



Cybersecurity reporting you can trust

MEDIA KIT

Threatpost.com

Contact: advertise@Threatpost.com

781-503-7899



Where the Cybersecurity Community Goes for Reliable News

Threatpost.com, an independent news site, is a leading source of information about cybersecurity threats, research, and events for hundreds of thousands of IT and cybersecurity decision-makers and influencers worldwide. Threatpost's award-winning editorial team produces unique and high-impact content including:

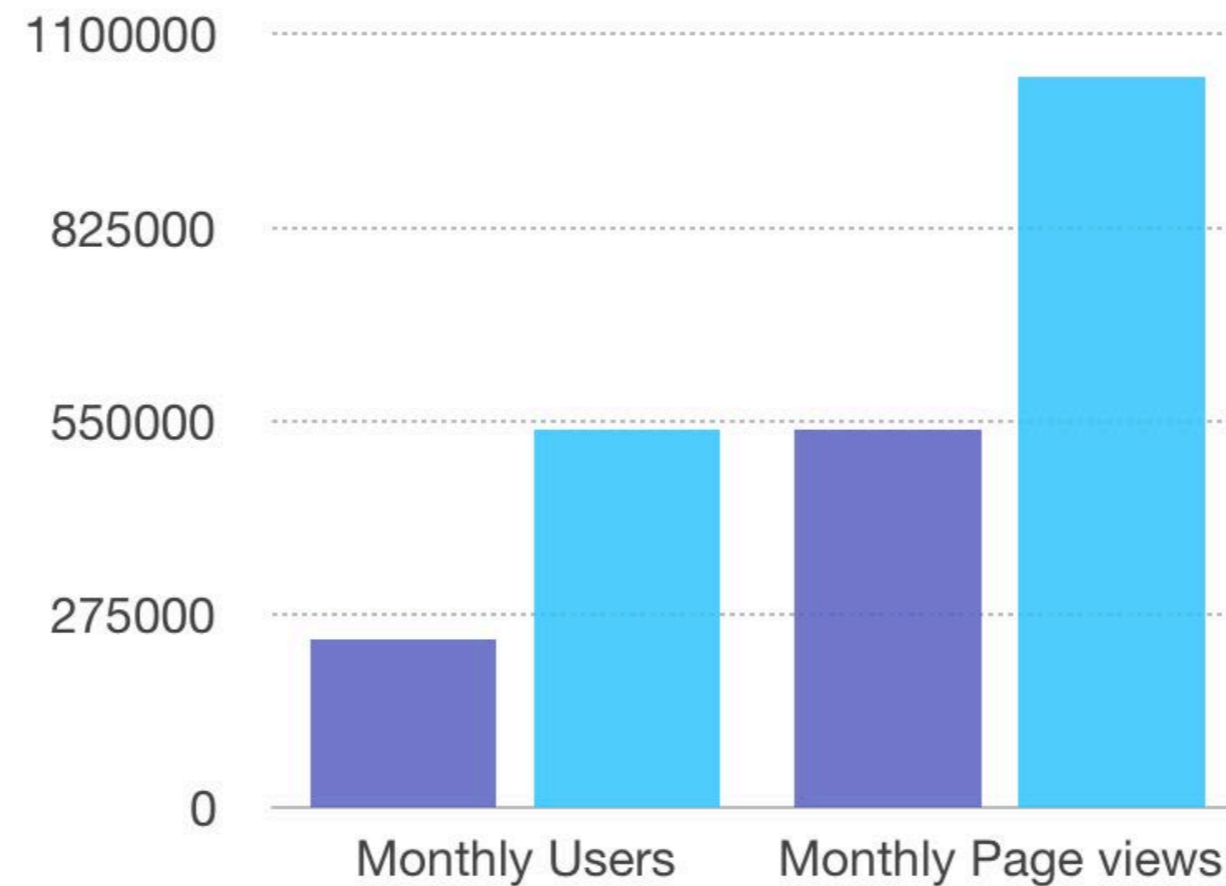
- Security news
- Webinars
- Podcasts
- Videos
- Feature stories and more.

We break important original stories, offer expert commentary on high-priority news, and engage with readers to discuss how and why these events matter. Threatpost has been referenced as an authoritative source on information security by leading news outlets including The New York Times, The Wall Street Journal, MSNBC, USA Today, National Public Radio and more.

Continued Growth in Traffic and Visitors

119% YOY increase in Monthly Users

88% YOY increase in Monthly Pageviews



AUDIENCE

Demographics

63% of users
are between the
ages of 25 and 44

35-54

85%
male



236 countries
represented

25-44

47% of users
are between the
ages of 35 and 54



15%
female



**Cybersecurity
Decision Makers
and Influencers**

25%



C-suite, Officers,
or Directors

60%



Decision-making
responsibility

for security and/or
related product and
service purchases

81%



Influence
purchases

of security related
products and services

32%



Work at large
organizations

with 1,000+
employees

Titles Include:

- CISO
- VP/Director, Security
- Chief Solutions Architect
- CIO
- CTO
- VP Infrastructure
- VP IT
- Director, IT
- Security Architect
- Security Manager, Risk/Compliance Manager
- IT Director/Manager

Industries Include:

- | | |
|--------------------|-----------------|
| Aerospace | Health Care |
| Agribusiness | Hospitality |
| Computer | Information |
| Construction | Insurance |
| Cybersecurity | Law Enforcement |
| Defense | Manufacturing |
| Education | Media |
| Energy | Retail |
| Entertainment | Security |
| Financial Services | Software |
| Food | Telecom |
| Government | |



500,000

average monthly users

8,000+

opt-in
Threatpost Today
newsletter subscribers



180,000+

Twitter followers



16,000

Facebook followers



69%

visit Threatpost.com
daily or weekly



92%

give a Good, Very Good, or Excellent rating

for meeting the needs of the industry



85%

give a Very Good or Excellent rating to the *Threatpost Today* e-newsletter



59%

share what they learn on Threatpost.com

often or every time they visit





LEAD GENERATION

- Sponsored or Dedicated eNewsletters
- Webinars



NATIVE ADVERTISING

- Microsites
- Sponsored Articles
- Sponsored Podcasts



HIGH-IMPACT ADVERTISING

- Homepage Takeover
- Geo Targeting
- Banners

LEAD GENERATION

- Deliver your message to over 5,000+ highly engaged, responsive subscribers
- Drive registrations to your reports, whitepapers, free trials, etc.
- Effectively increase brand awareness

Dedicated eNewsletter

With 100% SOV, a dedicated eNewsletter will get your custom message and content in front of our professionals, providing both branding and lead generation opportunities.

- 48% Open Rate
- 7 - 11% CTR

SPECS

Logo and up to three 100 word lead-ins with live links to Sponsor registration page for whitepapers, reports, videos, webinars etc.



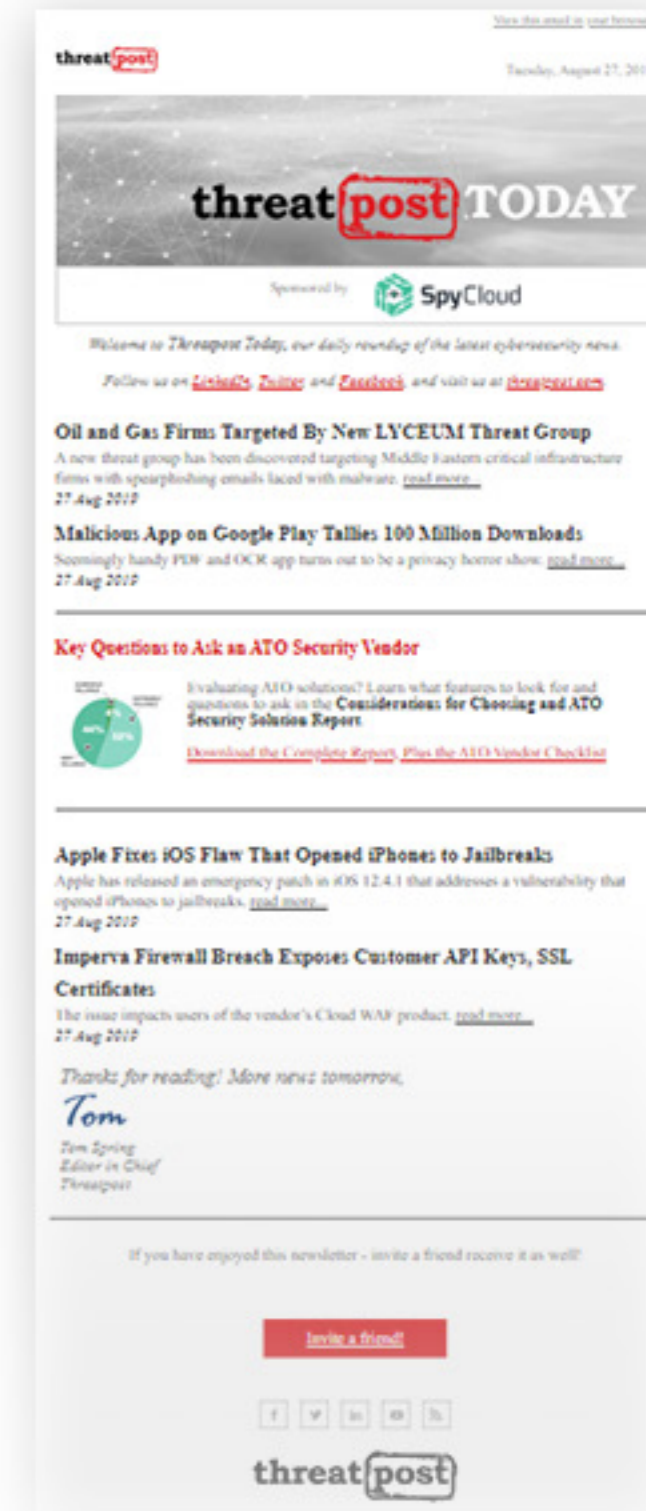
Single-Sponsor eNewsletter

These daily Threatpost eNewsletters highlight the most current cybersecurity news, threats, research and events. Exclusive sponsorship provides 100% SOV.

- 68% Open Rate
- Average Sponsor message CTR: 1.3%

SPECS

Your logo, tagline and 150 character message with live link to your content.



brought to you by **SpyCloud**

Fortune 1,000 Breach Exposure: What We Can Learn

Chip Witt
SpyCloud

threat **post**

thycotic

2019 Black Hat Hacker Survey Report

Key Takeaways and Insights

Barbara Hoffman
Thycotic Product Marketing Manager

Alex Kaluski
Thycotic Product Owner

Tom Spring
Threatpost Editor-in-Chief

Data Breach Lessons from the Trend...

threat **post**

Sponsored by:

Carbon Black.

Webinars

Webinars are an effective lead generation and content marketing tactic, especially for those that want to establish thought leadership in their category.

- Sponsor's expert or executive can participate as a presenter or panelist
- Topics focus on areas of high interest to the infosecurity and cybersecurity community
- Attendees include those at every level of corporate responsibility
- Generate up to 500 leads, 277 on average
- Post-live registrations are delivered to Sponsors

Sponsored Podcasts



Sponsorship of a related topic, featuring your expert or executive, or an industry expert chosen by Threatpost editors.

- 15-second pre-roll
- 30-second mid-roll
- Tweet to 180,000+ Threatpost Twitter followers

Microsites



Threatpost Spotlight microsites allow Sponsors to promote their own content on a sub-domain of Threatpost.com. These specialized, branded pages present a collection of content provided by a Sponsor with live links to the Sponsor's site. Microsites offer sponsors the opportunity to:

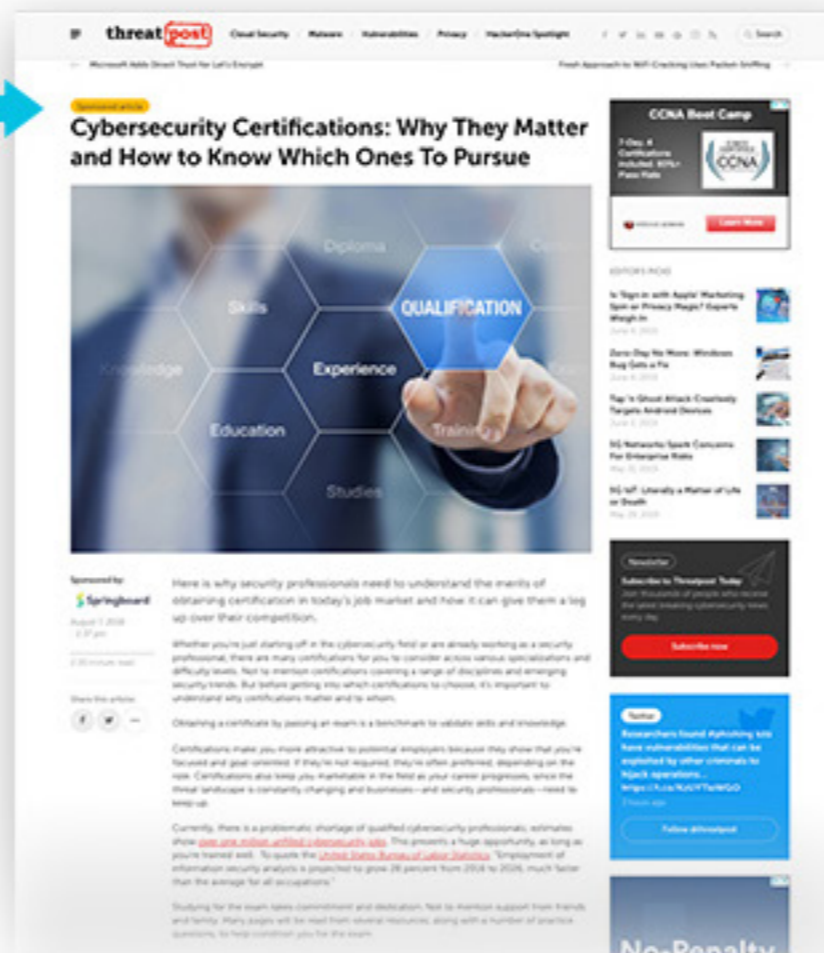
- Reach a new, targeted audience demographic
- Lead users to perform a specific, valuable action such as signing up for emails or download a whitepaper

“Providing a reputable, trustworthy source of news and information for today’s security professionals, the Threatpost Podcast Series is a must-add to any serious security pro’s listening queue.”

— From Digital Guardian’s **35 of the Best Information Security Podcasts to Follow in 2019**

Sponsored Articles

Example of identifier for sponsored articles



Sponsor-provided articles deliver the Sponsor's informative message to the Threatpost audience.

- Associate your brand with Threatpost's premium content
- Establish your brand as a thought leader
- Present your research to a highly targeted audience

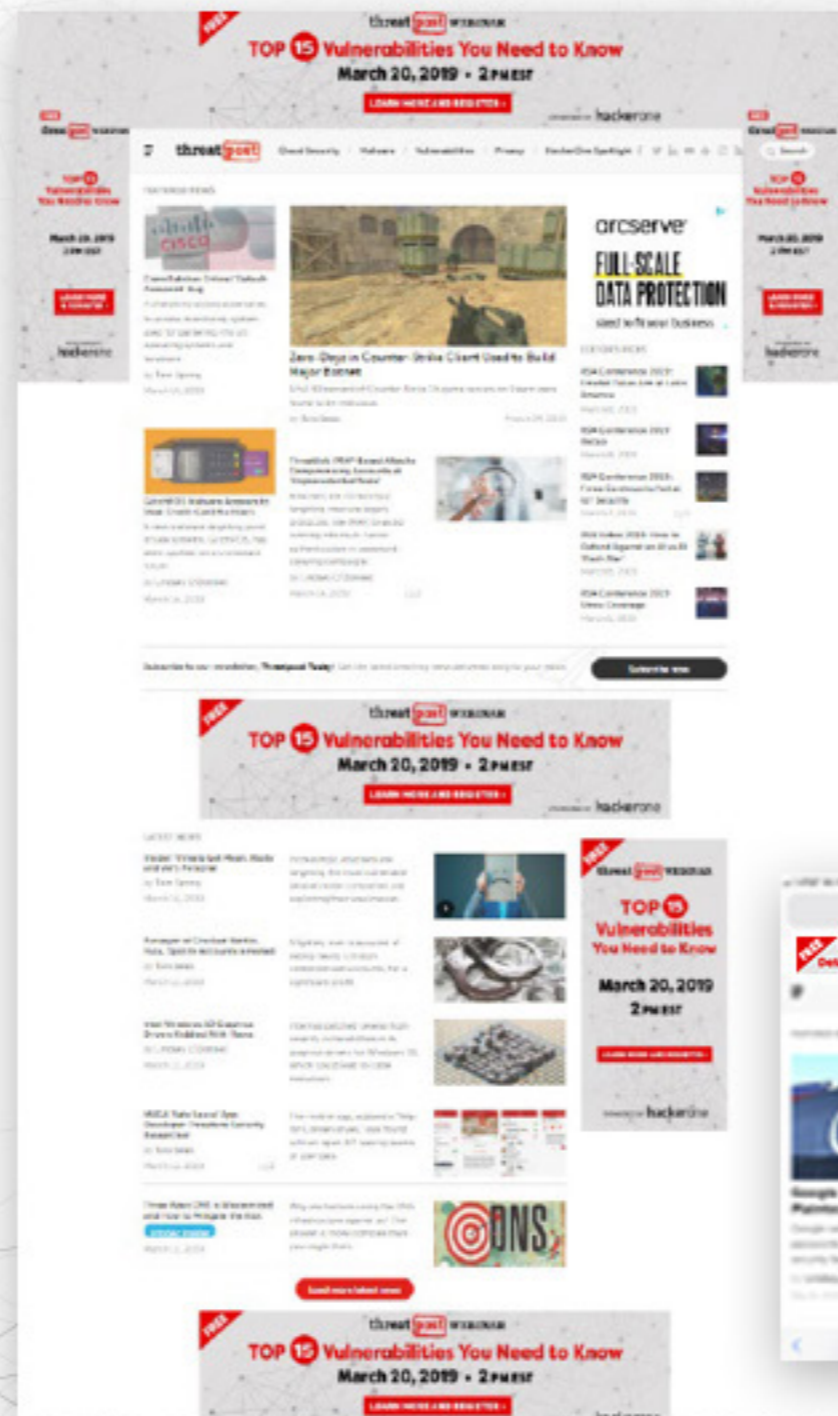
EDITORIAL GUIDELINES

Threatpost editorial standards follow IAB guidelines for disclosure:

- 500-750 words per article. Original, exclusive content only; topics related to Threatpost content
- Articles are identified with language that conveys that the advertising has been paid for by a sponsor.

Homepage Takeover

- Promote new product launches, events, and time-sensitive offers.
- Drive traffic to whitepapers, reports, and research.



Banners and Re-skins

- Billboard (970 x 250)
- Mobile Banner (320 x 50)
- Leaderboard (728x90)
- Medium Rectangle (300x250)
- Tower (300 x 600)
- Re-skin (1920 x 766)

Geo-Targeting

Enhance your banner advertising impact and results by targeting geographic locations.



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Contact us to learn more about how Threatpost
can help you find your next customer.

advertise@Threatpost.com

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