

MEDIA KIT 2021



Expert insight for intelligent business leaders

ABOUT 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, Africa, APAC and North America. We have a growing database of over 2.1 million global business 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.

OUR BRANDS

Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC and North America enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment

protected while deciding where to prioritise investment for their businesses.

Intelligent Data Centres

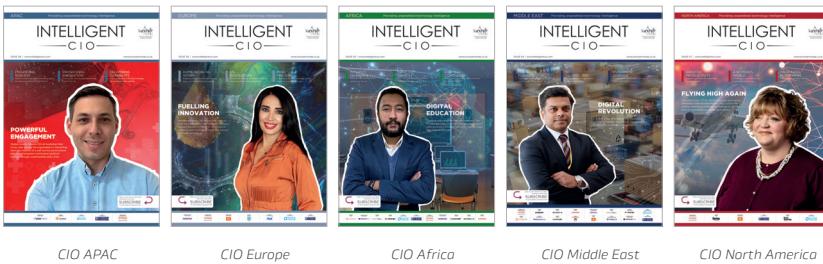
Designed to bring the latest news and trends to the EMEA, APAC and North American data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end user.

Intelligent Tech Channels

Aimed at the EMEA, APAC and North America vendor partner ecosystem covering news, trends and features, offering unparalleled advice to the regional channel community.

Intelligent SME.Tech

A technology intelligence platform aimed at the SME sector across EMEA, APAC and North America, offering unparalleled advice to the SME community and guiding SME business leaders with thought leadership, industry expertise, knowledge sharing and practical platforms.



CIO APAC

CIO Europe

CIO Africa

CIO Middle East

CIO North America



Intelligent SME.tech

Intelligent CISO

Intelligent Data Centres

Intelligent Tech Channels

WHAT WE DO

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. In a nutshell, we:

- **Create** original, thought leading content
- **Engage** senior IT and business leaders globally
- **Deliver** powerful campaigns and targeted leads

ABOUT INTELLIGENT CXO

Intelligent CXO is an intelligence platform aimed at business professionals across EMEA, APAC and North America. It will focus on business growth, successes and how to manage businesses intelligently, with business profiles and expert insight from C-level executives.

Intelligent CXO aims to offer unparalleled advice to the business community and guide business leaders with thought leadership,

industry expertise, knowledge sharing and practical platforms. It will provide expert insight for intelligent business leaders.

There will also be industry news from the global business landscape and a space to celebrate business growth. With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



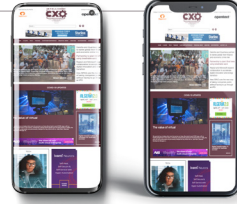
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INTELLIGENT
CXO AIMS TO
REACH OUT TO
THE WIDER TEAM
AT BUSINESSES
ACROSS THE
GLOBE, AS WE
UNDERSTAND
HOW IMPORTANT
IT IS TO WORK
TOGETHER TO
ENSURE FUTURE
GOALS BECOME
A REALITY.

We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact rebecca@lynchpinmedia.co.uk

EDITORIAL SECTIONS

LATEST UPDATES:

News affecting you and your business



LATEST INTELLIGENCE:

Whitepapers from industry experts



INDUSTRY UNLOCKED:

A set feature focused on a specific industry vertical



TECH TRENDS:

Research and new technology trends affecting businesses



FEATURE 2:

A feature set in accordance with the editorial calendar



INFOGRAPHIC:

A graphic which highlights key research findings or talking points in an accessible manner



CXO INSIGHT: A case study/profile feature showcasing a business which has enjoyed strong growth, focusing on its management and strategy



EDITOR'S QUESTION:

Every month, we pose industry experts a question pertinent to the issues of the day



INTELLIGENT SECTION: Covering finance, sales & marketing, HR solutions and employee engagement



BUSINESS STRATEGY:

Thought leadership from an industry executive



REGIONAL ROUND-UP:

An update of news from around our regions, including Africa, APAC, Europe, the Middle East and North America



FEATURE 1:

A feature set in accordance with the editorial calendar



GET TO KNOW:

Q&A with a C-level executive



BUSINESS PROFILE:

Focusing on business growth and success stories



FINAL WORD:

Thought leadership from an industry executive



FEATURE LIST 2021

PLAN YOUR PR and marketing activities with *Intelligent CXO*. Our editorial calendar enables partners and clients across EMEA, APAC and North America to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.



<p><u>JUNE 2021</u></p> <p>FEATURE 1 Employee engagement</p> <p>FEATURE 2 Rebranding</p> <p>INDUSTRY UNLOCKED Agriculture</p>	<p><u>JULY 2021</u></p> <p>FEATURE 1 Corporate social responsibility</p> <p>FEATURE 2 Business sustainability</p> <p>INDUSTRY UNLOCKED Energy</p>	<p><u>AUGUST 2021</u></p> <p>FEATURE 1 Managing growth</p> <p>FEATURE 2 Current challenges which leadership face</p> <p>INDUSTRY UNLOCKED Food and Drink</p>
<p><u>SEPTEMBER 2021</u></p> <p>FEATURE 1 Leadership strategies</p> <p>FEATURE 2 Hiring the right team</p> <p>INDUSTRY UNLOCKED Media</p>	<p><u>OCTOBER 2021</u></p> <p>FEATURE 1 The importance of soft skills</p> <p>FEATURE 2 Utilising work capital</p> <p>INDUSTRY UNLOCKED Aviation</p>	<p><u>NOVEMBER 2021</u></p> <p>FEATURE 1 Women in leadership</p> <p>FEATURE 2 Building a culture of success</p> <p>INDUSTRY UNLOCKED Healthcare</p>
<p><u>DECEMBER 2021</u></p> <p>FEATURE 1 Customer engagement plans</p> <p>FEATURE 2 Global finance regulations</p> <p>INDUSTRY UNLOCKED Banking and Finance</p>	<p><u>JANUARY 2022</u></p> <p>FEATURE 1 Continuous learning for the workforce</p> <p>FEATURE 2 The best marketing strategies</p> <p>INDUSTRY UNLOCKED Construction</p>	<p><u>FEBRUARY 2022</u></p> <p>FEATURE 1 Avoiding discrimination in the workplace</p> <p>FEATURE 2 Socially conscious investing</p> <p>INDUSTRY UNLOCKED Research and Innovation</p>
<p><u>MARCH 2022</u></p> <p>FEATURE 1 Loyalty programmes</p> <p>FEATURE 2 How to promote diversity in the workplace</p> <p>INDUSTRY UNLOCKED Travel and Tourism</p>	<p><u>APRIL 2022</u></p> <p>FEATURE 1 Business models</p> <p>FEATURE 2 What makes a good CEO?</p> <p>INDUSTRY UNLOCKED Automotive</p>	<p><u>MAY 2022</u></p> <p>FEATURE 1 Operational resilience</p> <p>FEATURE 2 Successful online retail plan</p> <p>INDUSTRY UNLOCKED Life sciences</p>

AUDIENCE BREAKDOWN

Businesses are under increased pressure to innovate, to be agile and fast-moving and to embrace digital, which makes being a member of the C-Suite more complex than ever. *Intelligent CXO* provides business leaders with the very latest information and intelligence to help them make the important decisions to be able to effectively manage business transformation. The list of business imperatives changes regularly, including flexibility, quality and agility, and does not get any smaller.

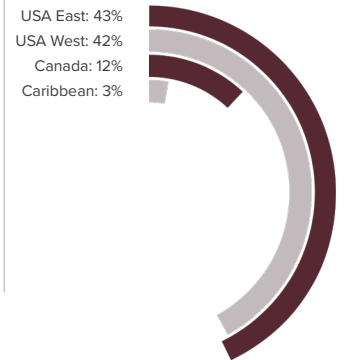
Business professionals continually need to review the landscape and decide on the capabilities needed to compete. *Intelligent CXO* provides the business community in North America, APAC, Europe, the Middle East and Africa with the latest news, thought leadership, industry expertise and knowledge sharing to help enterprises make informed 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 CXO* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms.

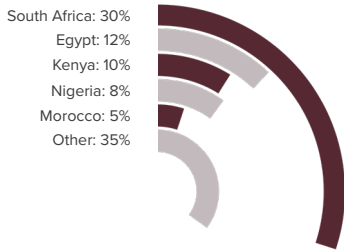
Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience. *Intelligent CXO* aims to reach out to the wider team at businesses across the globe, as we understand how important it is to work together to ensure future goals become a reality. *Intelligent CXO* provides an integrated platform that reaches this audience.

NORTH AMERICA

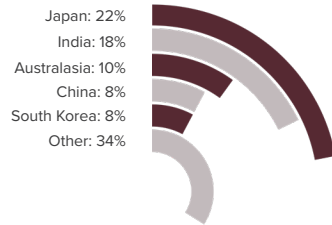


AUDIENCE % BY REGION

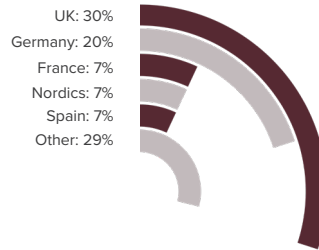
AFRICA



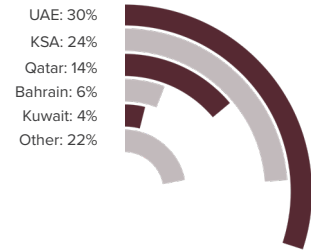
APAC



EUROPE



MIDDLE EAST



AUDIENCE NUMBER

(Each person represents 10,000 people)



0-100 5%



101-250 17%



251-500 42%



500+ 36%

AUDIENCE NUMBER BY JOB FUNCTION



WORKING WITH INTELLIGENT CXO

SOLUTIONS

Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

Events

Create a variety of events, of any size, to promote face-to-face engagement.

Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

BANT qualification

Obtain specific information from targeted leads with additional data collection.

Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.



DEDICATED
REGIONAL
MAGAZINES AND
WEBSITES OFFER
A WEALTH OF
ADVERTISING
AND AWARENESS
OPPORTUNITIES.

STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.

Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.

Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.



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