



**CYBER DEFENSE**  
— MEDIA GROUP —

# Rise Above The Noise



## **2021 MEDIA KIT**

**Leverage our Results-Driven Media Platforms**

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

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

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



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# OUR CORE VALUES AT **CYBER DEFENSE MEDIA GROUP**

*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.**



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# Sample happy clients of hundreds...



“...**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](#).



# RISE ABOVE THE NOISE WITH **CYBER DEFENSE MEDIA GROUP**

## 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

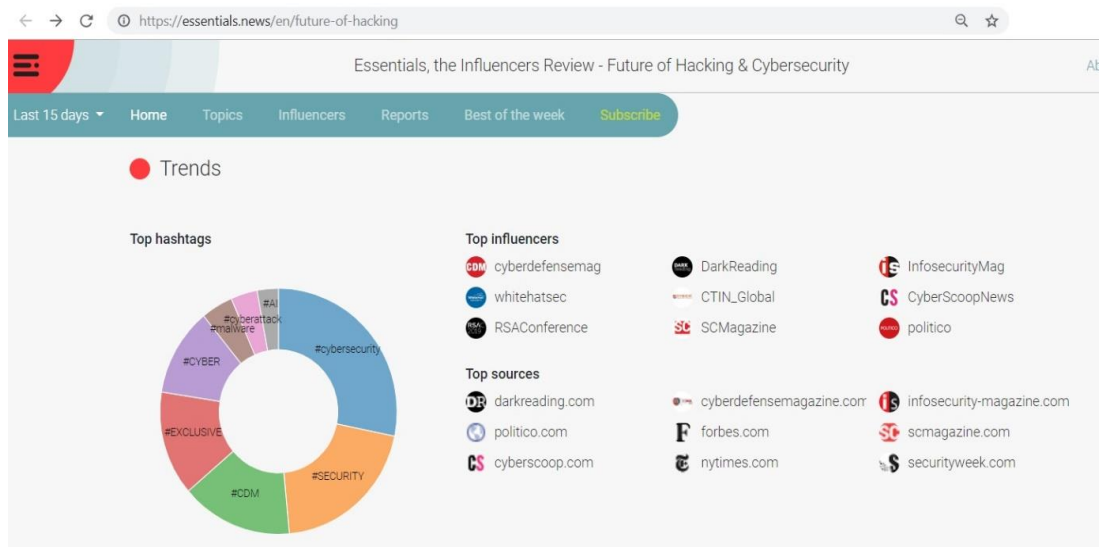
- **Cyber Defense Awards** – Semi-Annual Prestigious Awards
  - **Cyber Defense Magazine** – 9 years & 9k+ pages B2B
  - **Cyber Security Magazine** – New in 2020, B2C Focus
  - **Cyber Defense Professionals** – Coming soon... InfoSec Job Site
  - **Cyber Defense Radio** – Streaming Audio Podcasts
  - **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 3<sup>rd</sup> MOST POPULAR DURING RSAC, BLACKHAT AND OTHER EVENTS



Our Philosophy:

“Above and Beyond”

## 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

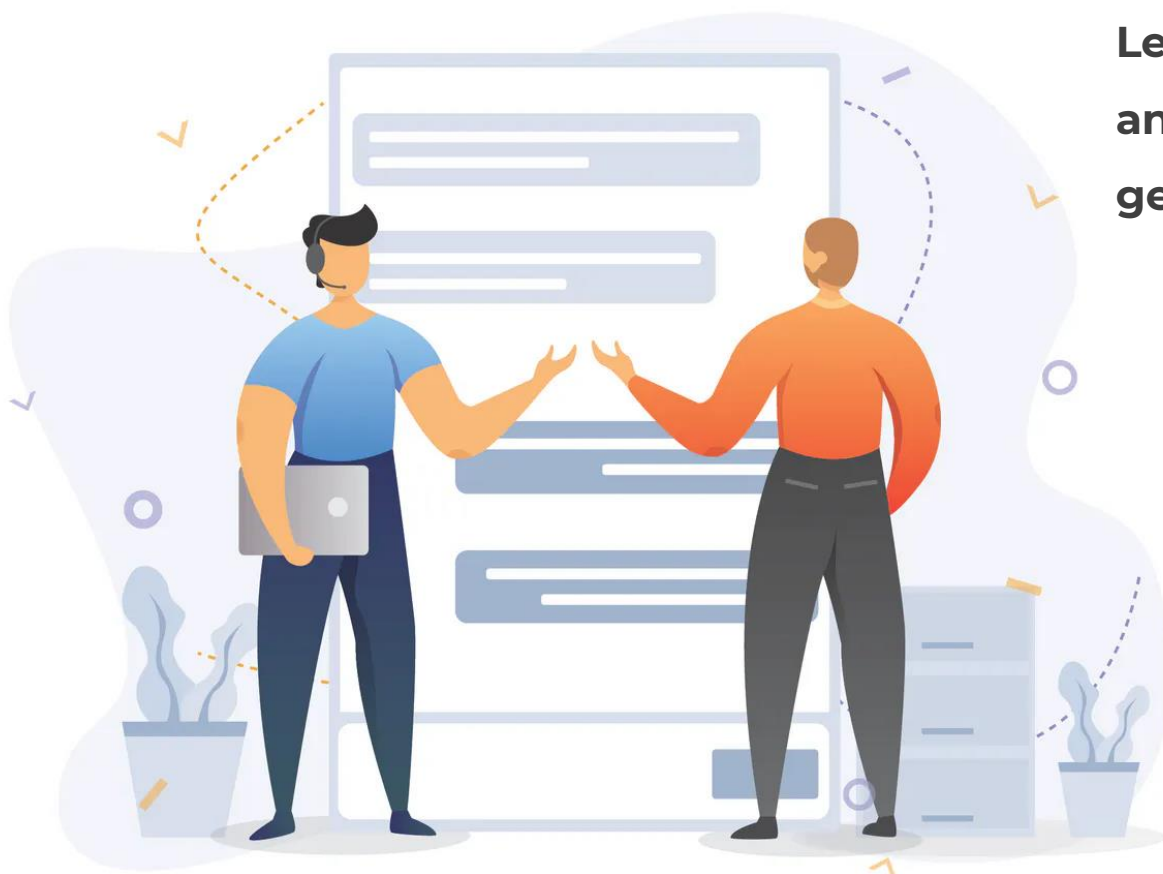
We help Infosecurity Magazine team market their tradeshow in EU/UK/US

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...



# 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....

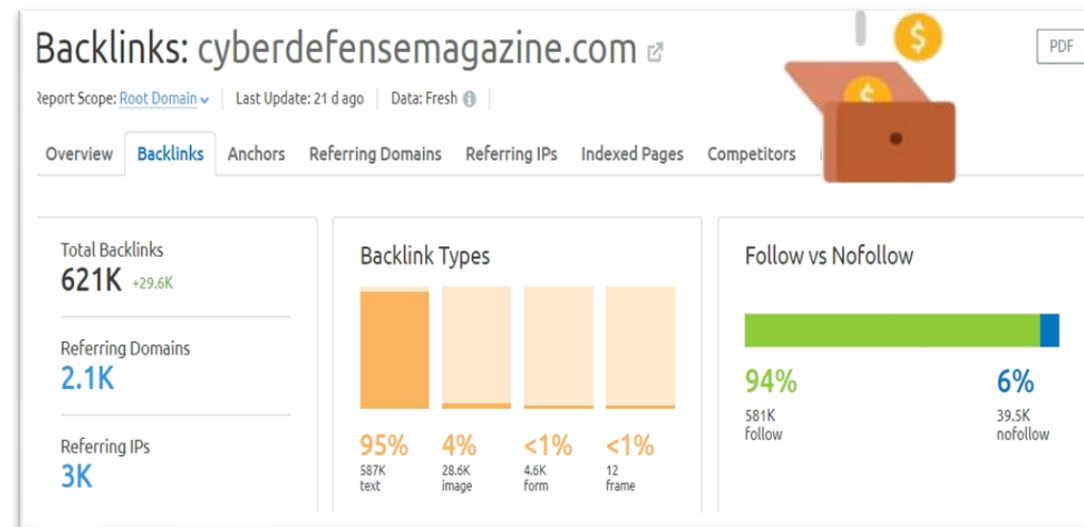
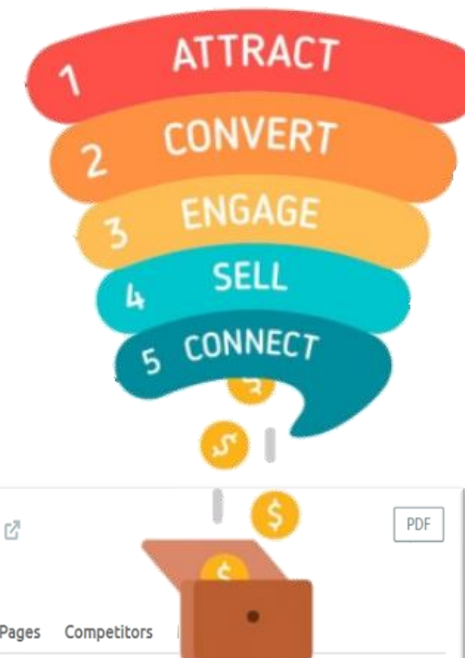
- **Content Syndication**
- **Opt-In Email Campaigns**
- **Top of Site and Side Banners**
- **TV Hotseats and Radio Podcasts**
- **Product and Service Spotlights**
- **Gated Content with Guaranteed Leads**
- **Social Media Promotion**
- **Thought Leadership Articles & Whitepapers**
- **Webinars with 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 tradeshow 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





# 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 follows

56,000+



Infosec  
Twitter followers

41,000+



LinkedIn  
Profile for InfoSec

Millions+



Annual readership on just  
one of our numerous  
websites/platforms

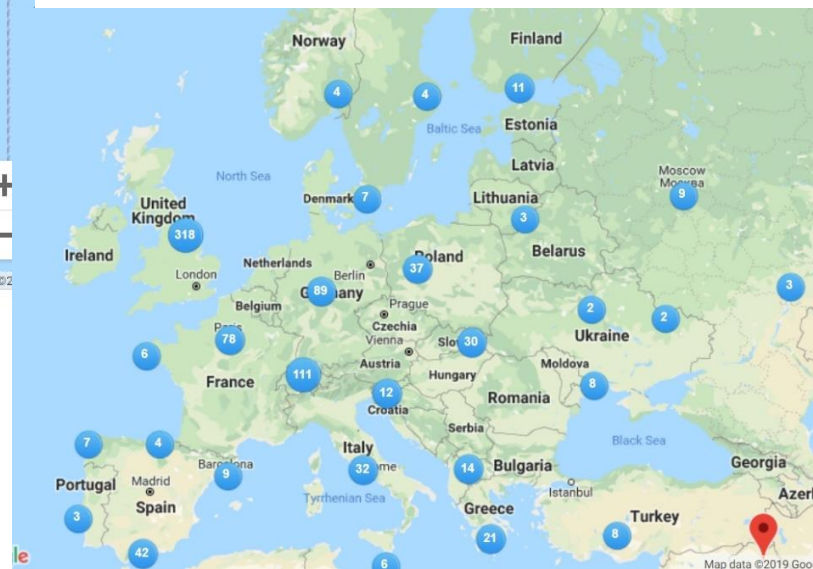


# OPT-IN EMAIL PROMOTION: VERY HIGH VALUE EMAIL CAMPAIGNS



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...







**CYBER DEFENSE**  
MEDIA GROUP

# CYBER DEFENSE **MAGAZINE:** OUR TOP PLATFORM

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

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!



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# CYBER DEFENSE AWARDS

NOMINATIONS MATTER. FINALISTS COUNT. WINNERS THRIVE!

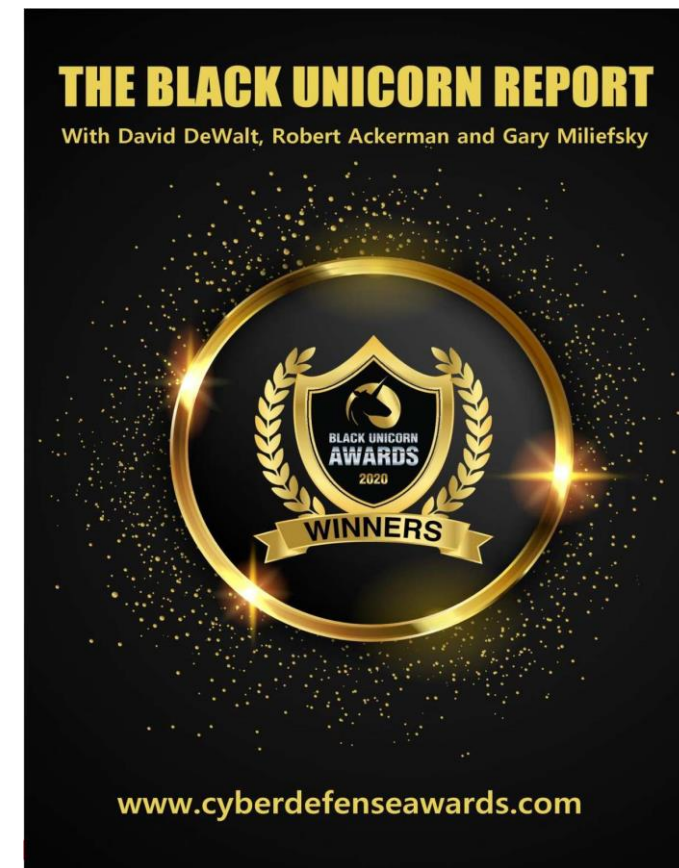
TWO TIMES PER YEAR – PRESTIGIOUS AWARD OPPORTUNITIES



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

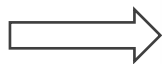


...plus our prestigious annual Black Unicorn Report, covered by VCs, Investment Bankers and M&A Firms like Momentum Cyber



# IN-PERSON & VIRTUAL **AWARDS**

NO IN-PERSON EVENTS? NO WORRIES!

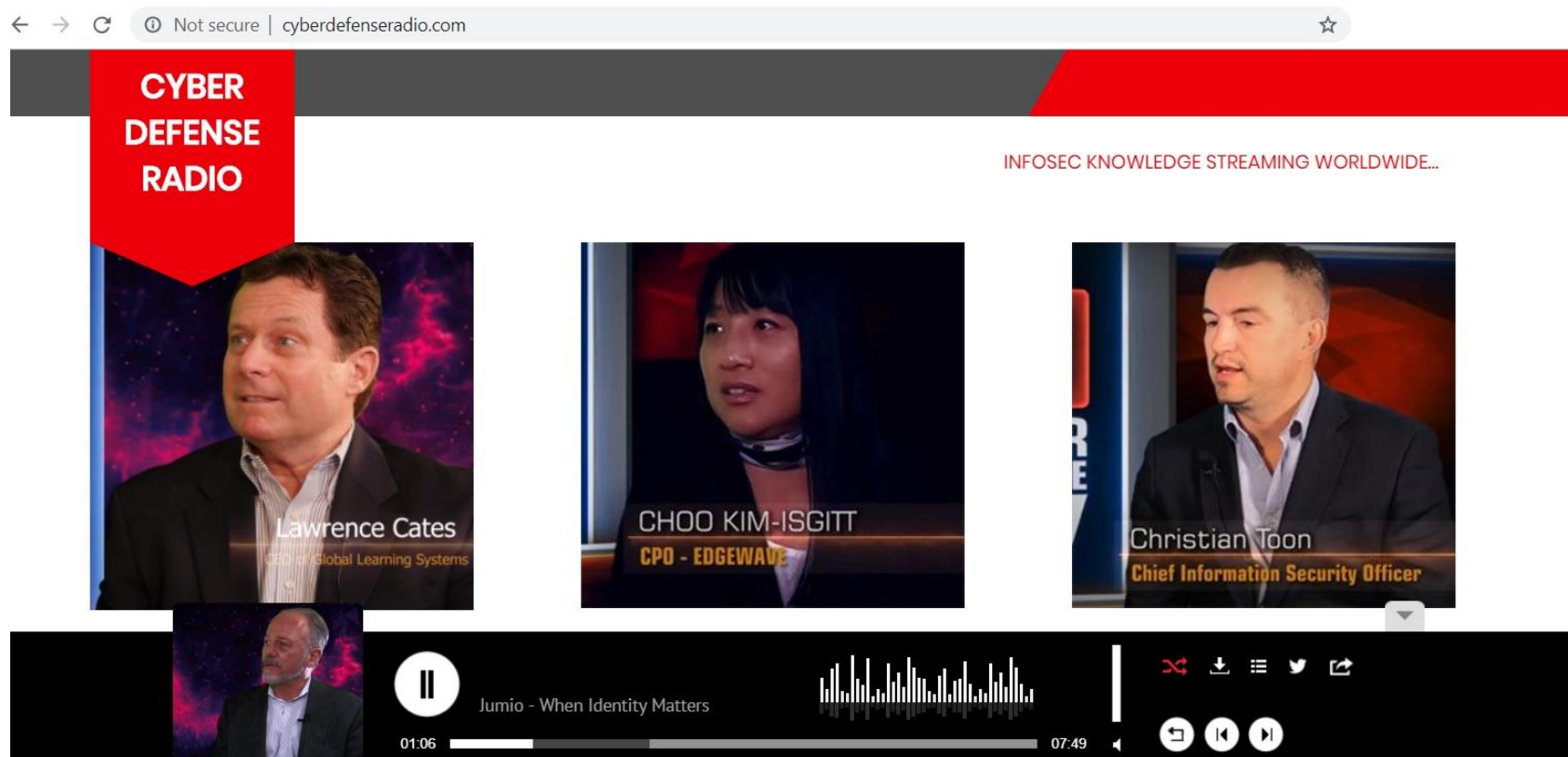


- **LIVE** Virtual Awards Presentations!
- **TOP Industry Executives and Influencers** as Panelists/Judges!
- **REAL-TIME Social Media Promotion** as the awards are given out!
- Nominees and Winners are **Awarded Prizes and Promotion Packages!**
- We Ship **Physical Awards** to You and Promote Your Pics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



# CYBER DEFENSE RADIO PLATFORM

CUSTOMERS LOVE LISTENING TO PODCASTS AND STREAMING







# CYBER DEFENSE TV PLATFORM

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



**Cyber Defense TV – An Exciting and Informative Platform – CEO/Exec HotSeats**

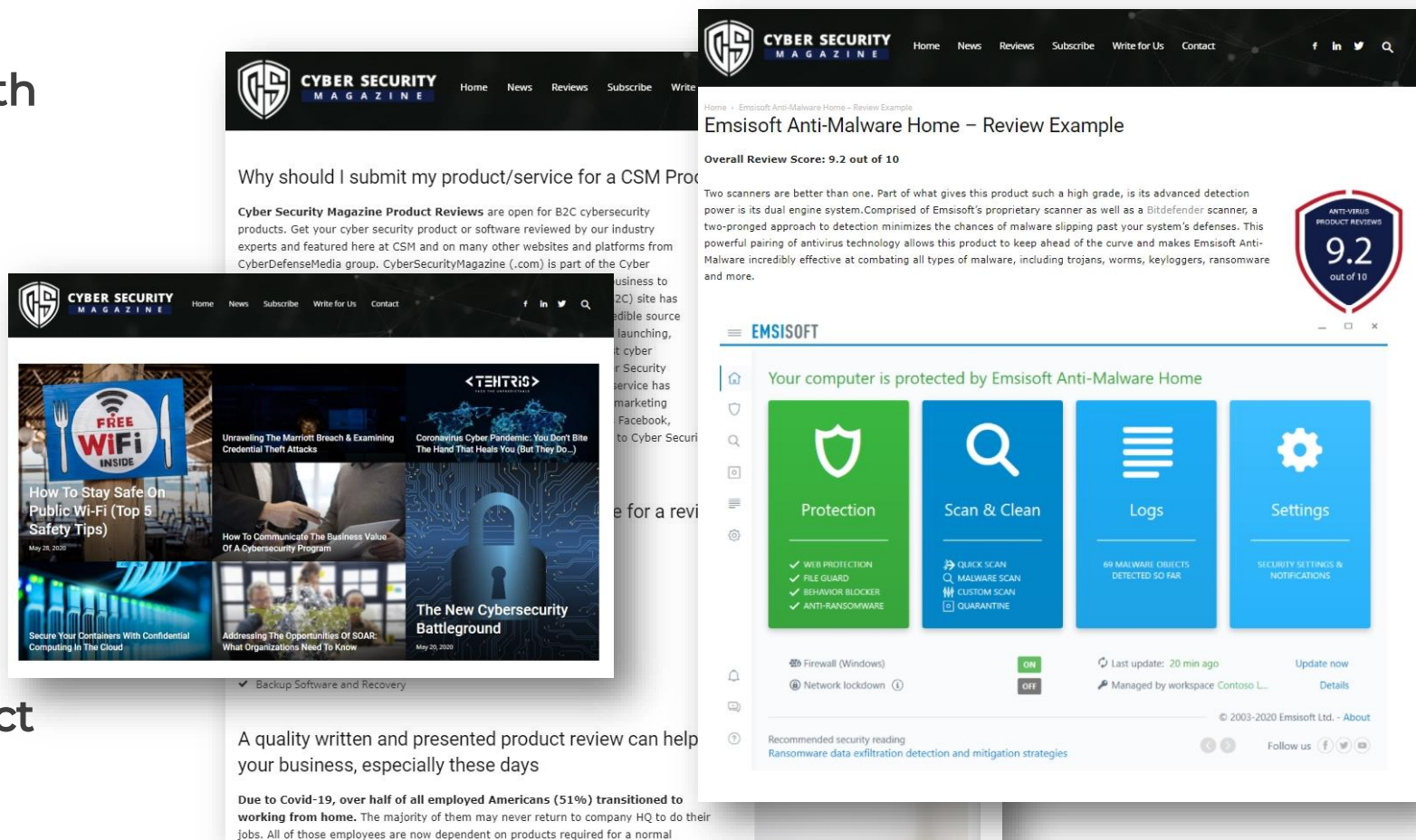




# CYBER SECURITY REVIEWS – Consumer Focus

CYBERSECURITYMAGAZINE B2C PRODUCT REVIEWS, Launching 1/21

- 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





# CYBER DEFENSE REVIEWS – Business Focus

DR. PETER STEPHENSON INFOSEC REVIEWS – Future inTense, Launched 5/20

- 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.







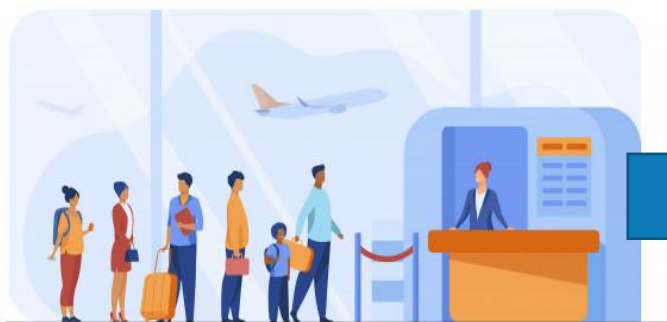
# CYBER DEFENSE GATED CONTENT w/guaranteed leads

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!

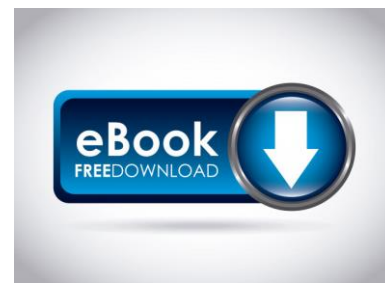


- You Provide us with a PDF eBook, Whitepaper or other valuable offering and we'll deliver...
- **Guaranteed High Quality Leads** (C-Level/VP/Directors of IT with even more granularity available such as region, vertical, company size, etc.)
- We drive matching leads to this gated offering.
- **We'll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



Gated Offer



Qualified Leads







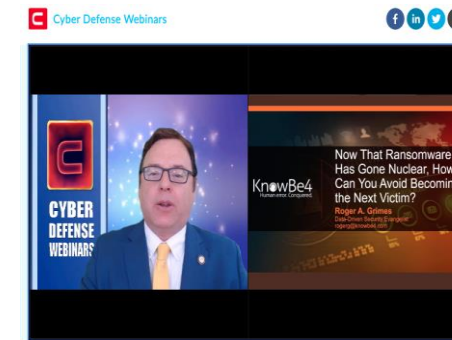
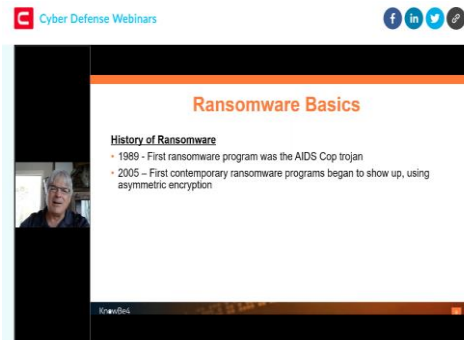
# CYBER DEFENSE WEBINARS PLATFORM

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**



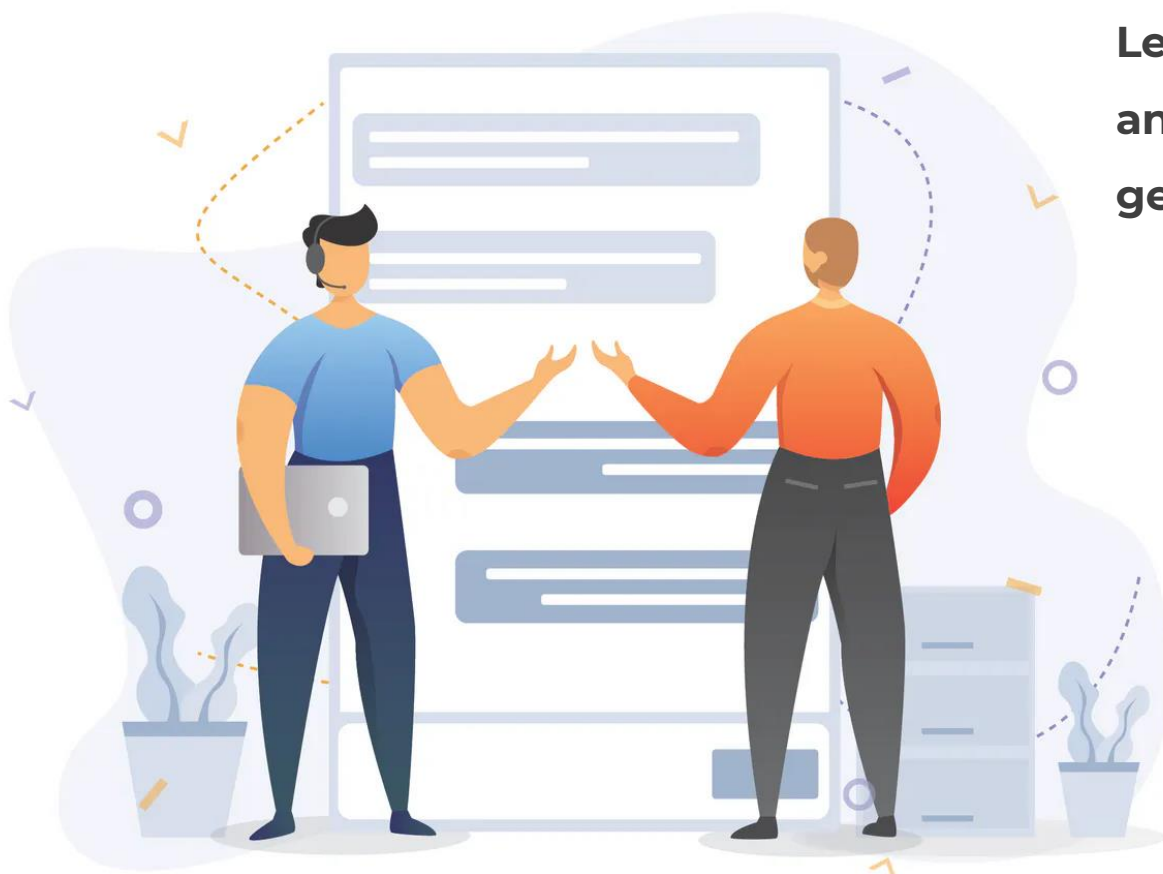
**A Turnkey Platform To Engage Your Target Audience!**





# NEXT STEPS? YOUR **CUSTOMIZED CAMPAIGN...**

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- Social Media Promotion
- Thought Leadership Articles & Whitepapers
- Webinars with Guaranteed Leads

*The*  
**TOTAL**  
*Package*



**CYBER DEFENSE**  
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### Global Headquarters:

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Fax: 1-202-204-6325

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## Washington, D.C.



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