



MEDIA KIT  
2020/21

INTEGRATED SOLUTIONS TO REACH 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  
Over 1,400 app users



## Social media

(cross-channel followers)

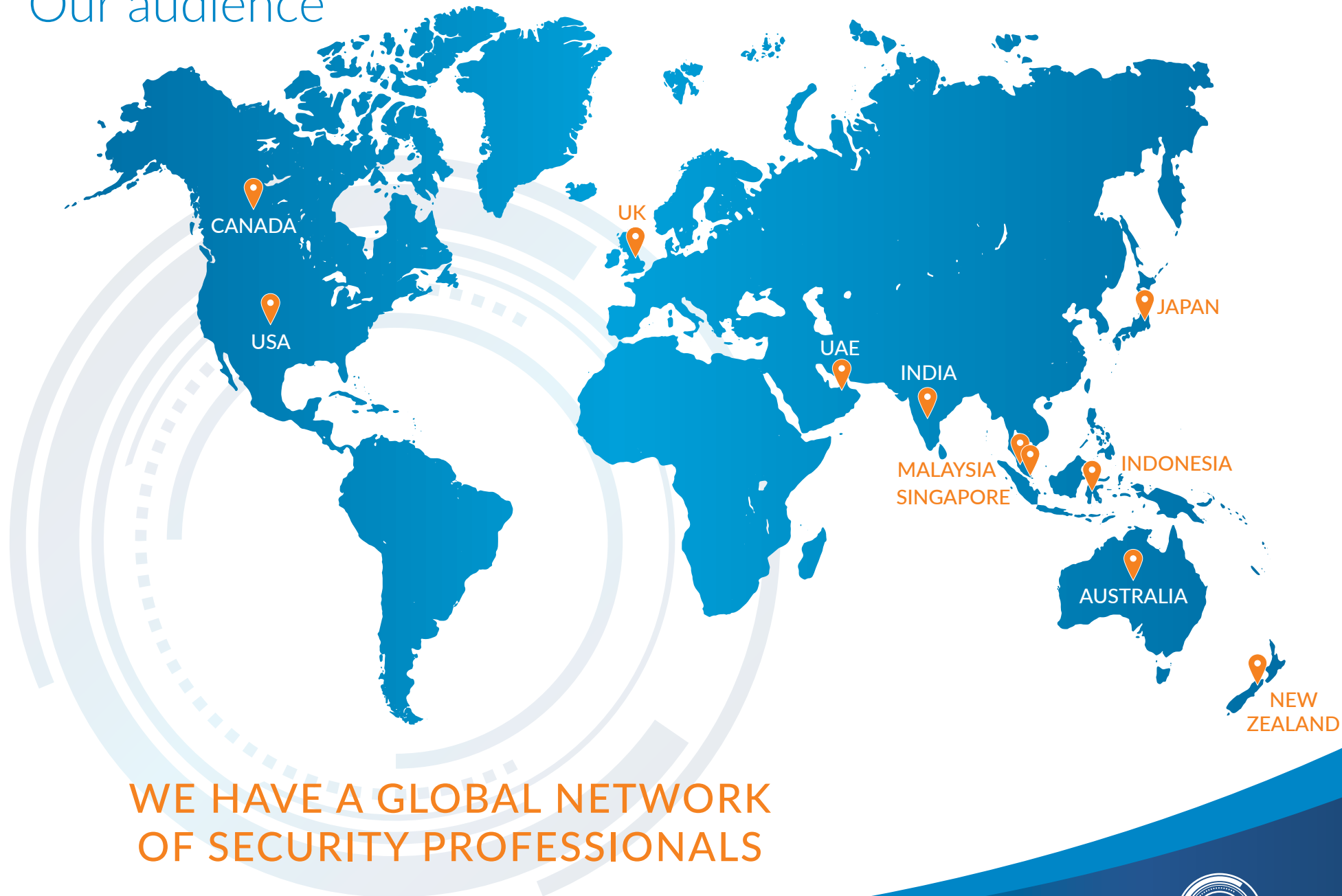
	LinkedIn	14,375	↑
	Facebook	3,637	↑
	Twitter	10,360	↑
	YouTube	2,200	↑



## Monthly content engagements

48,000

# Our audience





# 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

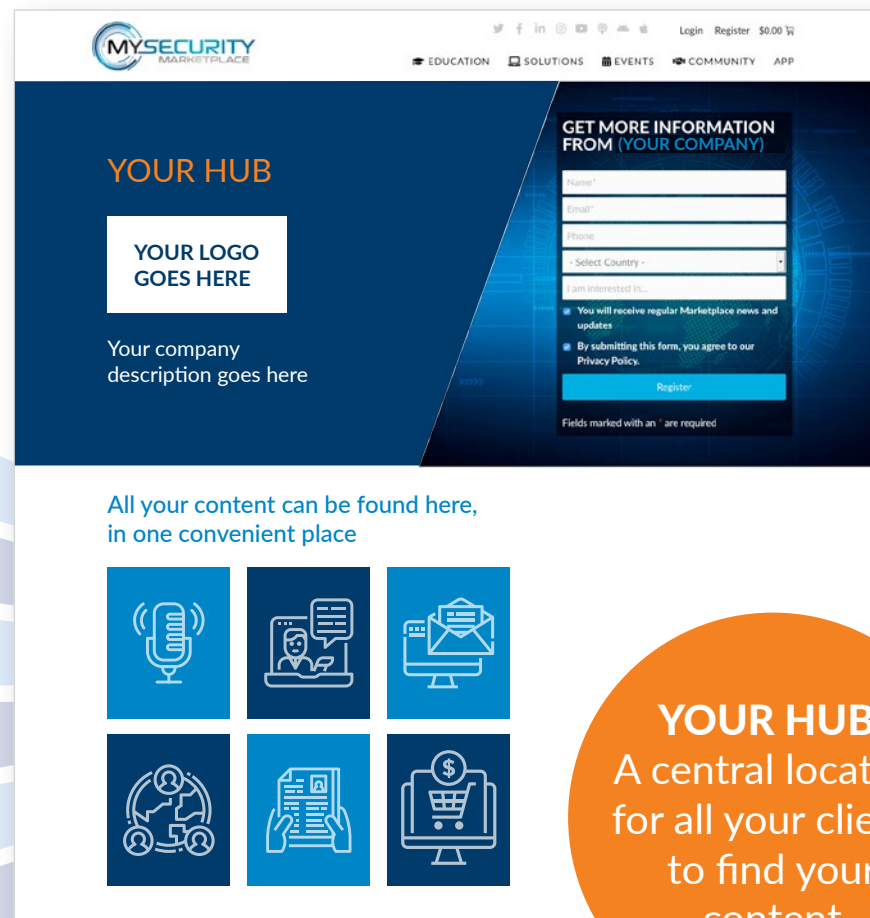
The MySecurity Marketplace is a comprehensive, curated content platform designed for security and technology professionals around the globe. The Marketplace connects professionals to upcoming events, courses, resources and buying opportunities.





# 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
- 2,200 subscribers
- Approx. 4,000 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

- 220+ episodes, 300k+ downloads (10-20k 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

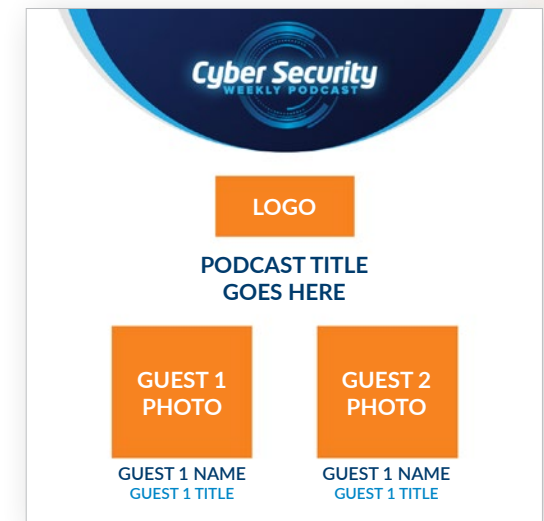
 **eset**

 **MACQUARIE**  
University

 **AustCyber**  
Australian Cyber Security Growth Network

**UNISYS**

 **She LeadsTech.**



 **Cyber Security**  
WEEKLY PODCAST



# Websites & banner advertising

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

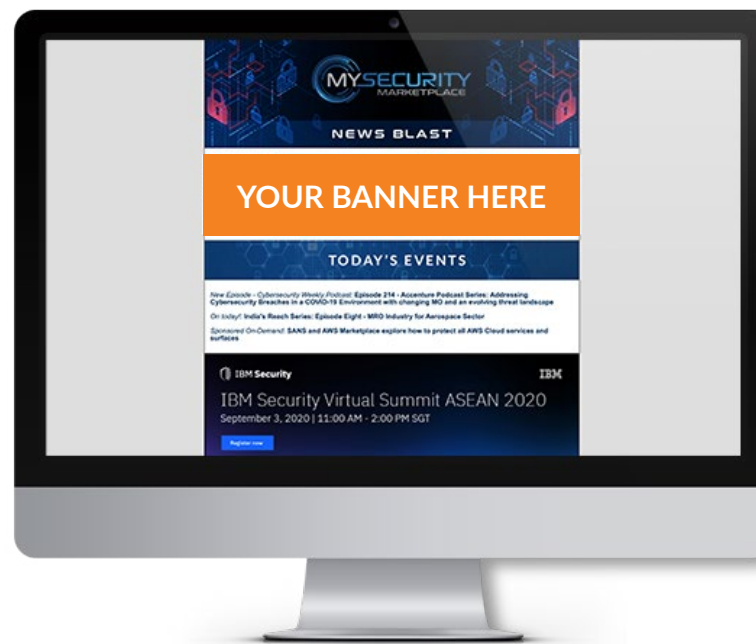
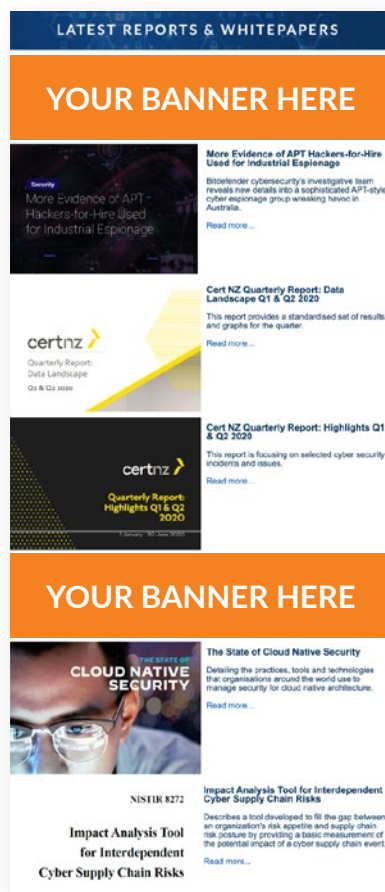
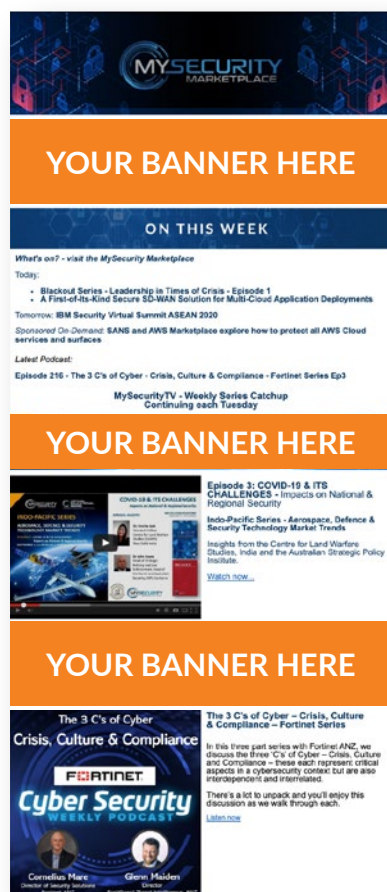
- Average 40,000 impressions monthly
- Reach CISOs, CTOs and CIOs



# 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

1150px × 156px (long banner)  
and 273px × 187px (tile)



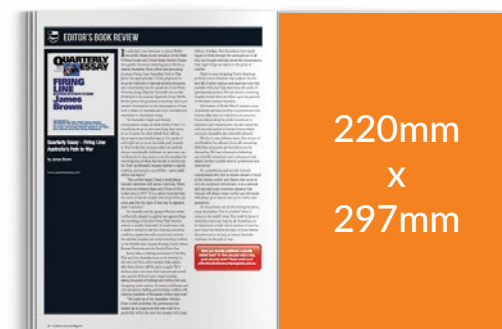
## Website banners

632px × 78px (long banner)  
and 325px × 325px (tile)



## Full page A4 advert

220mm × 297mm



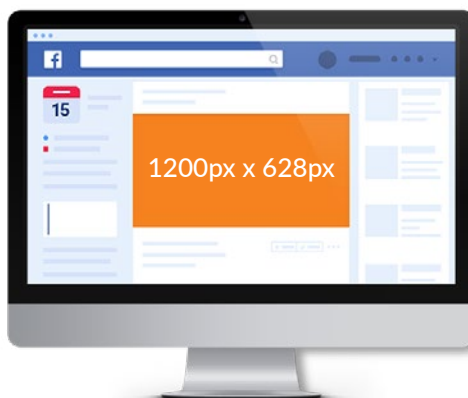
## Newsletter banner

420px × 55px



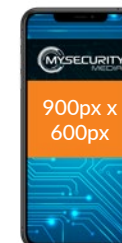
## Facebook banner

1200px × 628px (1.9:1 ratio)



## MySecurity Media App banner

900px × 600px







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