



MEDIA INFORMATION
2018/19 - KUWAIT



INTELLIGENT — C I O —

Providing Unparelled Technology Intelligence



Lynchpin
Media

www.intelligentcio.com





ABOUT *INTELLIGENT CIO KUWAIT*

Intelligent CIO Kuwait is the strategic technology intelligence platform aimed at the government and private enterprise IT sector to provide targeted news, developments, views, updates and research-driven data to align with the Kuwait government's vision and road map. As part of Lynchpin Media, this platform gives complete and unparalleled advice to the Kuwaiti technology community.

CIOs are increasingly required to demonstrate the business value of their projects and embrace the strategic benefits their businesses are striving to achieve and set examples across the GCC and globally. Against this backdrop, there is also a growing need for long-term IT plans to include strong business justifications alongside well-known IT metrics that are aligned with business

objectives. *Intelligent CIO Kuwait* strives to bridge this gap between the traditional role of the CIO and the new-age demands weighing in on this pivotal business role.

Spreading our resources across print, digital and events, *Intelligent CIO Kuwait* endeavours to guide the CIOs of Kuwait with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of government bodies, vendors, distributors and resellers, right down to you, the end user. With social media supporting all of 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.

EDITORIAL PLAN . . . THE ROAD AHEAD

Plan your PR and marketing activities with *Intelligent CIO Kuwait*; our editorial calendar helps our clients align their messaging with upcoming features.

Intelligent CIO Kuwait helps companies understand new and upcoming technologies that they need to consider when investing in the latest ICT

solutions. Our comprehensive editorial plan helps companies plan advertising and editorial content around particular features suited to them. With input from end users and technology providers, this helps us provide information on the latest technology and how it can or is being used in Kuwait. Please get in touch to advertise or contribute to any of the features mentioned below:

ISSUE	INDUSTRY	SECURITY SPOTLIGHT	FEATURE 2	FEATURE 1
NOVEMBER 2018	Govt and public sector	Fraud prevention	Data centre solutions	Business analytics
JANUARY 2019	Banking and finance	Security challenges and risk	IT outsourcing	IoT
MARCH	Healthcare	End point protection	Big Data	State of the CIO
MAY	Energy and utilities	Data security	IT management systems	Disaster recovery
JULY	Education	Mobile security	Network monitoring	Cloud management
SEPTEMBER	Transport and logistics	Threat assessment	BYOD and remote working	Digital Transformation
NOVEMBER	Banking and finance	Data loss prevention	New technologies for 2020	SaaS



OUR AUDIENCE

* As of 1 October 2017, *Intelligent CIO* communicates with more than 360,000 IT professionals globally. In addition to our new European version, 2018 will see other regions added to the brand and it is expected to reach over 500,000 people in the industry.

The CIO's role is more complex than ever. Budget constraints combined with companies increasingly expecting more in terms of digital transformation, make the role of the CIO all the more challenging.

Intelligent CIO Kuwait provides them with the very latest information and intelligence to help them make the important decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. Our unparalleled understanding of this audience is what enables *Intelligent CIO Kuwait* 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. Working with these partners also helps us understand further the pain points faced by a CIO and helps educate them on the solution in which they need to invest.

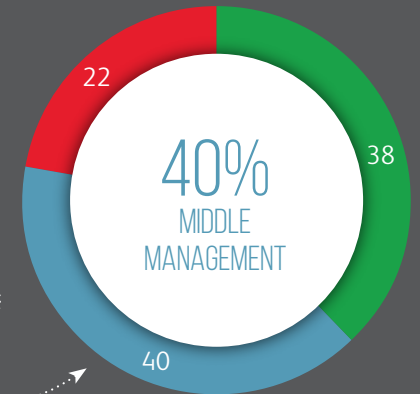
While a CIO controls the project, we believe that a company should communicate with everybody involved in the process. Today's IT manager is often tomorrow's CIO and the correct positioning and communication to the industry as a whole can prove an effective long-term plan. *Intelligent CIO Kuwait* provides an integrated platform that reaches this audience.

INTELLIGENT CIO KUWAIT

KUWAIT AUDIENCE BREAKDOWN

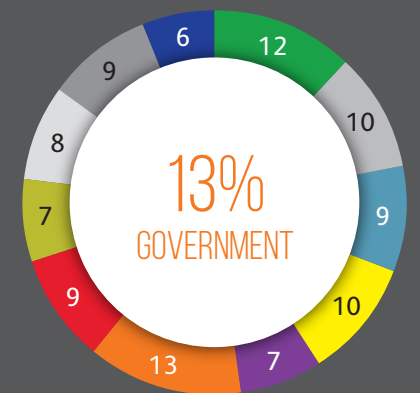
AUDIENCE BY JOB TITLE %

- Senior Management – C Suite
Execs, MDs, GMs ITDM, FDS, VPs
& Owners
- Middle Management – IT/Network
Managers, Finance Managers,
Dept Head,
Project Managers & Consultants
- Other – Engineers, System Analysts,
Technicians, IT Channel



AUDIENCE BY INDUSTRY %

- Banking & FS
- Healthcare
- Construction
- Hospitality & Travel
- Technology & Comms
- Government
- Education
- Energy
- Transport
- Manufacturing
- Other



* As of 1 September 2018, *Intelligent CIO Kuwait* reaches 12,000 industry professionals.

WHAT WE DO

Intelligent CIO Kuwait is made up of several technology and industry vertical sections, providing the latest information, trends and intelligence. All of these sections can be sponsored and we have various partner packages available with global, regional and country benefits possible. This helps organisations position their brand with the right market for them and helps target

a particular sector that suits the solution. In addition to our regular sections, we are also able to build bespoke campaigns tailored to the partner's requirements and designed with a specific goal in mind.

Get in touch and find the right platform to grow your brand and reach the right audience to grow your business.



WHERE WE DO IT

Our stable of *Intelligent CIO* magazines are published in Kuwait, the Middle East as a whole, Africa and Europe; and we also publish the popular *Intelligent CISO* for CISOs across the globe.

- MIDDLE EAST
- AFRICA
- EUROPE
- GLOBAL

SPONSORSHIP PACKAGES

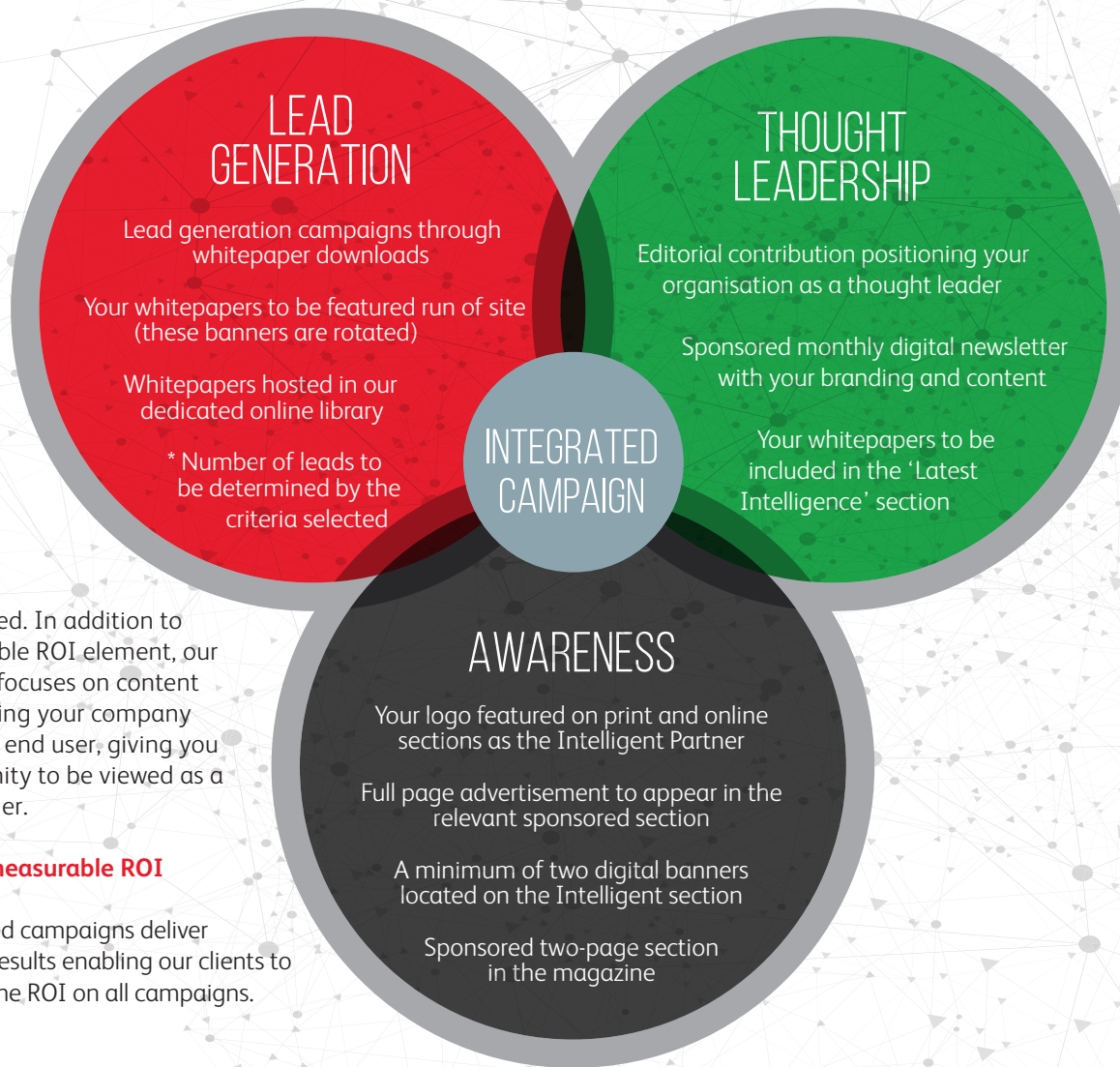
Results-driven marketing has meant that budget spend is scrutinised and all campaigns have expectations

associated with them. The partnerships we deliver and the campaigns we manage provide results that when ‘fed’

into the right CRM or similar inside sales programme can be measured and a definitive pipeline and the subsequent

Below packages are based on a three month campaign. Discounts available for longer campaigns		BRAND AWARENESS	CONTENT CREATION	LEAD GENERATION
ADVERTISING PARTNER US\$3,000	PRINT	2 x full page advertisements in <i>Intelligent CIO Kuwait</i>	1 x interview in feature	20 leads from Kuwait. IT managers and above, all industries, 250+ IT users
			2 x company news piece	
	DIGITAL	Banner on Kuwait country website for three months	1 x interview in feature	
		1 x banner on Kuwait e-newsletter per month	2 x company news piece	
		1 x interview included in newsletter		
TECHNOLOGY PARTNER US\$5,000	PRINT	2 x full page advertisements in <i>Intelligent CIO Kuwait</i>	1 x interview in feature	
		Logo on cover as technology partner	2 x company news piece	
			1 x thought leadership article/Q&A piece	
	DIGITAL	Banner on Kuwait country website for three months	1 x interview in feature	
		1 x banner on Kuwait e-newsletter per month	2 x company news piece	
		Logo across website as technology partner	1 x interview included in newsletter	
		1 x HTML to Kuwait database	1 x thought leadership article/Q&A piece	
			Content promoted on social media feeds across all channels	
INTELLIGENT PARTNER US\$7,000	PRINT	2 x full page advertisements in <i>Intelligent CIO Kuwait</i>	1 x interview in feature	60 leads from Kuwait. IT managers and above, all industries, 250+ IT users
		Logo on cover as intelligent partner	2 x company news piece	
		Latest Intelligence section in one issue	1 x thought leadership article/Q&A piece	
			Above interview to feature as cover page	
	DIGITAL	Banner on Kuwait country website for three months	1 x interview in feature	
		1 x banner on Kuwait e-newsletter per month	2 x company news piece	
		Logo across website as technology partner	1 x interview included in newsletter	
		1 x HTML to Kuwait database	1 x thought leadership article/Q&A piece	
	Promoted on Latest Intelligence section	Content promoted on social media feeds across all channels		
	Latest Intelligence button across Kuwait site	Interview to feature for two months as featured story		

SPONSORSHIP BENEFITS



sales identified. In addition to the measurable ROI element, our sponsorship focuses on content and positioning your company better to the end user, giving you the opportunity to be viewed as a thought leader.

Delivering measurable ROI

Our integrated campaigns deliver measurable results enabling our clients to understand the ROI on all campaigns.

BESPOKE PARTNERSHIPS

Can't find what you're looking for? *Intelligent CIO Kuwait* 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.

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence

INTELLIGENT
TECH CHANNELS



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