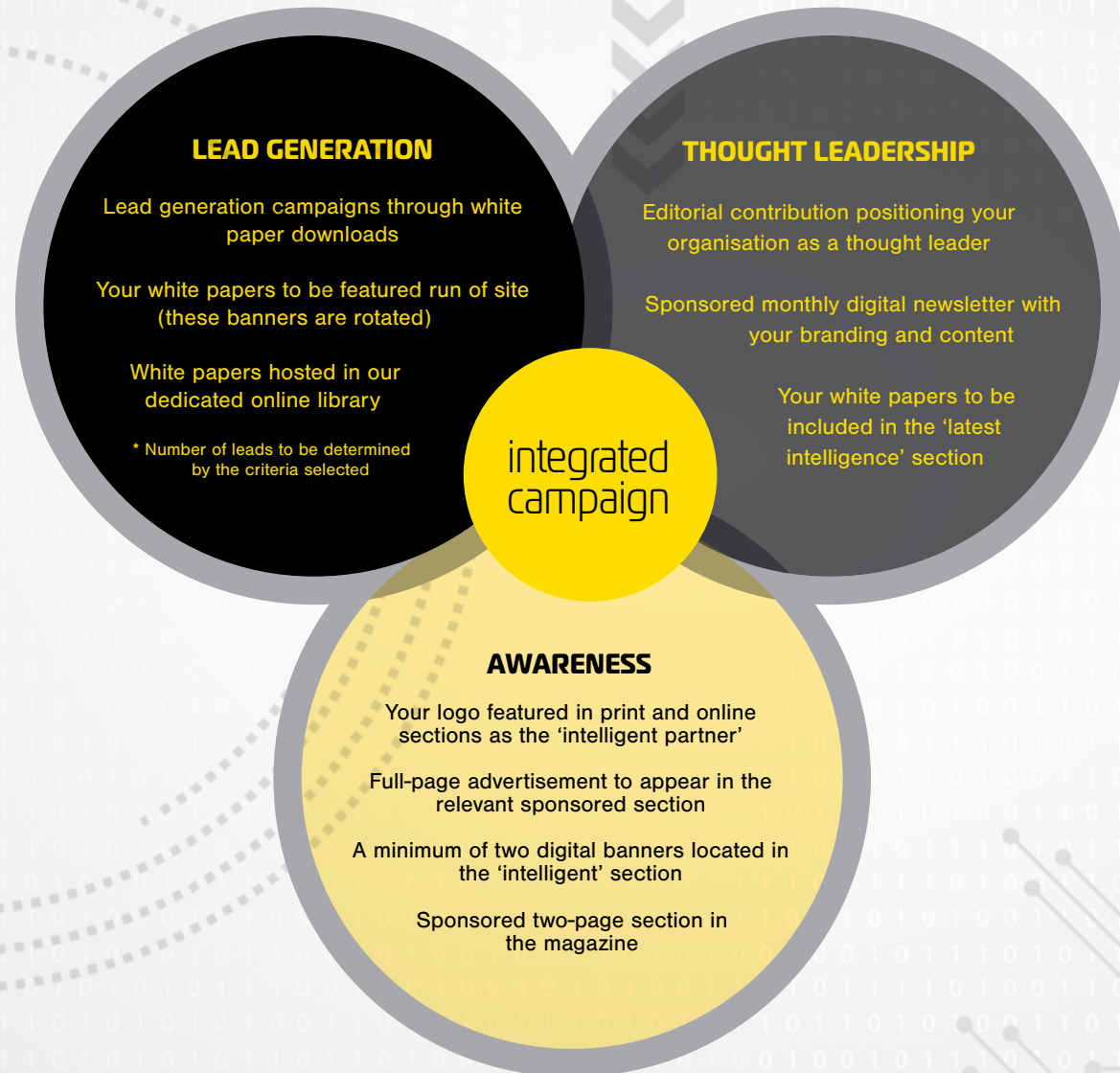


TARGETED REGIONAL CAMPAIGNS



TARGETED COUNTRY CAMPAIGNS

CONTACT US to find out more information on how we can help you.



Sponsorship packages

REGIONAL

3 months	US\$8,000
6 months	US\$20,000
12 months	US\$30,000

REGIONAL

3 months	US\$6,000
6 months	US\$18,000
12 months	US\$28,000

REGIONAL

3 months	US\$5,000
6 months	US\$15,000
12 months	US\$25,000

INTELLIGENT PARTNERSHIPS TIER 1

- Banking and Finance
- Government
- Energy
- Enterprise Security
- Cloud
- Retail
- Healthcare

INTELLIGENT PARTNERSHIPS TIER 2

- Data Centres
- Mobile
- Software
- Education
- Broadcast
- Hospitality
- Construction

INTELLIGENT PARTNERSHIPS TIER 3

- Trade and Export
- Cabling
- Aviation
- Manufacturing
- Telecom
- Transport
- Agriculture

GLOBAL

3 months	US\$18,000
6 months	US\$30,000
12 months	US\$40,000

GLOBAL

3 months	US\$16,000
6 months	US\$25,000
12 months	US\$35,000

GLOBAL

3 months	US\$14,000
6 months	US\$22,000
12 months	US\$32,000

PRINT ADVERTISING OPTIONS		3 ADVERTS	6 ADVERTS	12 ADVERTS
FULL PAGE	US\$3,499*	US\$3,299	US\$2,999	US\$2,499
HALF PAGE	US\$2,199*	US\$1,999	US\$1,759	US\$1,299
DOUBLE PAGE SPREAD	US\$5,999*	US\$5,599	US\$5,199	US\$4,499
STRIP ADVERT	US\$1,499*	US\$1,299	US\$1,099	US\$899
OUTSIDE BACK COVER	US\$4,999*	US\$4,799	US\$4,499	US\$4,099

*cost per advertisement

ONLINE ADVERTISING OPTIONS		3 MONTHS	6 MONTHS	12 MONTHS
HTML* cost is per HTML sent	US\$3,199	US\$2,999	US\$2,599	US\$1,899
HPU	US\$2,899	US\$2,699	US\$2,399	US\$2,099
MPU	US\$1,899	US\$1,699	US\$1,399	US\$1,099
LEADERBOARD	US\$1,899	US\$1,699	US\$1,399	US\$1,099
DIGITAL NEWSLETTER BANNER	US\$1,499	US\$1,299	US\$1,099	US\$799
SPONSORED MICROSITE	US\$17,599	US\$4,999	US\$2,999	US\$1,999

*cost per month

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