

Media Information 2019



www.intelligentciso.com

A
Lynchpin
Media

PUBLICATION



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.



Intelligent CISO is a technology brand that encompasses various intelligence platforms aimed at the enterprise sector looking for updates and research driven data about cybersecurity. As part of Lynchpin Media, this digital medium gives unparalleled advice to the EMEA cybersecurity community.

CISOs face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for cybersecurity strategies to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in

isolation. *Intelligent CISO* strives to bridge this gap between the traditional role of the CISO and the new-age demands weighing in on this pivotal, high-pressure role.

Spreading our resources across print, digital and events, *Intelligent CISO* endeavours to guide CISOs within the EMEA region with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the cybersecurity industry, encompassing the voice of vendors, distributors, resellers and the all-important end user. 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.

INTRODUCTION

Intelligent CISO is a technology intelligence platform aimed at the enterprise sector

Intelligent CISO gives unparalleled advice to the regional cybersecurity community

It guides CISOs with thought leadership, industry expertise, knowledge sharing and practical platforms

With social media support, content is delivered across all platforms to enable readers to use their preferred device



Intelligent
CIS
security intelligence that transcends borders

NextGen SIEM
Exploring how technology such as Artificial Intelligence can advance the efficacy of threat detection.

Application security
Industry experts outline how best to ensure critical applications in today's increasingly distributed landscape.

Cybersecurity and aviation
Some of the key cybersecurity challenges faced by the aviation sector and how they can be overcome.

BRAND INTEGRITY PROTECTED

Real estate company Azizi Developments has implemented a solution which provides visibility into social media risks and ensures brand integrity is protected.

ENTERPRISE PARTNER
FORTINET

RESEARCH PARTNER
IBM

INTELLIGENT PARTNER
(ISC)

SECURITY PARTNER
PROOFPOINT

PROTECTING CRITICAL NETWORK INSIDER

Intelligent
CIS

Intelligent
CIS

- news
- latest intelligence
- cyber trends
- infographic
- threat updates
- editor's question

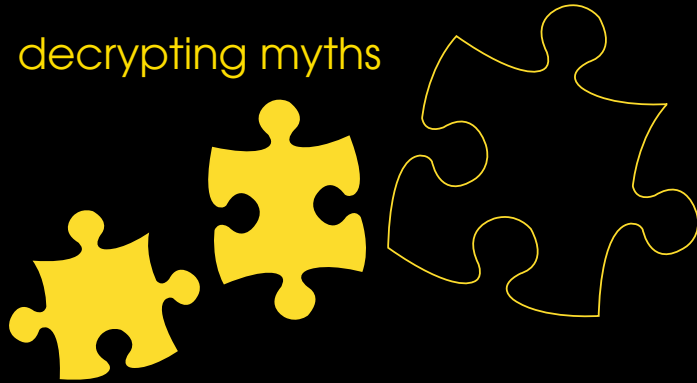
intelligent
BRANDS



end point analysis



decrypting myths



REGULAR

SECTIONS INCLUDE





GO PHISH

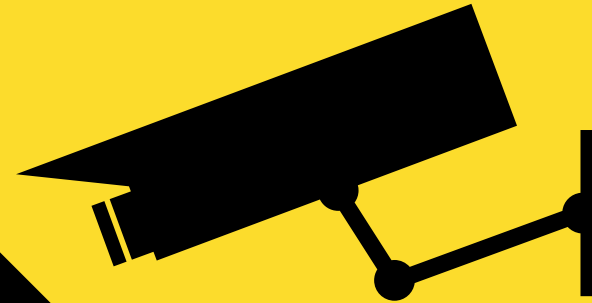
industry unlocked

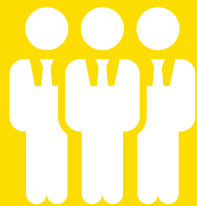
PREDICTIVE INTELLIGENCE



FEATURE

**BUSINESS
SURVEILLANCE**





The role of a CISO is more challenging – and more important – than ever. New cyberthreats are constantly emerging while older ones continue to evolve and CISOs are tasked with staying ahead of these to ensure organisations are effectively safeguarded from potential attacks. It is not a threat that is likely to disappear anytime soon. In fact, cyberthreats will remain an ongoing and growing issue as technology advances and remains integral to the everyday.

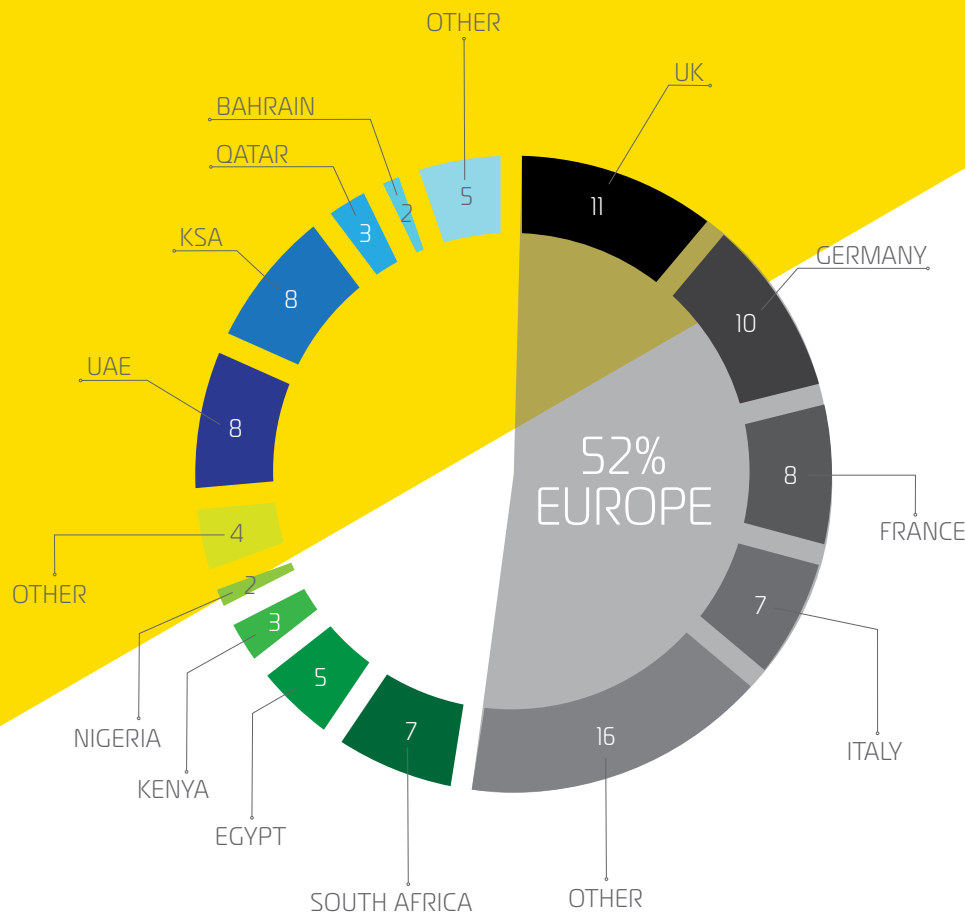
According to research carried out by the International Data Corporation (IDC), worldwide spending on security-related hardware, software and services is forecast to reach US\$119.9 billion in 2021, as published in the *Worldwide Semiannual Security Spending Guide*.

Intelligent CISO provides security officers with the latest information and

intelligence to help them make important, informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. It is our unparalleled understanding of this audience which enables *Intelligent CISO* 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.

While much of the responsibility for ensuring effective security solutions are in place lie with the CISO, in the modern world it is important that the wider team is aware of the threatscape to ensure there is an effective long-term plan in place. *Intelligent CISO* provides an integrated platform that reaches this audience.

AUDIENCE BY COUNTRY/REGION %



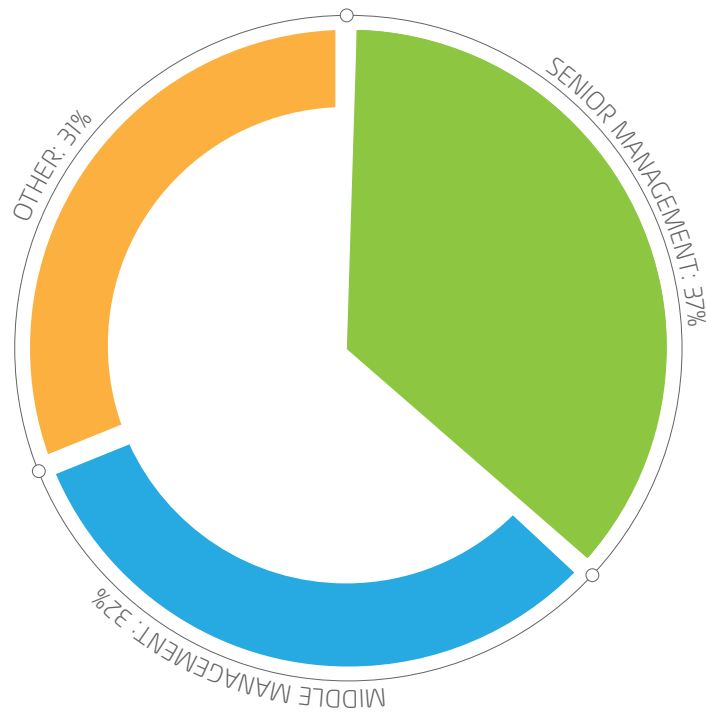
OUR AUDIENCE

As of 1 January 2019, *Intelligent CISO* communicates with more than 80,000 security and IT professionals globally.

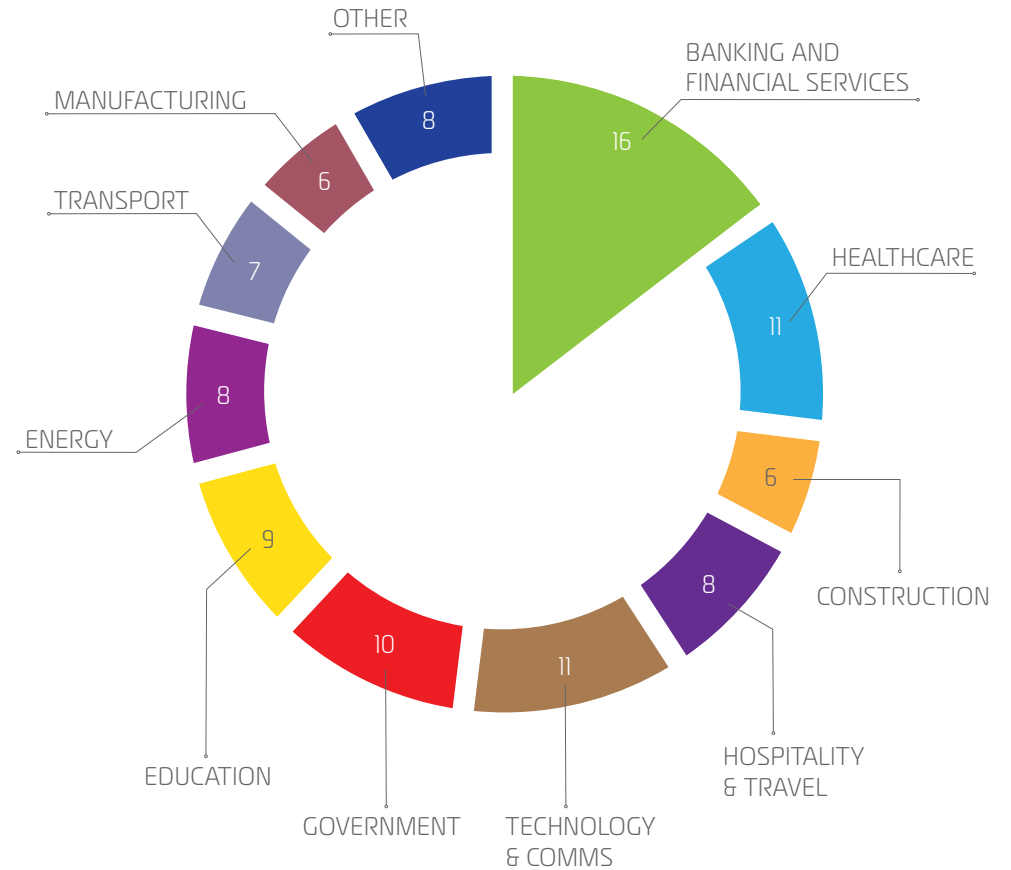
Intelligent CISO Audience breakdown

AUDIENCE BY JOB TITLE %

Senior management: CISO, CSO and other c-suite execs, MDs, IT and security directors
Middle management: Security, IT and network managers, security architecture roles
Other: Risk compliance analysts, IT channel, project managers and consultants



AUDIENCE BY INDUSTRY %





BESPOKE PARTNERSHIPS

Can't find what you're looking for?

Intelligent CISO 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.

SPONSORSHIP BENEFITS

SPONSORSHIP PACKAGES



REGIONAL

3 MONTHS	US\$5,000
6 MONTHS	US\$15,000
12 MONTHS	US\$25,000

GLOBAL

3 MONTHS	US\$14,000
6 MONTHS	US\$22,000
12 MONTHS	US\$32,000

TIER 03

INTELLIGENT PARTNERSHIPS

- Trade and export
- Cabling
- Aviation
- Manufacturing
- Telecoms
- Transport
- Agriculture

REGIONAL

3 MONTHS	US\$6,000
6 MONTHS	US\$18,000
12 MONTHS	US\$28,000

GLOBAL

3 MONTHS	US\$16,000
6 MONTHS	US\$25,000
12 MONTHS	US\$35,000

TIER 02

INTELLIGENT PARTNERSHIPS

- Data centres
- Mobile
- Software
- Education
- Broadcast
- Hospitality
- Construction

REGIONAL

3 MONTHS	US\$8,000
6 MONTHS	US\$20,000
12 MONTHS	US\$30,000

GLOBAL

3 MONTHS	US\$18,000
6 MONTHS	US\$30,000
12 MONTHS	US\$40,000

TIER 01

INTELLIGENT PARTNERSHIPS

- Banking and Finance
- Government
- Energy
- Enterprise Security
- Cloud
- Retail
- Healthcare



We are always keen to explore media partnerships with leading global cybersecurity events.

Some of those we have worked with include:

GISEC
(Gulf Information Security Expo and Conference)



GITEX
Technology Week



Infosecurity
Europe



Cybersecurity
Connect UK



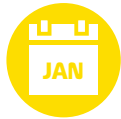
Gartner Security and Risk
Management Summits



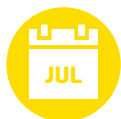
MEDIA PARTNERSHIPS

Plan your PR and marketing activities with *Intelligent CISO*. Our editorial calendar enables partners and clients within the EMEA region 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.



2019 and the threats ahead	Using ROSI to evaluate cybersecurity technologies	GDPR: What's changed?	Securing a remote workforce	The role of AI and Machine Learning in cybersecurity	Disaster recovery: what to do after an attack
Why anti-virus shouldn't be overlooked	Physical protection	Password protection: Top tips	Access control systems	Fraud prevention	Malware prevention
Utilities	Construction	Real Estate	Manufacturing	Banking and finance	Transport



Preventing a data breach	Digital forensics	End point protection	IoT	Securing company email	The year in review
Blockchain and crypto	Security planning on a budget	Security in the data centre	Why you should consider an MSSP	Data loss prevention	Securing mobile devices
Hospitality	Retail	Education	Energy	Government	Aviation

FEATURE 1

FEATURE 2

INDUSTRY UNLOCKED

FEATURE 1

FEATURE 2

INDUSTRY UNLOCKED

EDITORIAL PLAN

PRINT ADVERTISING OPTIONS					ONLINE ADVERTISING OPTIONS				
	3 ADVERTS	6 ADVERTS	12 ADVERTS		3 MONTHS	6 MONTHS	12 MONTHS		
FULL PAGE	US\$3,499*	US\$3,299	US\$2,999	US\$2,499	HPU	US\$2,899	US\$2,699	US\$2,399	US\$2,099
HALF PAGE	US\$2,199*	US\$1,999	US\$1,759	US\$1,299	MPU	US\$1,899	US\$1,699	US\$1,399	US\$1,099
DOUBLE PAGE SPREAD	US\$5,999*	US\$5,599	US\$5,199	US\$4,499	LEADERBOARD	US\$1,899	US\$1,699	US\$1,399	US\$1,099
STRIP ADVERT	US\$1,499*	US\$1,299	US\$1,099	US\$899	DIGITAL NEWSLETTER BANNER	US\$1,499	US\$1,299	US\$1,099	US\$799
OUTSIDE BACK COVER	US\$4,999*	US\$4,799	US\$4,499	US\$4,099	SPONSORED MICROSITE (12 MONTHS)	US\$17,599			

*cost per advertisement

*cost per month

ONLINE ADVERTISING OPTIONS	1	2-4	5-8	9-12
Cost is per HTML sent	US\$3,200	US\$3,000	US\$2,500	US\$1,800

FOLLOW US ON



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INTELLIGENT
— C I O —
Providing Unparalleled Technology Intelligence

intelligent
CIS 
security intelligence that transcends borders

INTELLIGENT
TECH CHANNELS 


INTELLIGENT
DATA CENTRES

MANAGEMENT

EDITORIAL

DESIGN

SALES &
MARKETING

COUNTRY
PARTNERS

OUR BRANDS