



**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



**CYBER DEFENSE**  
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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.**



# 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

Webinars with Guaranteed Leads





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# Sample happy clients of hundreds...

**Attivo**  
NETWORKS

atarlabs

**KnowBe4**  
Human error. Conquered.

**COLORTOKENS**

**SHIELDX**

**cybereason**

**Global**  
Learning Systems  
Strengthen Your Human Firewall

**Hewlett Packard**  
Enterprise

**iTrust**

**seceon**

**VERODIN**  
SECURITY. INSTRUMENTED.

“...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 Sjouerman, CEO of KnowBe4](#).

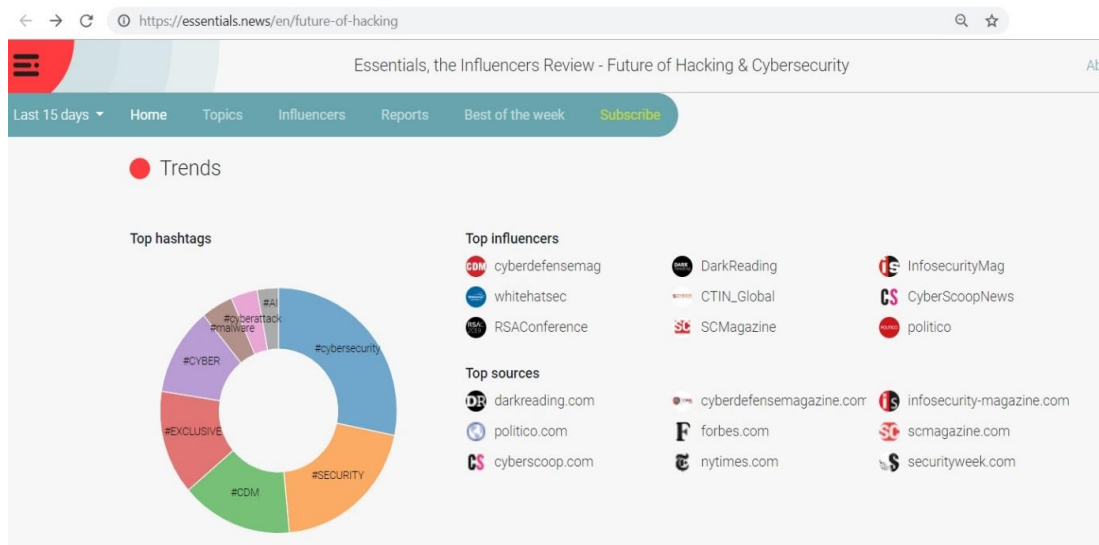
“iTrust serves organizations of all sizes, both public and private, across multiple industries, in the United States and around the world. Cyber Defense Media Group **helps us reach out to this audience through their direct access to CISOs, InfoSec Professionals and IT managers**,” said [Trevor Horwitz, 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](#).



# 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**, 9 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 InfosecMag 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...



# 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







# LEVERAGE OUR MEDIA PLATFORMS

WE'LL DRIVE POTENTIAL CUSTOMERS TO YOU

- **Cyber Defense Awards** – Semi-Annual Prestigious Awards
- **Cyber Defense Magazine** – 9 years & 9k+ pages B2B & B2C
- **Cyber Security Magazine** – New in 2020, B2C Focus
- **Cyber Defense Professionals** – New in 2021 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





# 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



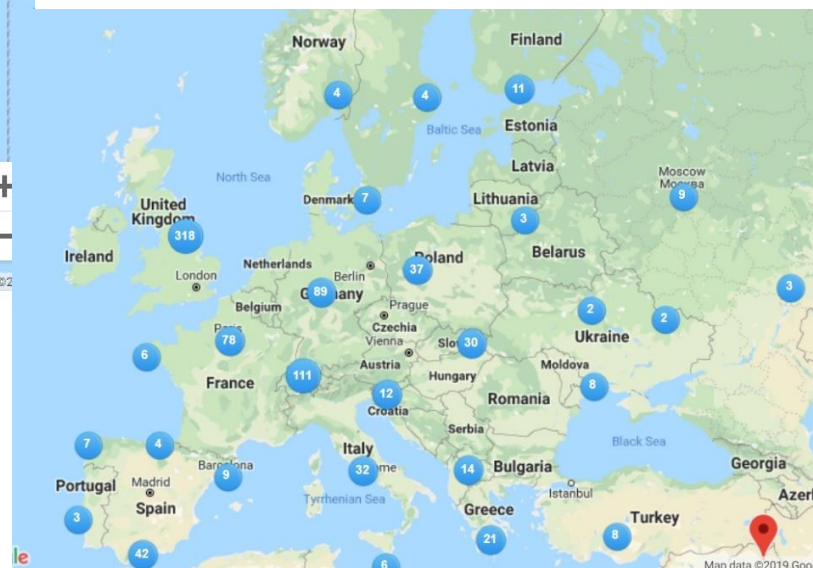


# OPT-IN EMAIL PROMOTION: VERY HIGH VALUE EMAIL CAMPAIGNS



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...

Over **125k Opt-In InfoSec** Email Subscribers (GDPR compliant) and growing at more than **1000 new subscribers** per month!





# 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!

Backlinks: [cyberdefensemagazine.com](https://cyberdefensemagazine.com)

Report Scope: [Root Domain](#) | Last Update: 21 d ago | Data: Fresh

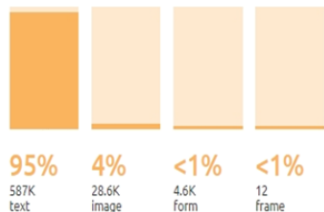
Overview **Backlinks** Anchors Referring Domains Referring IPs Indexed Pages Competitors More

Total Backlinks  
**621K** +29.6K

Referring Domains  
**2.1K**

Referring IPs  
**3K**

### Backlink Types



### Follow vs Nofollow





**CYBER DEFENSE**  
MEDIA GROUP

# 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



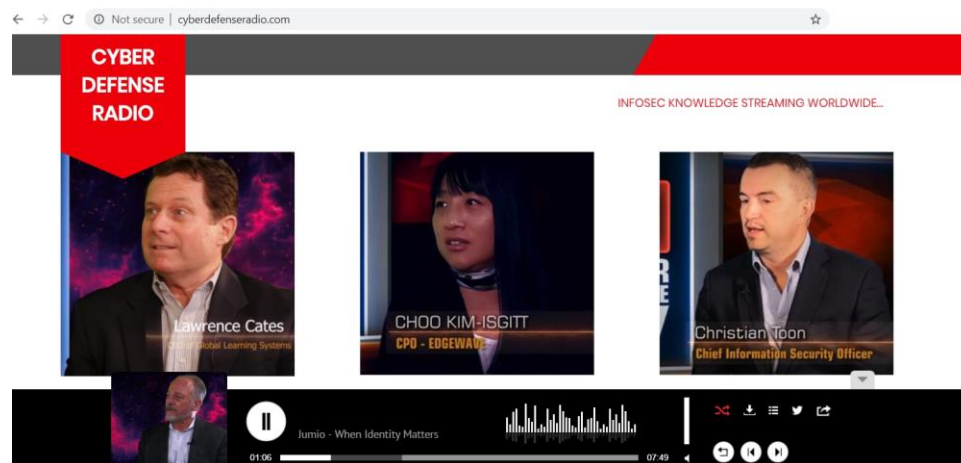
...plus our prestigious annual Black Unicorn Report, covered by VCs, Investment Bankers and M&A Firms like Momentum Cyber





# CYBER DEFENSE RADIO & TV PLATFORMS

CUSTOMERS LOVE WATCHING TV, LISTENING TO PODCASTS AND STREAMING

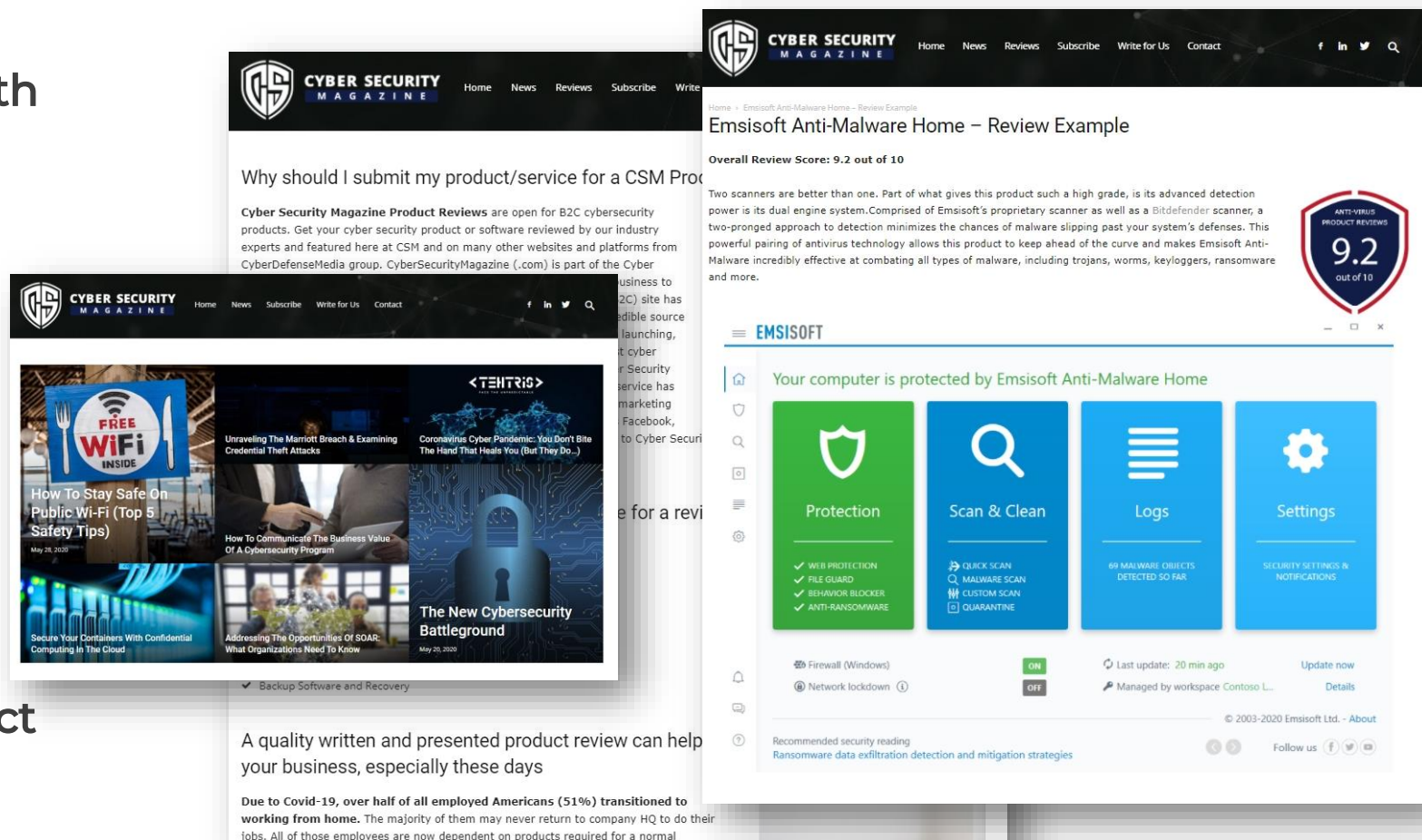




# CYBER SECURITY REVIEWS – Consumer Focus

## CYBERSECURITYMAGAZINE B2C PRODUCT REVIEWS

- 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 launched in January 2021





# **CYBER DEFENSE ANALYSIS – Business Focus**

## DR. PETER STEPHENSON INFOSEC DEEP DIVE PRODUCT ANALYSIS

- 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
- Independent, Positive Reviews are always customer facing and any product issues or improvements suggestions are delivered confidentially







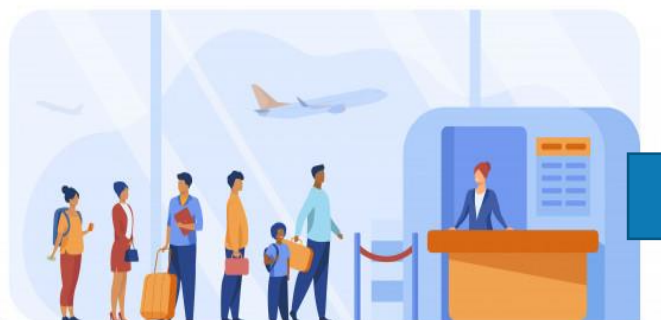
# CYBER DEFENSE GATED CONTENT w/guaranteed leads

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!

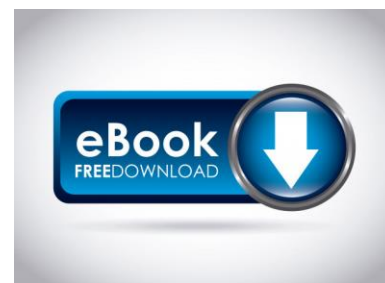


- You Provide us with a PDF eBook, Whitepaper or other valuable offering and we'll deliver...
- **Guaranteed High Quality Leads** (C-Level/VP/Directors of IT with even more granularity available such as region, vertical, company size, etc.)
- We drive matching leads to this gated offering.
- **We'll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





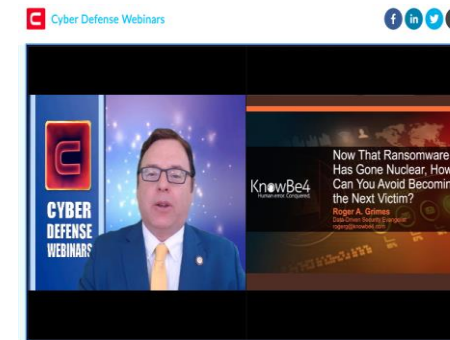
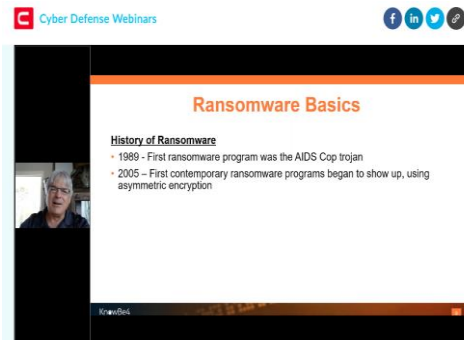
# CYBER DEFENSE WEBINARS PLATFORM

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...**

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

*The*  
**TOTAL**  
*Package*



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