



CYBER DEFENSE
MEDIA GROUP

12
YEAR
ANNIVERSARY

Leverage our Results-Driven Media Platforms

Rise Above The Noise

12th Year Anniversary
2024 MEDIA KIT



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

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

marketing@cyberdefensemagazine.com

OUR CORE VALUES

Cyber Defense Media Group

Our team lives and breathes 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.



LIKE YOU, WE ARE
SUCCESS-DRIVEN.

We deliver results.

We listen, we improve, we grow, **we succeed...**

TOGETHER.



LIKE YOU, WE ARE
PERFORMANCE-
DRIVEN



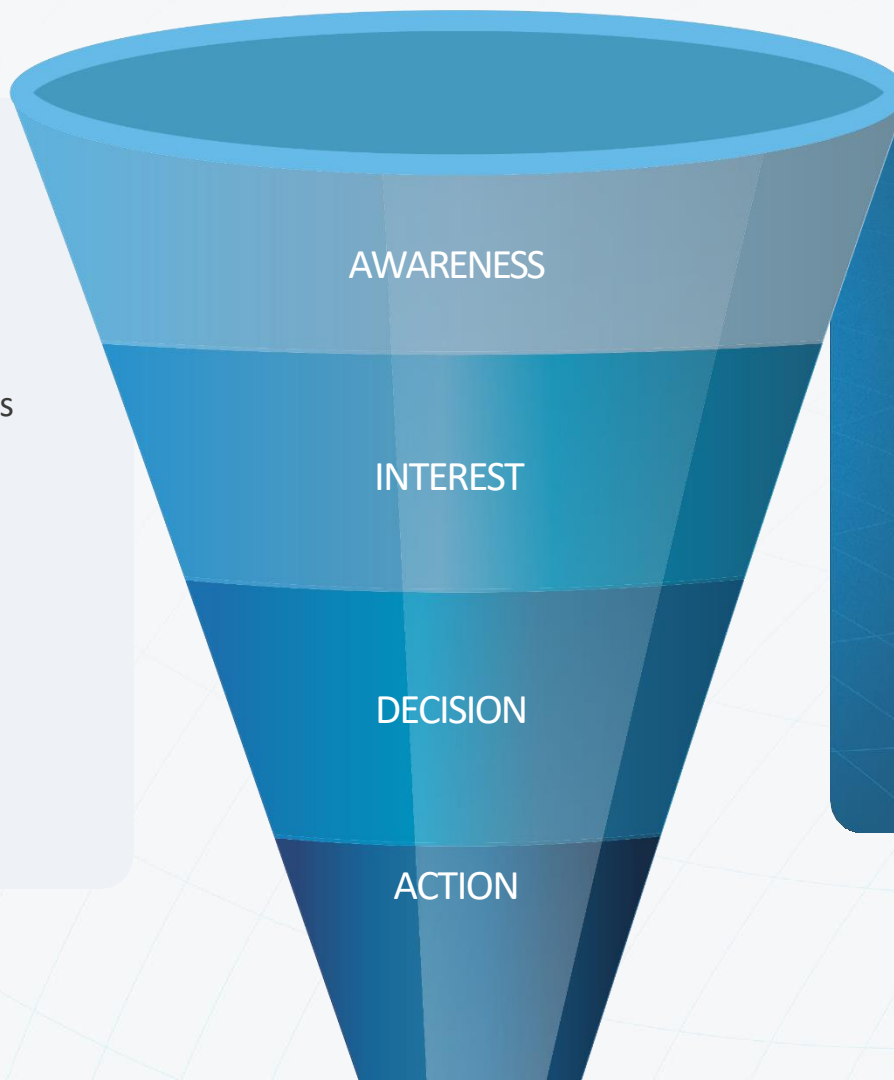
LIKE YOU, WE CARE
PASSIONATELY ABOUT
CYBERSECURITY.

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
- ✓ Exclusive, Intimate Networking & Training
- ✓ Webinars with Guaranteed Leads

CYBER DEFENSE MEDIA GROUP

A Few Clients Testimonials ...



“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.

“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.

“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.

“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.

“**...increase deal flow and close new accounts**,” said Carolyn Crandall, Chief Deception Officer, AttivoNetworks and as seen on [CyberDefenseTV.com](https://www.cyberdefense.com).

CYBER DEFENSE MEDIA GROUP

We're Striving To Reach #1 Pole Position

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

Over 17,000+ searchable pages of exclusive infosec content

Backlinks ⁱ

687K

98% dofollow

Linking websites ⁱ

2.7K

79% dofollow

WE RANK WITH OUR FAVORITE COMPETITORS/ CO-OPETITION:

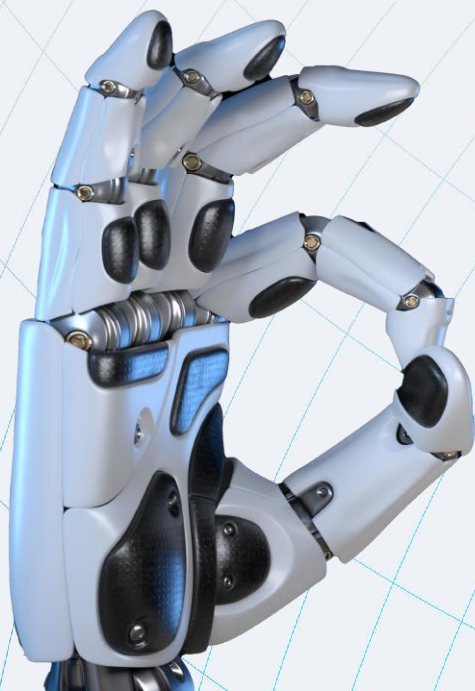
INFOSECURITY MAGAZINE,
14 YEARS IN BUSINESS

SC MAGAZINE,
33 YEARS IN BUSINESS

DARKREADING,
17 YEARS IN BUSINESS

**CYBER DEFENSE MAGAZINE,
12 YEARS IN BUSINESS**

Higher google ranking
Try "cybersecurity magazine" for example



CYBER DEFENSE MEDIA GROUP

We're Striving To Reach #1 Pole Position

(continued)









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

@cyberdefensemag
@miliefsky

in Top 20 key opinion leaders...



A screenshot of a tweet from Evan Kirstel (@EvanKirstel). The tweet text reads: "Check out the 'Top 20' key opinion leaders (#KOLs) in Share Of Voice (#SoV) on social @RSAConference #RSAC 2024 📺 last week! Shoutout to our pals @Brand24for the insights and congrats #FFs @cyberdefensemag @SANSInstitute @CiscoSecure @Trellix @InfosecurityMag @DarkReading, @thecube, @MrsYisWhy, @illumio, @crowdstrike, @commvault, @utollwi, @Zimperium, @getsquarex and more! See you at #RSAC 2025! #CyberSecurity #CyberSecurityAwareness #CybersecurityNews #CSO #CISO #ransomeware". The tweet includes a profile picture of Evan Kirstel, a verified badge, and a "Subscribe" button.

	Profile name	Site	Followers	Voice Share	Influence
1	 RSAConference		82 506	14.423	2 705 940
2	 EvanKirstel		361 852	19.288	3 618 780
3	 cyberdefensemag		54 576	4.010	752 406
4	 miliefsky		1 858	0.273	51 155

CYBER DEFENSE MEDIA GROUP

Demographics & Readership Profiles

INFOSEC AND IT BUYERS, INFLUENCERS AND IMPLEMENTERS



DEMOGRAPHICS

- Millions of Page Views!
- **150k+** Highly Qualified InfoSec Opt-In Email Subscribers and growing... (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

CYBER DEFENSE MEDIA GROUP

Leverage Our Media Platforms

WE'LL DRIVE POTENTIAL CUSTOMERS TO YOU

- ▶ **Cyber Defense Awards**
Semi-Annual Prestigious Awards
- ▶ **Cyber Defense Conferences**
Intimate, Exclusive Events
- ▶ **Cyber Defense Magazine**
12 years & 12k+ pages B2B & B2G
- ▶ **Cyber Defense Professionals**
Free Listings 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**
We partner with Angels, Family Trusts, Investment Bankers and Top VCs

CYBER DEFENSE MEDIA GROUP

Social Media Promotion

STRONG, GROWING SOCIAL MEDIA PRESENCE

We help you rise above the noise with amazing social media marketing opportunities. Our followers are your potential customers with a large, targeted and growing INFOSEC social media presence!



55,000+

InfoSec
Facebook follows



60,000+

Infosec
Twitter
followers



50,000+

LinkedIn
Profile for InfoSec



Millions+

Annual readership on
just one of our
numerous
websites/platforms

CYBER DEFENSE MEDIA GROUP

Dedicated Email Campaigns



14%

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 20-22% click-through rate...

150k+

Over 150k+ Opt-In InfoSec Email Subscribers (GDPR compliant)

~1000

Growing at approximately 1000 new subscribers per month!

CYBER DEFENSE MEDIA GROUP

Cyber Defense Magazine: Our Top Platform

WITH A CONSTANTLY GROWING AUDIENCE OF IT/INFOSEC BUYERS

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

5 million+

Millions of Online Visits to our Websites, Annually

12k+

Over 12,000 pages of searchable & indexed content

50k+

Over 50k LinkedIn followers

60k+

Over 60k Twitter Followers

50k+

Over 50k Facebook Followers

50k+

Over 50k Opt-In CISO's Emails

150k+

Delivered to over 150k+ Opt-In InfoSec

~1000

Professionals Emails, growing ~1000 new subscribers, monthly!

687k+

Total Backlinks

+2.7k referring domains

WE'LL HELP YOU BUILD YOUR BRAND

CYBER DEFENSE MEDIA GROUP

Cyber Defense Awards

NOMINATIONS MATTER. FINALISTS COUNT.
WINNERS THRIVE!



RSA Conference

Announced and Delivered every year at the RSA Conference USA for 12 Years In a Row for Innovators and Best of Breed Products & Services.

CyberDefenseCon

Announced and Delivered at CyberDefenseCon in 2024, shining a spotlight on Cybersecurity “Unicorns”, Hot Startups, CISOs and Women in Cybersecurity



TWO TIMES PER YEAR –
PRESTIGIOUS AWARD
OPPORTUNITIES



Black Unicorn Report

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

CYBER DEFENSE MEDIA GROUP

Cyber Defense Radio & TV Platforms

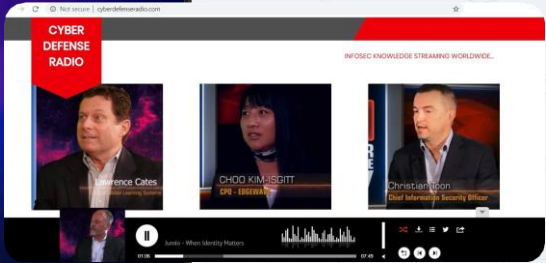
CUSTOMERS LOVE WATCHING TV, LISTENING TO PODCASTS AND STREAMING



Highly
Re-Useable
Sales Tool

Incredibly
Cost
Effective

5-15 minutes
High -
Quality
Video



Customized
Introductions
with your
logo/brand

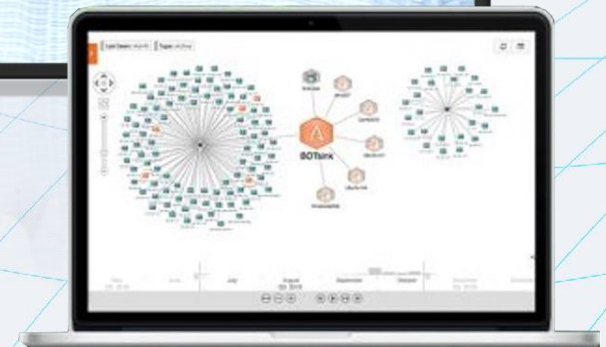
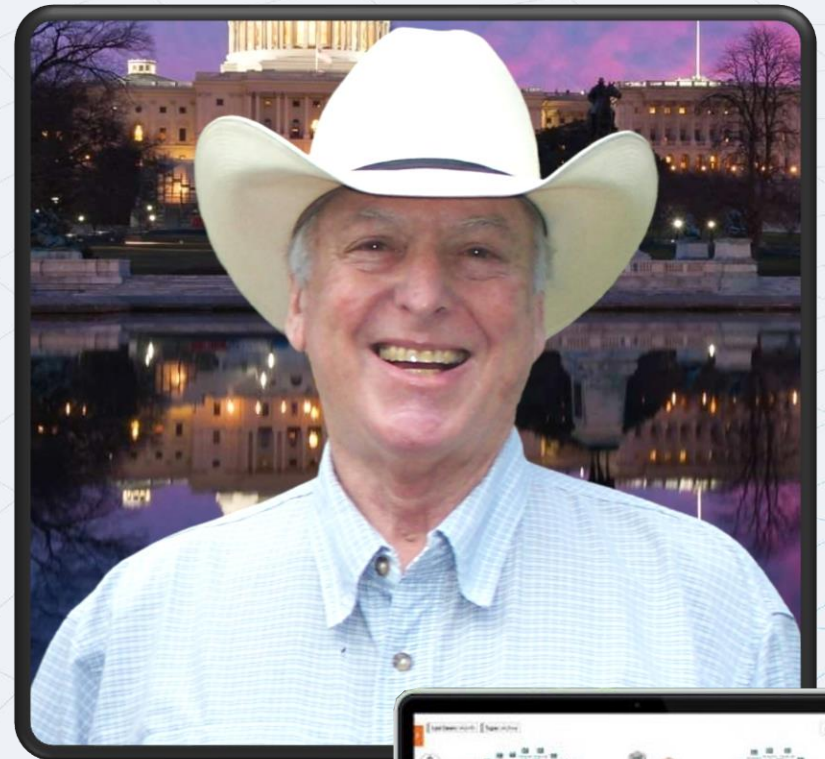
Radio Podcasts
Now On 21
Platforms
including
iTunes, Spotify,
Pandora and
Much More...

CYBER DEFENSE MEDIA GROUP

Cyber Defense Product Reviews

Yan Ross, J.D., is a Cybersecurity Journalist & Editor-in-Chief of Cyber Defense Magazine.

- 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 MEDIA GROUP

Cyber Defense Gated Content

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!



CYBER DEFENSE MEDIA GROUP

Cyber Defense Webinars Platform

WE DRIVE QUALIFIED REGISTRANTS TO BUILD YOUR SALES FUNNEL!



Guaranteed High Quality Leads (C-Level/VP/ Dir /Mgr of IT)



Collaborative Approach To Maximize R.O.I.



Guided Webinar Format To Optimize Audience Engagement



Registration Leads Sent To YOUR Sales Team



QUALITY over QUANTITY – No More Than One Webinar Monthly!



A Turnkey Platform To Engage Your Target Audience!

CYBER DEFENSE MEDIA GROUP

Cyber Defense Conferences Platform

NETWORK WITH ENTERPRISE CISOs TO BUILD NEW INFOSEC RELATIONSHIPS

- ▶ **Intimate Networking** with the Top Global CISOs
- ▶ **CISO Speakers, Panelists & Roundtables**
- ▶ **Elite Showcase and speaking** opportunities for Top InfoSec Innovators



THE BLACK UNICORN REPORT
featuring Top InfoSec Innovators and Top Global CISOs



TOP GLOBAL CISOs IN THE WORLD WINNERS
CYBER DEFENSE MAGAZINE GROUP



www.cyberdefenseawards.com



Cyber Defense Conferences Platform

NETWORK WITH ENTERPRISE CISOs TO BUILD NEW INFOSEC RELATIONSHIPS

Free news wire service: Easy to Use and Upload Your Press Release



Top Global CISO

...success of last week's event! It was a 10 out of 10. Thank you again for including me in such a great conference, and I'm more than happy to participate in future events!



Top Global CISO Fortune 500

I'm honored to be named a Top Global CISO for 2023 by Cyber Defense Magazine!
More importantly, I want to recognize my team at Dolby. I am grateful for each and every one of you for the amazing work you do. I couldn't do it without you!
Thank you Gary Miliefsky and the Cyber Defense Magazine team for putting an outstanding event. It was a great experience to network, listen and learn from fellow CISOs.



Top Global CISO Fortune 500

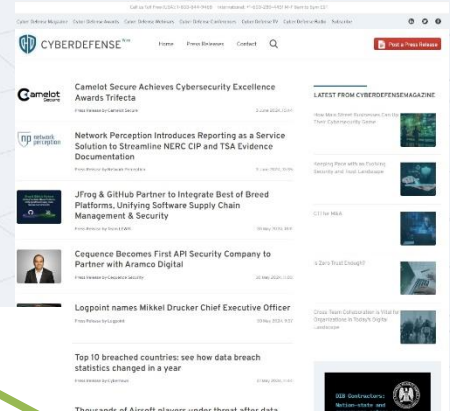
My kudos to you and the team for such a well run, informative, and collaborative conference!



Goodwill and Stewardship

Cyber Defense Wire

Free news wire service: Easy to Use and Upload Your Press Release



Cyber Defense Scholarships

Awards and scholarships for young women in cybersecurity

- Money for tuition
- Sponsored attendance at major cybersecurity events including RSA Conference, BlackHat, DefCon and CyberDefenseCon



Sponsorship Opportunities Available

Cyber Defense Professionals

Free job posting service: Thousands of cybersecurity jobs posted by top global CISOs



CYBER DEFENSE MEDIA GROUP

Next Steps? Your Customized Campaign...

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

WE'LL DRIVE PROSPECTIVE CUSTOMERS TO YOU...MISSION: BUILD THOSE FUNNELS



- Gated Content with Guaranteed Leads
- Multiplatform Social Media Promotion
- Exclusive, Intimate CISO Networking Events
- Thought Leadership Articles & Whitepapers
- Webinars with Guaranteed Leads

CYBER DEFENSE MEDIA GROUP

Rise Above The Noise

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