



A
Lynchpin
Media
BRAND

**PROVIDING INTELLIGENT INSIGHT
AND ANALYSIS FOR CXOS**



INTRODUCTION

IT leaders today face more pressure than ever before as the rate of Digital Transformation has accelerated in light of a shift in working practices.

‘Digital’ is now the beating heart of many organisations, enabling innovation and productivity across the many business functions while also securing critical data and enabling efficiencies through automation.

As organisations continue to look to digital tools for business benefits, the

march to digitalisation does not appear to be ending anytime soon.

Our supplements and bespoke reports allow us to dive deeper into some of the many subject areas relevant to today’s IT leaders as they navigate this complex digital environment.

From regional focuses to cyber trends and the skills shortage crisis, our portfolio of supplements and reports will enable us to get a better glimpse of life for all involved in the sector today.



WHY SHOULD YOU SPONSOR?

Despite its many advantages, this Digital Transformation poses numerous challenges for the C-suite. Where to channel investment, which technologies to watch out for, how to recruit new talent and, critically, how to keep everything – and everyone – secure?

Now, more than ever, these IT leaders need a trusted source to lean on, in order to make informed, insightful decisions.

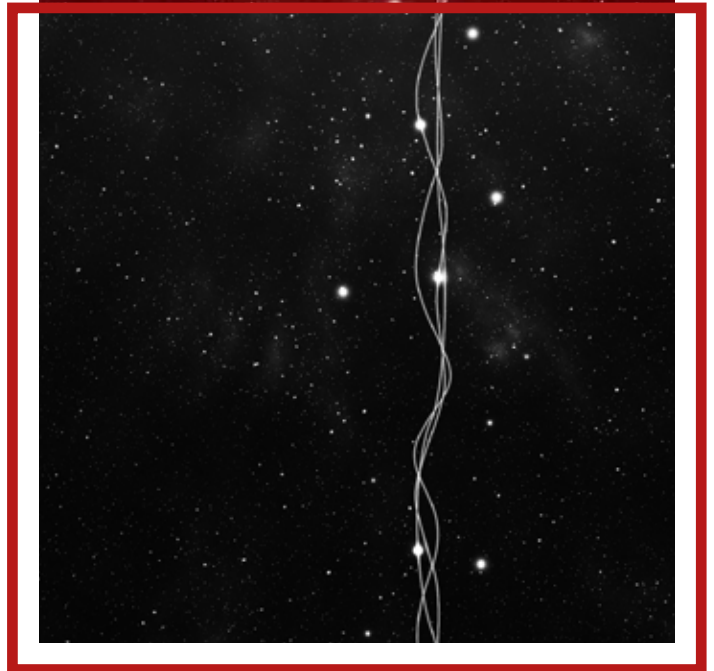
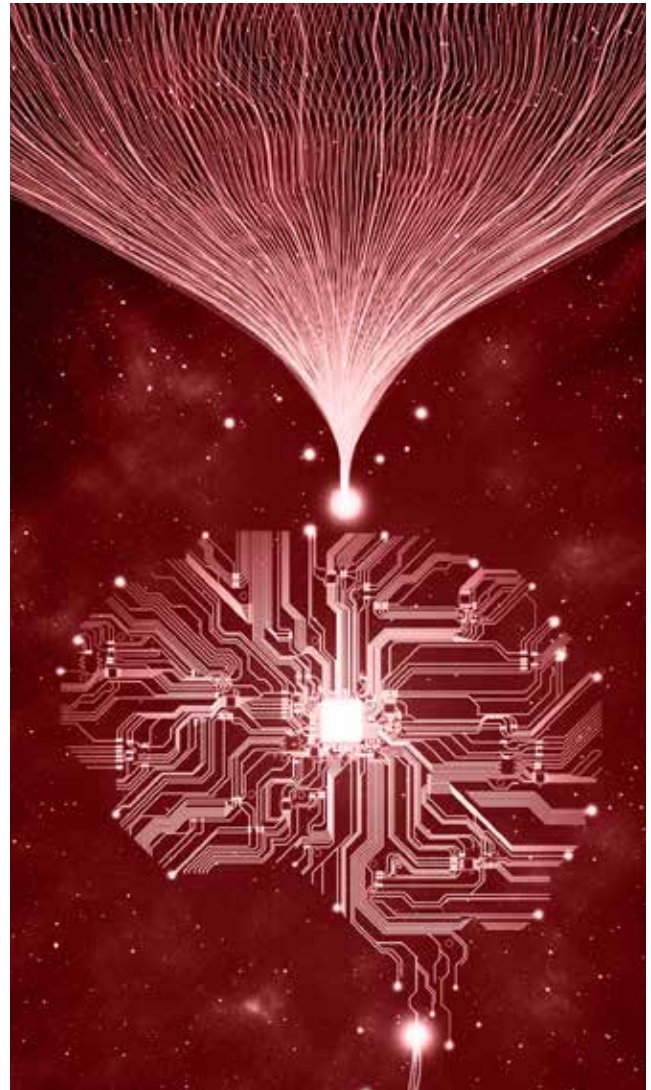
By sponsoring our supplements and reports, you are positioning yourself as that trusted source and establishing yourself as a leader in your field.

Our packages offer a 360° solution for clients, combining thought leadership, brand awareness and the delivery of quality leads. This means you will be in receipt of a complete, holistic marketing solution which creates long-lasting impact for the all-important end user.

PRICING

Clients have the option of utilising our lead generation services alongside thought leadership campaigns, or simply opting to sponsor a feature and promote their brand with content.

As we build our packages depending on individual client requirements, there is no one size fits all so please get in touch with us to find out more about our packages.





REPORTS

MONTH	REPORT
August 2022	
September 2022	SME technology report
October 2022	2022 CISO priorities
November 2022	
December 2022	Spending trends report
January 2023	
February 2023	
March 2023	Sustainability and green data centres
April 2023	Colocation
May 2023	
June 2023	
July 2023	
August 2023	ICT trends survey
September 2023	

REPORTS – IN DETAIL

September 2022: SME technology report

SMEs are the backbone of global economies. There are now so many opportunities to leverage technology to enable business growth but knowing where to channel investment can be difficult. We identify which areas SMEs should be investing in over the next 12 months.

October 2022: 2022 CISO priorities

In this report we will explore the key security trends and threats that CISOs in the region should be looking to prioritise for the year ahead. Published as an interactive e-book, this will serve as a 'go-to' guide for chief information security officers planning for 2022.

December 2022: Spending trends report

In this bespoke report, we will identify six key areas in which CxOs are set to spend in the year ahead, highlighting areas of technology they will be prioritising for investment and exploring which way the market is heading.

March 2023: Sustainability and green data centres

There is an ongoing need to reduce carbon footprints in the data centre space. But with data consumption increasing, how is this possible? Exploring the likes of thermal imaging, cooling methods and how data centre managers should be making investments to ensure they are future proof.

April 2023: Colocation

In this special report on colocation we will identify the key requirements and criteria of customers looking for colocation providers, featuring some of the most highly regarded colos in the region.

August 2023: ICT trends survey

Innovation and emerging technologies are constant in the ICT industry. In this report, we provide insight into the key trends that companies should take into consideration as they look towards future investment.





SHARED PARTNER REPORTS - PRICING

<p>INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT (SHARED) EACH PARTNER TO RECEIVE LEADS AND BELOW BENEFITS</p>
<p>Campaign 1: \$8,000 per partner</p>
<p>100 leads via report downloads</p>
<p>Clients to receive relevant contact information and details of each person who took part in the report</p>
<p><i>Intelligent Data Centres Intelligent CISO Intelligent CIO</i> <i>Intelligent SME.tech Intelligent CXO</i></p>
<p>Brand awareness element</p>
<p>Promoted as a sponsor online, in print, associated mailers and on other marketing material</p>
<p>Full page advert in relevant publication for two months</p>
<p>An MPU banner on website of your choice for two months</p>

BESPOKE REPORTS - PRICING

INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT	INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT	INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT
Campaign 1: From \$12,000	Campaign 2: From \$17,000	Campaign 3: From \$20,000
100 leads via report downloads	150 leads via report downloads	200 leads via report downloads
Clients to receive relevant contact information and details of each person who took part in the report	Clients to receive relevant contact information and details of each person who took part in the report	Clients to receive relevant contact information and details of each person who took part in the report
<i>Intelligent Data Centres Intelligent CISO</i> <i>Intelligent CIO Intelligent SME.tech</i> <i>Intelligent CXO</i>	<i>Intelligent Data Centres Intelligent CISO</i> <i>Intelligent CIO Intelligent SME.tech</i> <i>Intelligent CXO</i>	<i>Intelligent Data Centres Intelligent CISO</i> <i>Intelligent CIO Intelligent SME.tech</i> <i>Intelligent CXO</i>
Brand awareness element	Brand Awareness Element	Brand awareness element
Promoted as a sponsor online, in print, associated mailers and on other marketing material	Promoted as a sponsor online, in print, associated mailers and on other marketing material	Promoted as a sponsor online, in print, associated mailers and on other marketing material
Full page advert in relevant publication for two months	Full Page Advert in relevant publication for three months	Full page advert in relevant publication for three months
An MPU banner on website of your choice for two months	An MPU banner on website of your choice for three months	An MPU banner on website of your choice for three months



SUPPLEMENT CALENDAR

MONTH	SUPPLEMENT
April 2022	Middle East women in tech
May 2022	Password security
June 2022	Spotlight on coding
September 2022	Middle East regional focus
October 2022	Cybersecurity awareness
November 2022	Africa regional focus
December 2022	APAC regional focus

MONTH	SUPPLEMENT
January 2023	North America regional focus
February 2023	The 'human' or 'C' factor
March 2023	The importance of backups
May 2023	EU regional focus
June 2023	Skills and training – Security
September 2023	Sustainability and green data centres

SUPPLEMENT PRICING

INTEGRATED LEAD GENERATION AND INTELLIGENT SUPPLEMENT/REPORT	
Campaign option 1: Total spend \$5,000	Campaign option 2: Total spend: \$7,500
<p>60 leads through Content Syndication</p> <p>Leads from organisations meeting following parameters:</p> <p>Verticals/industry: ALL Countries: TBC Company size: 250+ employees Designation: IT managers +</p> <p><i>Intelligent Data Centres Intelligent CISO Intelligent CIO Intelligent SME.tech Intelligent CXO</i></p> <p>Brand awareness element</p> <p>Full page advertisements in two magazines of your choice</p> <p>An MPU banner on one website of your choice</p> <p>MPU banners on two weekly newsletters of your choice</p>	<p>110 leads through Content Syndication</p> <p>Leads from organisations meeting following parameters:</p> <p>Verticals/industry: ALL Countries: TBC Company size: 250+ employees Designation: IT managers +</p> <p><i>Intelligent Data Centres Intelligent CISO Intelligent CIO Intelligent SME.tech Intelligent CXO</i></p> <p>Brand awareness element</p> <p>Full page advertisements in four magazines of your choice</p> <p>An MPU banner on two websites of your choice</p> <p>MPU banners on four weekly newsletters of your choice</p>
<p>Thought leadership</p> <p>Two pages of thought leadership content in digital supplement, published across all sites</p> <p>Thought leadership content to feature as unique article on websites, in addition to inclusion within supplement</p> <p>Content shared on newsletters and across all social media channels</p>	<p>Thought leadership</p> <p>Two pages of thought leadership content supplement, published across all sites</p> <p>Thought leadership content to feature as unique article on websites, in addition to inclusion within supplement</p> <p>Content shared on newsletters and across all social media channels</p>

SUPPLEMENT CALENDAR – IN DETAIL

April 2022**Middle East women in tech**

Though times are changing, IT is still a male dominated industry. In this supplement we highlight the valuable role of women CIOs across a range of verticals and explore some of the many ways companies are approaching diversity to encourage more women to join and climb the career ladder.

May 2022**Password security**

Known among security professionals as the 'keys to the kingdom', the protection of passwords is a top priority for every employee. We explore how organisations can create password security policies to ensure robust cyber-resilience.

June 2022**Spotlight on coding**

With Digital Transformation strategies accelerating the need for rapid development, we take a look at the many aspects of coding, from security to application development, skills and resources, and the varying forms of coding tools helping organisations succeed.

September 2022**Middle East regional focus**

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

October 2022**Cybersecurity awareness**

Cybersecurity is universally accepted as a priority for all organisations, no matter the size, vertical or geographic location. And as the threats evolve, so too must the defence. We explore some of the most important cybersecurity issues for modern CXOs, as well as how they can get ahead of malicious actors.

November 2022**Africa regional focus**

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

December 2022**APAC regional focus**

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

January 2023**North America regional focus**

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

February 2023**The 'human' or 'C' factor**

Exploring everything CISO related, from management style, dealing with stress in the workplace, recruitment/working with HR and building a successful security culture. This will include interviews with a number of CISOs tackling particular areas of interest.

March 2023**The importance of backups**

The importance of organisations ensuring they have robust backup policies in place cannot be understated. We find out just how they can create a backup strategy which will ensure Business Continuity should the worst happen in this supplement.

May 2023**EU regional focus**

Featuring a range of thought leadership pieces and exploring some of the regional specific risk factors, trends and innovation as well as best practice advice for CIOs and CISOs looking to bolster cyberdefences and digitally transform.

June 2023**Skills and training – Security**

There is a well reported skills gap in the information security sector. In this supplement we seek to understand why the skills gap exists, the ongoing need for security professionals, the need for STEM and diversity within security industry

September 2023**Sustainability and green data centres**

Our supplement dives deep into the findings of a report on sustainability and green data centres we are producing in March, with added commentary and thought leadership from industry experts as the wider industry looks to a greener future.

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