



MEDIA KIT  
2021

INTEGRATED CHANNELS REACHING SECURITY PROFESSIONALS GLOBALLY



# Our integrated channels



OUR INTEGRATED CROSS-MEDIA SOLUTIONS HELP YOU  
ENGAGE WITH YOUR AUDIENCE, WHEREVER THEY ARE.

# About MySecurity Media

MySecurity Media is a multi-channel, multi-platform content provider specialising in the security and critical technology domain. We have extensive industry knowledge, an international network of security professionals, talented digital marketing expertise and an active audience database.

Our solutions consider your business goals, connect you to the right audience and focus on results.



# Our audience

## Who are our audience?

- CSO/CISOs
- CTOs
- Cyber Security Managers
- Cyber Security Analysts
- Security Architects
- Directors
- Operation Managers
- Digital Literacy Officers
- Cyber Security Engineers
- IT Managers
- Security Managers
- Software Engineers
- Founders
- Cloud Engineers
- Security Engineers
- Data Protection Officers
- Academics
- Students

## Where does our audience work?

- Government
- SaaS companies
- Consulting firms
- Education organisations
- Universities
- Managed service providers
- Major banks
- Telecommunications
- Infrastructure
- Large retailers
- Security firms
- Manufacturing
- Financial institutions
- Hotels & tourism
- Healthcare providers



## E-news – direct mail

(min. x3 weekly)

Approx. 10,000 email subscribers  
1,600+ app users



## Social media

(cross-channel followers)



LinkedIn 15,000+



Facebook 3,700+



Twitter 10,500+



YouTube 2,500+



## Monthly content engagements

50,000+

# Our audience



WE HAVE A GLOBAL NETWORK  
OF SECURITY PROFESSIONALS



# Demonstrated client experience

## CYBER SECURITY & SOFTWARE



## PHYSICAL & ELECTRONICS



## DEFENCE & NATIONAL SECURITY



# Partner community

## INDUSTRY PARTNERS



## EVENT PARTNERS



## AFFILIATES



# MySecurity Marketplace: the go-to tool for security professionals

The MySecurity Marketplace is a comprehensive, curated content platform designed for security and technology professionals around the globe. The Marketplace connects professionals to upcoming events, courses, resources and buying opportunities.

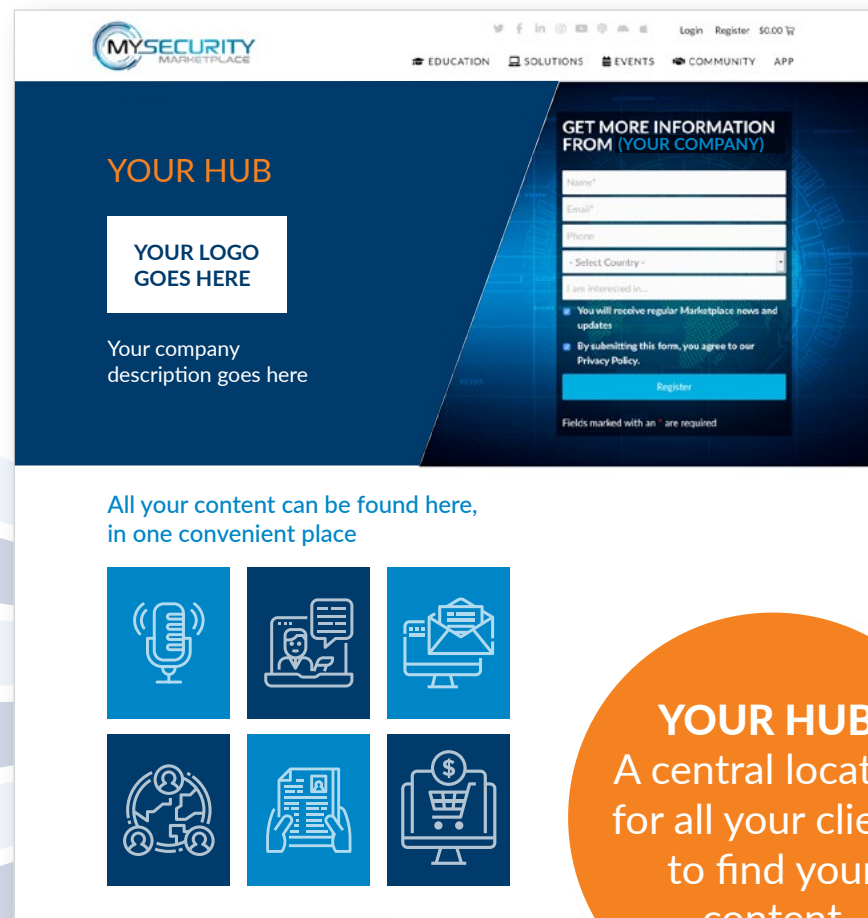


List your product  
or service for  
resale on the  
Marketplace!



# Integrated campaigns that funnel into your own hub

Our cross-platform solutions all serve to capture leads via the MySecurity Marketplace and your own brand hub!



**YOUR HUB:**  
A central location  
for all your clients  
to find your  
content





# MySecurity Roundtables & Forums

Attract a targeted group of C-Suite security professionals to discuss the latest issues and ideas in the global security industry with your organisation. MySecurity Media manages the invitations, technology and event logistics for your organisation. Reach C-Suite professionals from around the globe with our Account Based Marketing services.



Client profiles:





# MySec.TV webinars

The MySec.TV webinar episodes are designed to connect you with potential clients ready for your content. Our webinars are promoted by the Digital team, and hosted by Executive Editor Chris Cubbage. MySecurity Media runs client webinars and internal webinars available for sponsorship.

- Appears across our Youtube and websites
- 2,500+ subscribers
- 20,000+ views a month

## Recent episodes and series:



- Expert interviews
- Awards
- Product reviews
- Product walkthroughs
- Thinktank discussions

# MySec.TV webinar sponsorship opportunities

Our subject matter expert editorial team is known in the market for creating high quality video content for security professionals around the globe. Our series usually have partners in a variety of organisations across the globe, adding credibility to your organisation.

## Recent series:



**India's Reach Series:  
Aerospace, Defence &  
Security Market Trends**

8 episodes



**Indo-Pacific Series:  
Aerospace, Defence &  
Security Market Trends**

10 episodes

**ENQUIRE  
NOW**

# Cyber Security Weekly Podcast

- 250+ episodes, 400k+ downloads (15-20k downloads per month)
- Industry leading podcast series discussing case studies and speaking with trusted industry leaders from around the world.
- We can develop “Special Series Shows” & “Live Event Coverage”.
- From Astronauts, Ambassadors, Senior Government Officials, CEOs, CISOs, CTOs our previous Podcasts, Series & Sponsors include leading security and technology brands

 **accenture**

 **BeyondTrust**

 **BlackBerry**

**FORTINET**

 **paloalto**  
NETWORKS

 **Bitdefender**

 **Akamai**

 **Red Piranha**  
unified threat management

 **milestone**

 **ECU**  
EDITH COWAN UNIVERSITY

**KASPERSKY** Lab

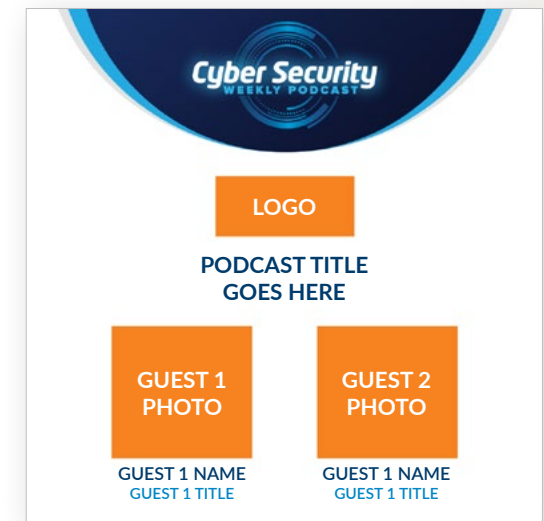
 **eset**

 **MACQUARIE**  
University

 **AustCyber**  
Australian Cyber Security Growth Network

**UNISYS**

 **She LeadsTech.**



 **Cyber Security**  
WEEKLY PODCAST



# Previous webinar & podcast guests



**Shamane Tan**

Executive Advisor and  
Author of Cyber Risk  
Leaders



**Dr Gav Schneider**

Group CEO, Risk 2  
Solution Group



**Yigal Unna**

Director General,  
Israel National Cyber  
Directorate



**Tobias Feakin**

Australian  
Ambassador for  
Cyber Affairs



**Daniel Ehrenreich**

Lead Auditor, ICS  
Cybersecurity, Israel



**Brad Beutlich**

Vice President of  
Sales Western Region  
and LATAM



**Chris Hadfield**

Retired Astronaut,  
Engineer, and former  
Royal Canadian Air  
Force Fighter Pilot



**Jacinta Carroll**

Senior Research Fellow,  
Counter Terrorism and  
Social Cohesion, National  
Security College



**Vlado Damjanovski**

Author, Lecturer,  
CCTV Expert,  
ViDi Labs



**John Davies**

Managing Director,  
TDSi



**Victor Dominello MP**

Minister for Customer  
Service, NSW  
Government



**Joseph Failla**

ANZ Security Lead  
and Managing  
Director, Accenture



**John Blaxland**

Professor of International  
Security and Intelligence  
Studies, Strategic and  
Defence Studies Centre



**Chirag D Joshi**

Cyber Security and  
Technology Leader



**Vi Le**

Stakeholder  
Engagement Manager,  
Standards Australia



**Andrew Woodward**

Executive Dean of  
School of Science,  
ECU



**Tony Anscombe**

Chief Security  
Evangelist, ESET



**Martin Gill**

Criminologist

# Websites & banner advertising

Banner advertising is available across our partner channels to connect you with people where they read their news.

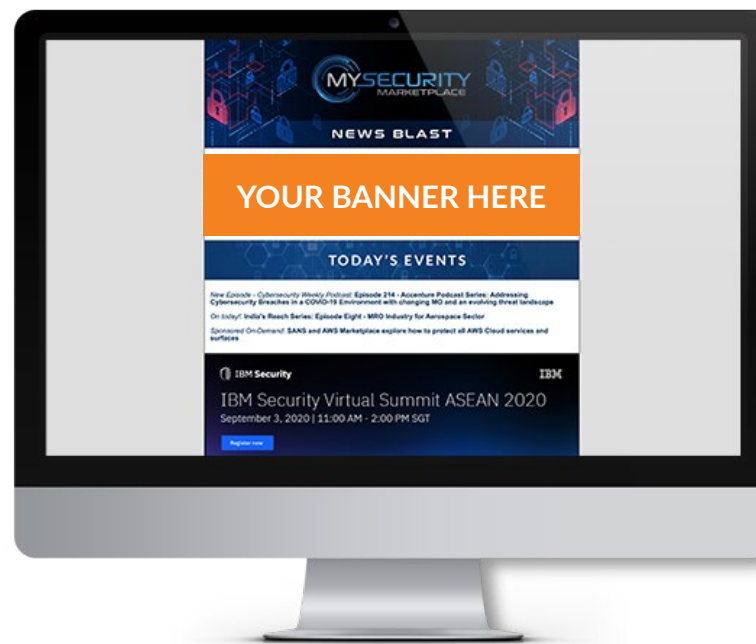
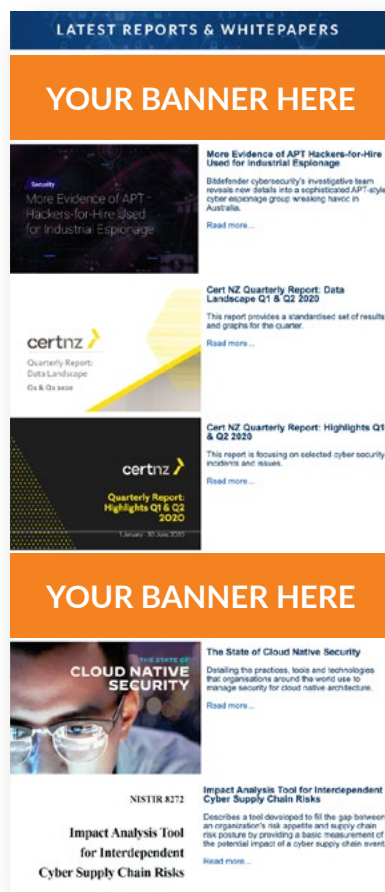
- Average 50,000 impressions monthly
- Reach CISOs, CTOs and CIOs



# Newsletters & EDMs

Our newsletter subscribers receive three weekly newsletters of the latest stories, information in the security space and upcoming events. Have your voice heard!

- 10,000+ subscribers
- 10% average open rate

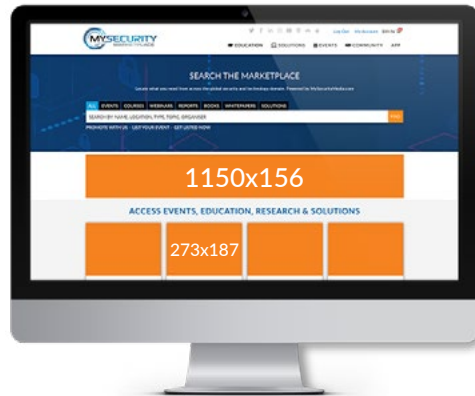




# Advertising specs

## MySecurity Marketplace banners

1150×156 (banner),  
273×187 (tile)



## Website banners

632×78 (leaderboard), 702×100 (banner),  
351×337 (premium tile), 325×325 (side tile)



Full page A4 advert  
220mm × 297mm



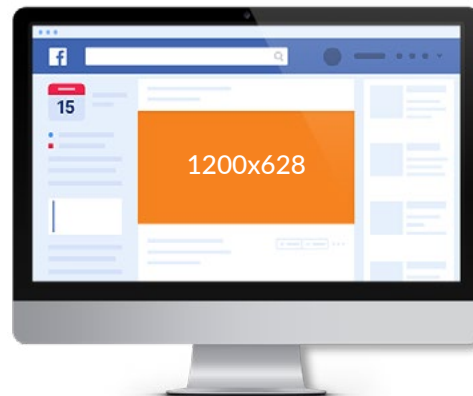
## Newsletter banner

650×90



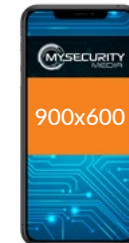
## Facebook banner

1200×628 (1.9:1 ratio)



## MySecurity Media App banner

900×600





GPO Box 930, Sydney NSW 2001

✉ [promoteme@mysecuritymedia.com](mailto:promoteme@mysecuritymedia.com)

🌐 [www.mysecuritymedia.com](http://www.mysecuritymedia.com)

🌐 [www.mysecuritymarketplace.com](http://www.mysecuritymarketplace.com)