



MEDIA KIT  
2023

# Security, Cyber & Advanced Technologies Media Kit 2023

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.





# About MySecurity Media Annual Event Series

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Engaged  
Audiences &  
Partners across  
Australia &  
ASEAN region



AUSTRALIA IN  
**SPACE**

PRESENTS

# SYDNEY SPACE INDUSTRY SUNDOWNER

QUANTUMTX

INNOVATION &  
COMMERCIALISATION  
OF ADVANCED

QUANTUMTX  
FAST FORWARD  
INNOVATION PITCH

INCLUDES  
Technology  
on Show!



MYSECURITY  
MARKETPLACE

VIRTUAL  
EDUCATIONAL  
SERIES

MySec  
TV

## SECURITY CONSULTANT INSIGHT SERIES 2023

ADVANCEMENTS & APPLICATIONS FOR  
CRITICAL INFRASTRUCTURE PROTECTION & HIGH SECURITY BUILDINGS

SECURITY | INTELLIGENCE & COUNTER INTELLIGENCE | ELECTRONICS | ANALYTICS | TECHNOLOGY

# Event Series Portfolio National Engagement & Branding

Can there...  
Key topics for this up-a...  
space surveillance and tracking, the impact of new mega constellations and  
international partnerships in space.

FEATURING A PANEL DISCUSSION WITH



Jason Held



Aude Vignelles



Natasha Rawlings



Dr Mark Cheung



Iver Cairn

## WOMEN IN SECURITY DINNER

Sheraton Imperial Hotel, Kuala Lumpur  
7:00pm - 9:00pm | Monday, 19 June

[REGISTER HERE](#)

IN CONJUNCTION WITH



CYBER SECURITY ASIA 2023  
Managing Cyber Risk in a Threat-Based World

ORGANISING PARTNERS



SUPPORTED BY



# Our audience

## Who are our audience?

- CSO/CISOs
- CTOs
- Cyber Security Managers
- Cyber Security Analysts
- Security Architects
- Security Directors
- Operation Managers
- Cyber Security Engineers
- Systems integrators
- Security consultants
- Security Managers
- Software Engineers
- Founders
- Cloud Engineers
- Security Engineers
- Data Protection Officers
- Facilities Mangers

## Where does our audience work?

- Government
- Financial institutions
- Manufacturing
- Healthcare
- Transport
- Utilities
- Universities
- Managed service providers
- Major banks
- Telecommunications
- Infrastructure
- Security firms
- Hotels & tourism
- SaaS companies
- Consulting firms
- CCTV companies



**E-news – direct mail**  
(min. x3 weekly)

Approx. 15,500+ subscribers



**Social media**  
(cross-channel followers)



LinkedIn 15,000+



Facebook 4,000+



Twitter 10,000+



YouTube 6,800+

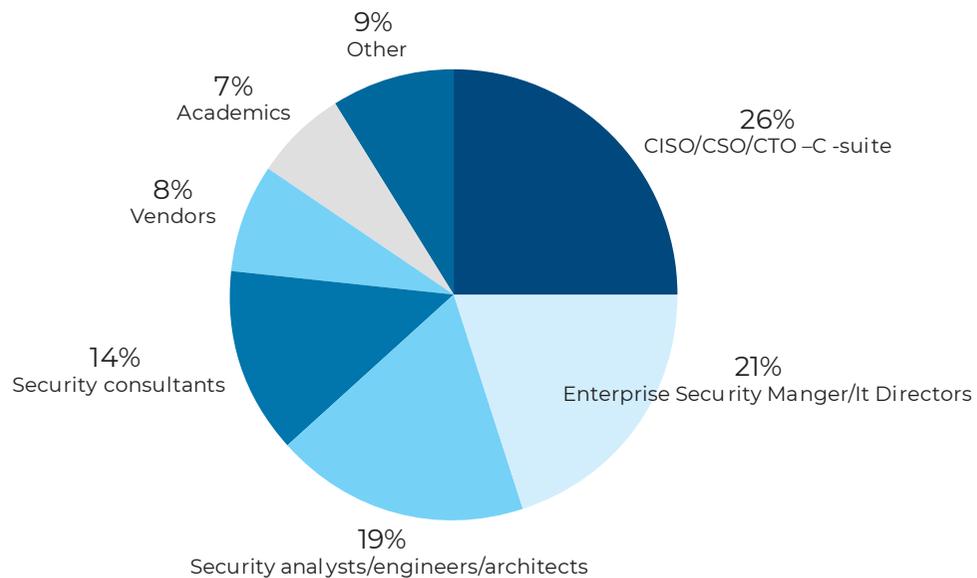


**Monthly content engagements**

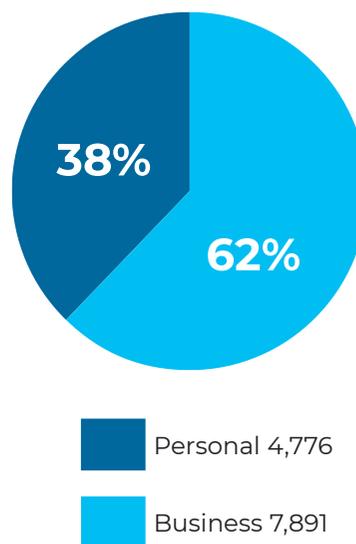
240,000+

# Newsletter and content subscribers

### Subscriber Audience breakdown



### Email subscription breakdown



Newsletter open rate **15-20%**

# Audience Reach



**DIGITAL MAGAZINES**  
Cyber Risk leader  
Australian Cyber Security magazine

Readers per issue  
9,000+  
11,000+



MySec TV interviews

3,500+ average views per interview



Cyber Weekly Podcast

3,500+ average downloads per podcast



MySecurity hosted webinars

50-100 registrations per webinar  
500 subscribers to Learn Security



Meet up events

80-120 registrations

## Social Media followers

twitter 

LinkedIn 

facebook 

YouTube 

**Total Social Media Reach**

10,000+

15,000+

4,000+

6,800+

**30,000+**



# Demonstrated client experience

## CYBER SECURITY & SOFTWARE



## PHYSICAL & ELECTRONICS



## DEFENCE & NATIONAL SECURITY



# Broad Industry & Partner community engagement

## INDUSTRY PARTNERS



## EVENT PARTNERS





SEARCH THE MARKETPLACE

Find what you need from across the global security and technology domain. Powered by MySecurityMarketplace

EVENTS | COURSES | WEBINARS | REPORTS | BOOKS | WEBINARS | SOLUTIONS

SEARCH BY: NAME | LOCATION | TYPE | TOPIC | ORGANIZER  
PROMOTE WITH US - LIST YOUR EVENT - GET LISTED NOW

**CYBER SPECIAL**  
**CYBER RISK LEADERS**  
LIMITED OFFER \$4.95

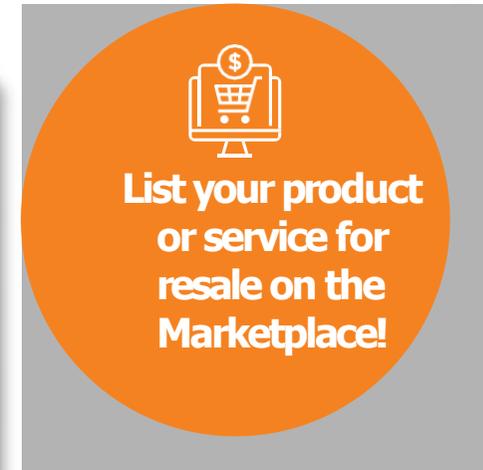
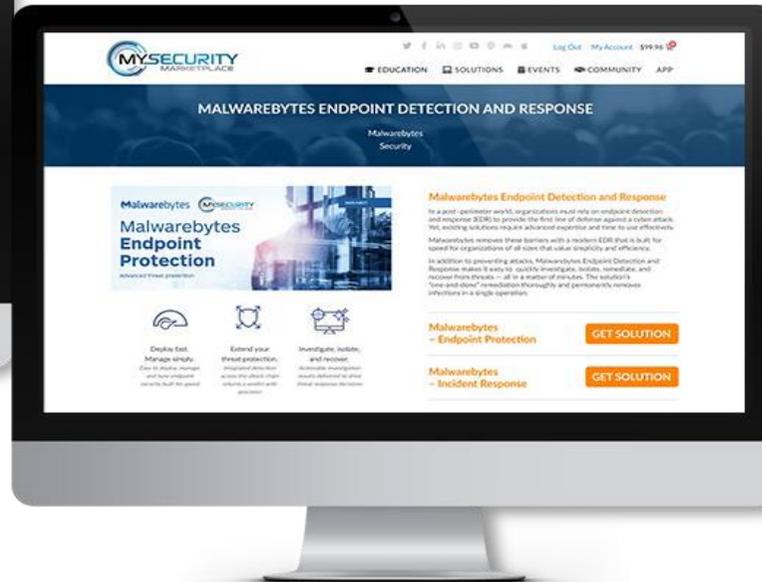
ACCESS EVENTS, EDUCATION, RESEARCH & SOLUTIONS



# 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!



MYSECURITY MARKETPLACE

EDUCATION SOLUTIONS EVENTS COMMUNITY APP

YOUR HUB

description goes here

GET MORE INFORMATION FROM (YOUR COMPANY)

Name\*  
Email\*  
Phone\*  
- Select Country -  
I am interested in...  
You will receive regular Marketplace news and updates  
By submitting this form, you agree to our Privacy Policy.  
Register

Fields marked with an \* are required

All your content can be found here, in one convenient place

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

# Websites & banner advertising

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

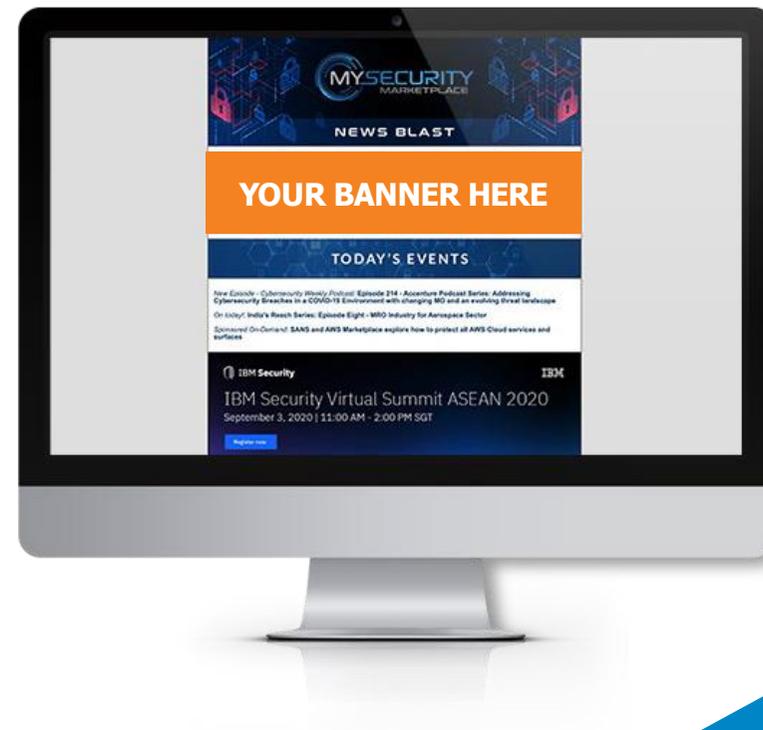
- Average 50,000 impressions monthly
- Reach an audience CISOs, CTOs and CIOs



# 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!

- 8,500+ subscribers
- 15 – 20 % open rate





WATCH NOW

SUBSCRIBE



## MySec TV Interview & Podcast

Dedicated Interview or discussion with a nominated spokesperson or representative'

Pre-recorded 10–20-minute virtual interview or live in-person interview

Hosted by Executive Editor Chris Cubbage

Pre-recorded, edited and published once you approve across our network

We can overlay the interview with slides & add links for report downloads for engagement

MySec TV will create dedicated marketing material and promote on release across our channels

**MySec TV**  
NEWS & INTERVIEWS

**CYBER 23 WEST SUMMIT**  
10 – 11 May 2023  
Pan Pacific Hotel Perth

**KEYNOTE SPEAKER**  
Troy Hunt – Founder  
Have I Been Pwned.com  
Has identified over 12 billion  
unique email addresses...  
ARE YOU ONE OF THEM?

CyberWest Summit 2023  
The cyber conference for non-cyber professionals  
Critical Infrastructure | Secure Government | Cyber Skills

**MySec TV**  
NEWS & INTERVIEWS

**XEM - CONVERGED  
ENDPOINT MANAGEMENT**

**James Sillence**  
VICE PRESIDENT, TECHNICAL ACCOUNT  
MANAGEMENT, SOUTH ASIA

**TANIUM**

**MySec TV**  
NEWS & INTERVIEWS

**CYBER SECURITY, RISK &  
VULNERABILITY MANAGEMENT**

**Language of Risk**

**Sumedh Thakar**  
PRESIDENT & CEO

**Qualys**

**MySec TV**  
NEWS & INTERVIEWS

**ASSESSING RISK IN  
ICS ENVIRONMENTS**  
PROTECTING AGAINST  
RANSOMWARE & INSIDER THREATS

**Dr Tom Winston**  
DIRECTOR OF INTELLIGENCE

**DRAGOS**



WATCH NOW

SUBSCRIBE



## MySec TV Interview & Podcast

Promoted post interview on our newsletters, websites and social media and digital magazine  
Published across our channels and available on demand to watch through our websites, magazines and bespoke Marketplace interview page.

Curated on our Marketplace, YouTube channel and Cyber Security Weekly podcast

Available as a piece of content to use for own marketing purposes

**Cyber Security**  
WEEKLY PODCAST  
Episode 348  
**POWERSHELL SCRIPT  
MALWARE DETECTION**  
**SHOTA SHINOGI**  
Security Researcher,  
Japan  
**MACNICA**  
Interview with Jane Lo  
Singapore Consultant  
www.mysecuritymarketplace.com

**Cyber Security**  
WEEKLY PODCAST  
Episode 351  
**SUPERCOMPUTING**  
**ENERGY EFFICIENCY &  
TALENT DEVELOPMENT**  
**Mark Stickells**  
Executive Director  
**Aditi Subramanya**  
Marketing specialist  
Interview with Jane Lo  
Singapore Consultant  
www.mysecuritymarketplace.com

**Cyber Security**  
WEEKLY PODCAST  
Episode 355  
**CYBER WEST SUMMIT 2023**  
10-11 May, 2023 | Pan Pacific Hotel Perth  
**Cecily Rawlinson**  
Director  
WA Cyber Security Innovation Hub  
www.mysecuritymarketplace.com

### MySec TV

50,000+ views per month  
2,500+ - 3,500+ average views  
per video interview

Cyber Weekly podcast  
40,000 downloads per month  
3,000+ average podcast  
downloads per episode

Total cost TV Interview and Podcast + promotion campaign + curated for on demand viewing  
**\$3,500 per interview and podcast**

The Highlights of Nutanix .NEXT 2023



# TECH & SEC WEEKLY

Product & Industry News  
Branding | Announcements | Media | Reports | Profiles

TECH & SEC WEEKLY

WATCH NOW  
SUBSCRIBE



LAURA HILL right here I've got the Australian cyber security Center annual threat report





WATCH NOW

SUBSCRIBE



## Channel Achievements

Awarded by the [Blubrry Podcasting by RawVoice](#)  
for achieving key milestones!

Global reach of 150+ countries, Most Popular EP of 5K+ listens, 1.3M+ cumulative listens  
and 360+ episodes..



# Vendor Report Promotion



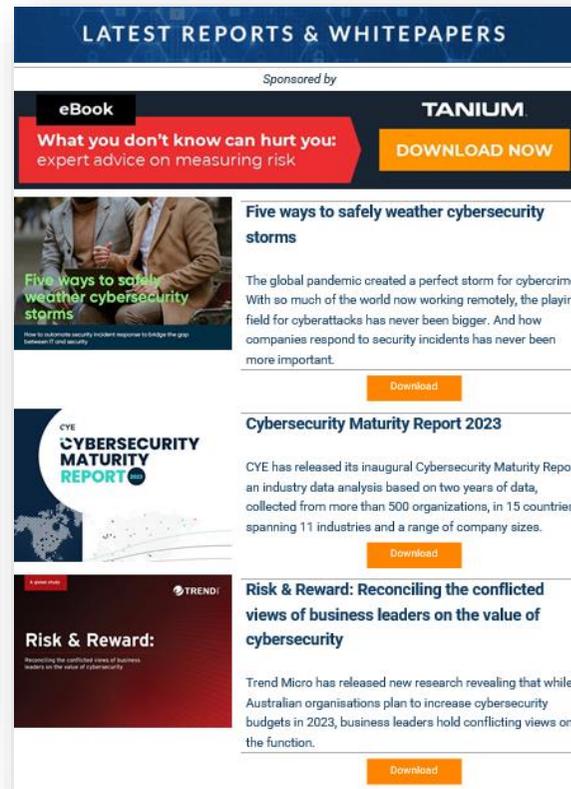
We will help to promote your research to our readers across multiple channels and drive downloads back to your own contact forms

- MySecurity marketplace listing and dedicated page
- Featured report on marketplace
- Promo on MySecurity Marketplace newsletter
- Social media post

Rate card cost \$1,500



Dedicated page & feature listing



Newsletter



Social channels

# 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:



# Sponsored Content promotion

**\$990 for advertorial article or \$2,250 for a series of 3 articles**

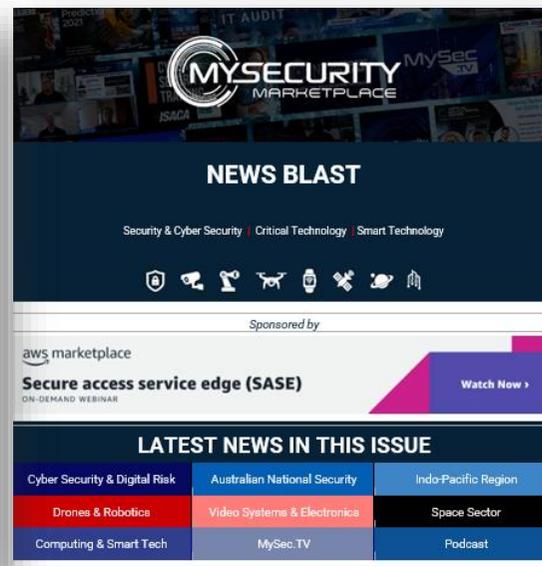
Opinion Pieces, thought leadership article, Q&A, Blog post or cyber insights - include links or call to action to drive engagement

Each article will be published on:

- Australian Cyber Security Magazine website
- Cyber Risk Leaders website
- 1x MySecurity Marketplace newsletters
- 1x Social media channels – Twitter, LinkedIn



2x websites



Newsletters



Social channels

## Digital Magazines – feature article + advert



The Australian Cyber Security Magazine covers the broad domain of cybersecurity with news, updates and contributed articles from leading security professionals from across the world. The Editorial importantly sets the scene for a challenging threat landscape, with reports of serious data breaches.

**11,000 + readers on average across 2022**

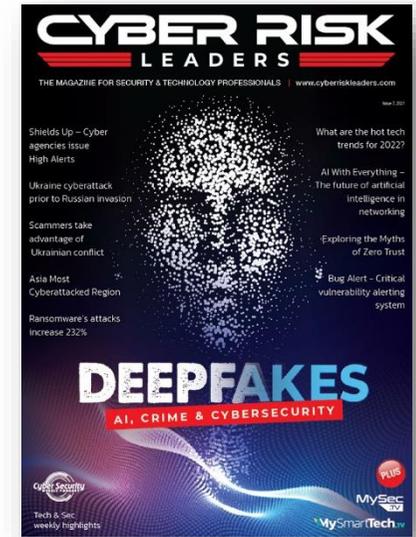
New Issue sent via dedicated EDM to over 8,500+ subscribers

**Advert/Advertorial + feature article supplied**

**MySec interview with full page embedde interview**

Full Page advert (220x298mm A4 PDF) + article or advertorial

- Standard cost **\$2,500** per advert /article each magazine issue



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.

MySecurity Media Hosted Webinar includes:

- Extensive 4-week promotion campaign
- MySecurity will work with you on the theme, content, speakers
- Advise on the best format, topic and marketing to deliver the right audience
- Regular meetings to discuss content, marketing and updates on registrations
- Include polls, Q&As and downloadable content as takeaway for attendees
- Post event email of webinar recording to all registrants
- Post event promotion across our channels for on demand viewing
- Edited version curated and searchable on our Learn Security platform as a resource.
- Attendees delivered as leads as part of campaign
- Target 40-100 registrations dependent on topic and speakers

**Total cost \$7,500**



# Rate card



## Marketplace standard listing

Get your brand offer on a selected page of your choice to build brand awareness, initiate an enquiry for your business or generate a registered audience for your event. The MySecurity Marketplace listing ensures your business is seen by a targeted group of security and technology professionals, on-demand and from around the world.

**\$99**  
per month



## Marketplace featured listing

Appear at the top of your selected page in one of our premier featured listing positions on the MySecurity Marketplace. With limited space available, this premium real estate will ensure you get eyeballs on your product, service or event.

**\$1,599**  
per month



## Banner advertising - websites & newsletters

Be seen front and centre – our banner advertising across our suite of channels are perfect for businesses looking for a digital offering with a captive audience. We have banner advertising across the MySecurity Marketplace and nine other security and technology websites. Depending on your offering, we can create banner campaigns across one or all of our channels and 3 x weekly newsletters.

from  
**\$2,450**  
per month



## Sponsored content

Let us tell your story. When booking a digital campaign, we can support and assist with advertorial, media releases and weekly posts across three channels. You can choose three of nine security and technology websites. During the campaign we will also include your article and news releases in one of our weekly newsletters to our database of more than 10,000 security professionals from across Asia Pacific and the globe.

From  
**\$1,500**



## MySec.TV & Podcast Promotion

It's time for your brand to be heard! With more than 20,000 monthly downloads, MySec.TV and the Cyber Security Weekly Podcast is the place to be. These episodes are downloaded from the USA, Australia, UK, Canada and ASEAN and is promoted across our social media, websites and weekly newsletters. Price includes production and broadcast of an editorial interview with your company representative.

**\$3,500**  
per episode



## Webinar hosting

Find a new audience for your message! We will promote and host your webinar and deliver to our audience of security and technology professionals.

**\$7,500**  
per webinar



## Webinar sponsorship

Sponsor our latest webinar series to gain global market exposure through video content. Topics include cyber security, space, defence and other related topics.

**ENQUIRE NOW**



## Integrated campaign

Let us promote your products and services with our cross-channel promotion platforms, integrated back to your central Hub on the MySecurity Marketplace.

from  
**\$4,950**

# 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



**PROMOTE YOUR BRAND**



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)