Cybersecurity
INSIDERS

2020 MARKETING OPPORTUNITIES

info@cybersecurity-insiders.com
www.cybersecurity-insiders.com
Cybersecurity Insiders is an online community of information security professionals representing a cross section of security roles, company sizes, and industries.

We provide cybersecurity marketers with unique research-based content marketing opportunities, fresh leads, and brand visibility in the IT security market.

Delivered in partnership with the Information Security Community on LinkedIn, Cybersecurity Excellence Awards, and the market research experts at Crowd Research Partners.

- **Online community members**: 400K+
- **Reside in the US**: 74%
- **Manager level or above**: 60%
- **Companies larger than 1,000 employees**: 55%
US AUDIENCE PROFILE

**JOB LEVEL**
- Specialist: 20%
- Manager/Supervisor: 20%
- Consultant: 16%
- Director: 10%
- CTO, CIO, CISO, CMO, CFO, COO: 10%
- Owner/CEO/President: 5%
- Vice President: 3%
- Project Manager: 3%

**JOB FUNCTION**
- IT Security: 57%
- IT Operations: 13%
- Engineering: 7%
- Operations: 4%
- Product Management: 4%
- Compliance: 3%
- Other: 12%

**COMPANY SIZE**
- Less than 10: 8%
- 10-99: 12%
- 100-499: 11%
- 500-999: 8%
- 1,000-4,999: 16%
- 5,000 - 9,999: 11%
- 10,000 or more: 34%

**INDUSTRY**
- Technology, Software & Internet: 19%
- Government: 17%
- Financial Services: 15%
- Professional Services: 10%
- Healthcare, Pharmaceuticals & Biotech: 9%
- Education & Research: 7%
- Manufacturing: 5%
- Other: 18%
Receive custom, fact-based research reports on popular cybersecurity topics

- Third-party validated research content based on current survey data from our 400,000 member Cybersecurity Community.

- Ongoing surveys ensure rapid report production based on real-time snapshots of cybersecurity trends, sentiments, and preferences in the cybersecurity market.

- Topic of your choice w/ custom survey questions to produce a unique, custom-branded report that reflects your market perspective.

- Add lead generation, content marketing, and webinar components.

Pricing starts at $9,900
Live webinar tailored to your message and audience (report package add-on)

- Popular add-on to cybersecurity report packages to generate visibility and leads
- Includes landing page, hosting platform, promotion, moderator, webinar recording (MP4), attendance report, and follow-up email
- Sponsor provides webinar title, message, and content

Pricing starts at $15,000 (depending on lead guarantee)
Email blast to the Cybersecurity Insiders community (report package add-on)

- Sent to 200,000+ subscribers
- Popular add-on to Cybersecurity Report package
- Send custom content to promote your offer
- We’ll create a responsive email that looks great on all devices
- Production ~ 1-2 weeks

Pricing starts at $4,900 (per email blast)
Post your content to the Cybersecurity Insiders community (add-on to report package)

- Post your news, articles or blog posts to *Cybersecurity Insiders* to elevate visibility for your brand in the cybersecurity community [posts do not have to be original content but you need to own the copyrights]

- Contributed posts can be about industry trends, product news, upcoming events, webinars, etc.

- You will receive a contributor account and credentials for self posting

$1,200 for 12 weekly posts
Syndicate your cybersecurity content to receive targeted leads and brand exposure

- Generate quality leads through syndication of your content to the cybersecurity community
- Lead profiles are targeted according to your demographic and firmographic preferences
- Leads are validated to ensure data quality
- Leads are delivered within 24 hours to allow for fast follow-up

CPL pricing depends on filters, starts @ $60

www.cybersecurity-insiders.com
Earn an award for your cybersecurity solution and company excellence

- The Cybersecurity Excellence Awards recognize the world’s best cybersecurity products and companies [more details]
- Add credibility and third-party validation to your product offering and company
- Boost brand awareness
- Boost SEO ranking through backlinking to your website

Award Submission: $500
Site Sponsorship: $950
Receive a review of your cybersecurity solution

- Submit your cybersecurity product (or service) for review by Cybersecurity Insiders
- Review is based on information provided by vendor and third parties (not a lab review)
- Full review is posted on Cybersecurity Insiders and promoted on social media
- Includes key capabilities, strengths & benefits, product screenshots, videos, etc.
- 2-page Product Review PDF

Pricing starts at $6,900
info@cybersecurity-insiders.com

400 E. Pratt Street
Baltimore
Maryland 21202
U.S.A.