

Media Kit

Marketing and Research Services
for Cybersecurity Vendors

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A World of Trust

CyberEdge is the largest marketing and research firm that is 100% dedicated to serving cybersecurity vendor marketing teams. Our clients span virtually every IT security industry segment. We work with companies of all sizes, from series A startups to multi-billion-dollar corporations, and everything in between. We are grateful to all of our clients for their loyalty and for their trust.


Sample CyberEdge Clients



Connect to www.cyberedgegroup.com/clients to learn more.

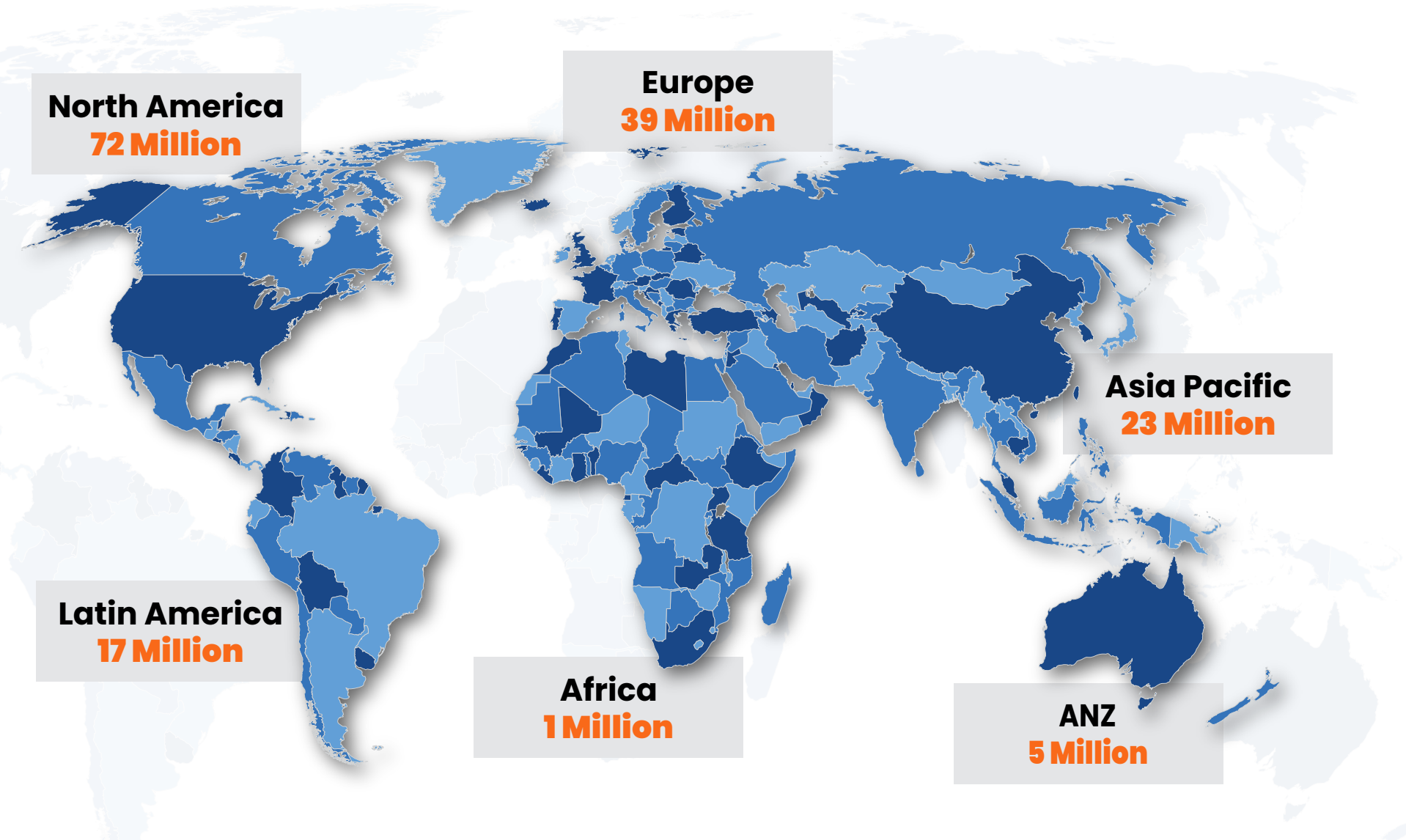
The CyberEdge Advantage

CyberEdge offers numerous advantages over other IT media firms:

 CYBEREDGE GROUP™		OTHER IT MEDIA FIRMS
100% dedicated to serving IT security vendors	1	Serve all IT vendors
Lower cost per lead	2	Higher cost per lead
100% business-only email addresses	3	Business and personal email addresses
IT security leads only	4	IT leads
Leads from organizations with 500+ employees	5	Leads from organizations with 1+ employees
Won't cancel multi-vendor webinar with one sponsor	6	Will cancel multi-vendor webinar with one sponsor
Ability to promote your webinar to augment leads	7	No ability to promote your webinar to augment leads
MP4 webinar recording provided	8	No MP4 webinar recording provided
Unprecedented geographic reach (100+ countries)	9	Primary focus on North America

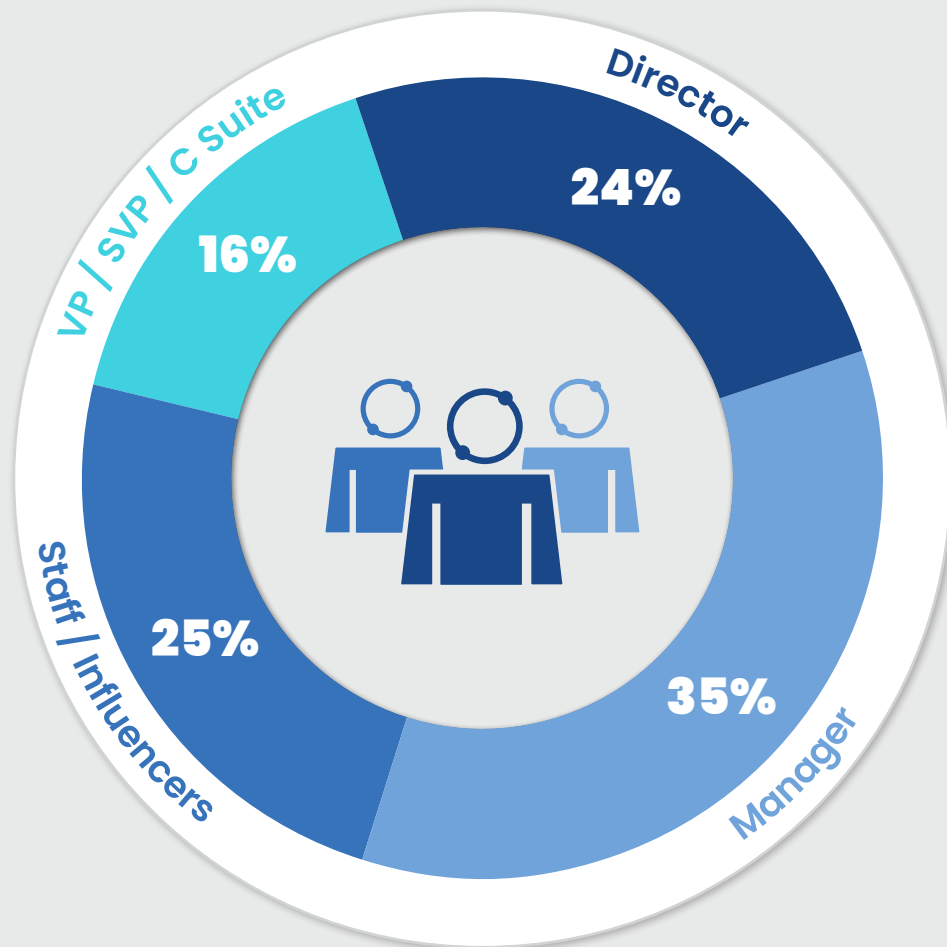
Unprecedented Global Reach

CyberEdge's global reach is simply unmatched. We can promote your long-form content and/or webinar to IT security decisionmakers in 100+ countries across all geographic regions.



Audience Demographics

Audience by Job Seniority

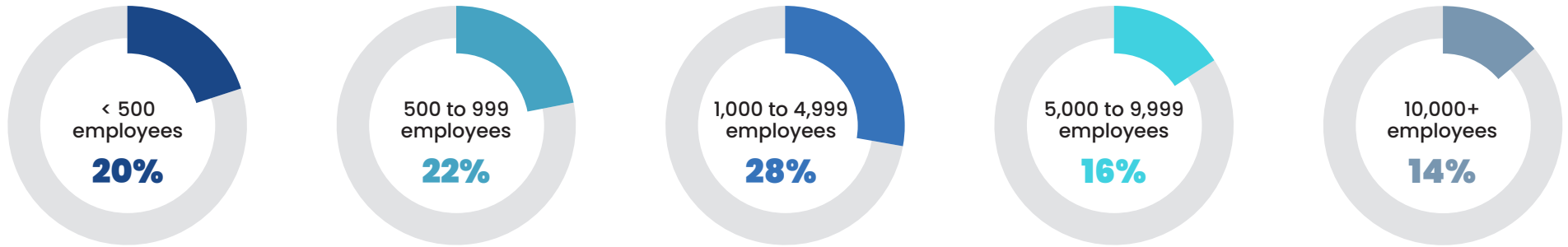


Sample Job Roles

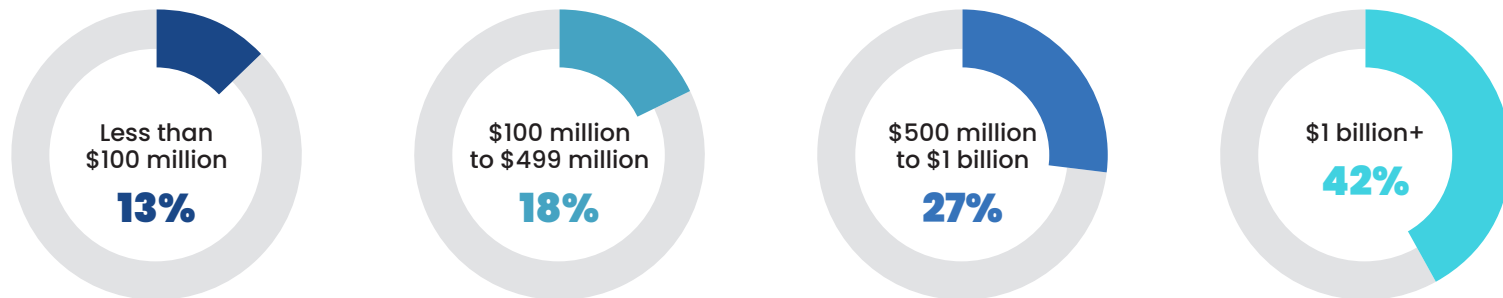
- CISO / CSO / CIO
- SVP / VP of Information Security
- Director / Sr. Director of Information Security
- Manager / Sr. Manager of Information Security
- Application security
- Business continuity
- Cloud security
- Compliance
- Data governance
- Data security
- DevSecOps
- Digital forensics
- Enterprise risk management
- Governance, risk & compliance (GRC)
- Incident response
- Information assurance
- Network security
- Privacy
- Risk management
- Security administrator
- Security analyst
- Security architect
- Security auditor
- Security engineer
- Security intelligence
- Security management
- Security operations
- Third-party risk management
- Threat analyst
- Threat intelligence
- Vulnerability analyst

Audience Firmographics

Audience by Employee Count



Audience by Annual Revenue



Top Industries

- Aerospace
- Biotech
- Business Services
- Construction
- Education (K-12, University)
- Financial Services
- Government (Federal, State & Local)
- Healthcare
- Information Technology
- Insurance
- Manufacturing
- Media
- Non-profit
- Pharmaceuticals
- Retail & Wholesale
- Service Providers
- Technology
- Telecommunications
- Transportation & Logistics
- Travel, Hospitality & Entertainment
- Utilities & Energy

Lead Generation Services

Satisfy all stages of your leads funnel.

Feed your hungry sales team with high-quality leads that align with your ICPs, buyer personas, and geographies at a price you can afford.

Content Syndication

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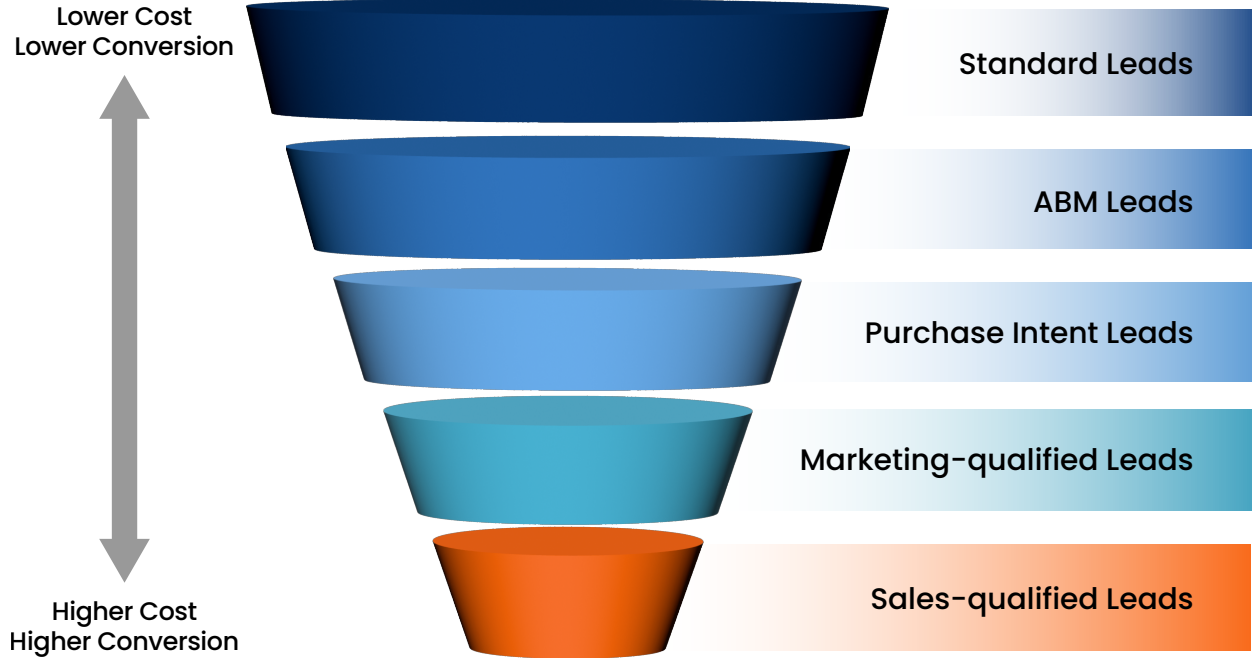
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Request a copy of CyberEdge's 2024 Pricing Guide at:
www.cyberedgegroup.com/pricing/

Lead Generation Services: Content Syndication

<p>Standard Leads</p> <p>One-touch leads who align with your company's target demographics and firmographics.</p>	<p>ABM Leads</p> <p>One-touch leads who align with your company's target demographics and target accounts list.</p>	<p>Purchase Intent Leads</p> <p>One-touch leads from companies with demonstrated purchase intent for your product category.</p>	<p>Marketing-qualified Leads</p> <p>Two-touch campaign to generate warm leads who downloaded both of two content assets.</p>	<p>Sales-qualified Leads</p> <p>Two-touch campaign to generate hot leads from companies with active buying cycles. Only pay for leads that correspond to sales calls.</p>
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“We’ve partnered with CyberEdge on more than two-dozen content syndication campaigns throughout North America, Europe, Asia, Australia, and Latin America. CyberEdge is easy to work with, they’re price competitive, their geographic reach is amazing, and the quality of their leads is outstanding.”

— Christina Kazle
Senior Manager, Product Marketing, ISC2

Lead Generation Services: Single-vendor Webinars

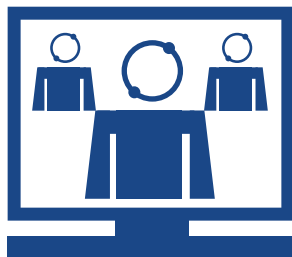
- You provide the speaker(s) and slides
- Live presentation (with optional demo) or simulive
- CyberEdge provides:
 - Webinar platform (On24)
 - Webinar host / moderator
 - Webinar registrants
 - Registration URL for optional self-promotion
 - Webinar attendance reminders
 - \$100 gift certificate to lucky attendee
 - Webinar registration and summary report
 - MP4 recording
- Customization options:
 - Quantity of webinar registrants (minimum 200)
 - Date, time, and duration (up to 1 hour)
 - Registrant job role(s) and minimum seniority
 - Company size (employee count or annual revenue)
 - Industries
 - Countries
 - Custom registration form question(s)
 - Optional target account list for ABM webinar
 - Optional suppression list



Lead Generation Services: Multi-vendor Webinars

Maximum of six sponsors

- **20-minute presentation + 5 minutes for Q&A**
- **You provide the speaker(s) and slides**
- **CyberEdge provides:**
 - Webinar platform (On24)
 - Webinar host / moderator
 - Webinar registrants
 - Webinar attendance reminders
 - \$100 gift certificate to lucky attendee for each session
 - Webinar registration and summary report
 - MP4 recording (for your speaking slot)
- **400+ registration leads shared among all sponsors**
 - U.S. only
 - Any IT security job role
 - Any job seniority
 - 500+ employees
 - All industries



Sample webinar topics include:

- Active Directory Protection
- Advanced Threat Protection
- API Security
- Application Security
- Artificial Intelligence (AI)
- Attack Surface Mgmt.
- Bot Management
- Cloud Security
- Data Loss Prevention (DLP)
- Data Security
- DDoS Protection
- Deception Technology
- DevSecOps
- Email Security
- Endpoint Security
- Governance, Risk & Compliance (GRC)
- Identity Security
- Managed Security Svcs. (MSS)
- Multi-factor Auth. (MFA)
- Network Access Control (NAC)
- Network Security
- OT / ICS Security
- Passwordless Authentication
- Privileged Acct. Mgmt. (PAM)
- Ransomware
- Risk Quantification
- Secure Access Service Edge (SASE)
- Security Awareness Training
- Security Operations
- Third-party Risk Management (TPRM)
- Training & Certification
- Web Security
- Zero Trust Network Access



View the **multi-vendor webinar schedule** at:
www.cyberedgegroup.com/webinar-schedule

Lead Generation Services: Multi-vendor Survey Reports

- **Maximum of six sponsors**
- **20 survey questions**
- **500 survey completions:**
 - United States (200)
 - Canada (100)
 - United Kingdom (100)
 - Australia (100)
- **Respondent criteria:**
 - Any IT security role
 - Any job seniority
 - 500+ employees
- **Sponsorship benefits:**
 - 1,000 shared U.S. leads (IT security roles, 500+ employees)
 - Company logo on report cover and infographic
 - 100-word company description in report appendix
 - Full-page ad on back cover of your own report PDF
 - CyberEdge participation in sponsor-hosted webinar
 - Summarized anonymous survey data
 - Company referenced in CyberEdge press release



Annual Survey Report Topics:

- **202X State of Cloud Security Defenses**
- **202X State of Security Operations**
- **202X State of Managed Security Services**
- **202X State of Identity Security**
- **202X State of Zero Trust Security**

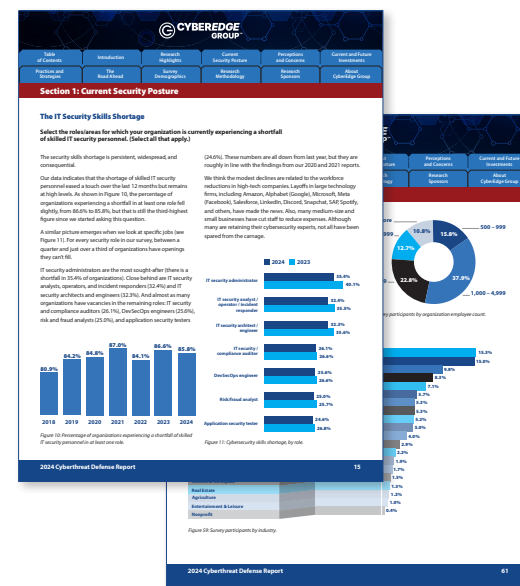


View the **multi-vendor survey report schedule** at:
www.cyberedgegroup.com/survey-report-schedule

Lead Generation Services: Cyberthreat Defense Report

CyberEdge’s annual Cyberthreat Defense Report (CDR) has rapidly become the de facto standard for assessing organizations’ security posture, for gauging perceptions of cybersecurity professionals, and for ascertaining current and planned cybersecurity investments. CyberEdge’s Silver, Gold, and Platinum sponsors make our annual report possible.

Sponsorship Entitlements	Silver	Gold	Platinum
Maximum sponsors	6	6	6
1,000 shared U.S. leads (500+ employees)	✓	✓	✓
Company logo displayed on report cover	✓	✓	✓
Company logo displayed on infographic	✓	✓	✓
Company description in report appendix	✓	✓	✓
Company acknowledgement in press release	✓	✓	✓
Electronic report distribution rights	✓	✓	✓
Access to CDR marketing kit	✓	✓	✓
Courtesy review of online survey		✓	✓
Courtesy review of first draft and final report		✓	✓
CyberEdge participation in sponsor-hosted webinar		✓	✓
Inclusion of one CyberEdge-approved survey question			✓
Full-page ad on back cover (unique PDF file)			✓
Custom 2-page executive brief with your company logo			✓
Custom infographic with your company logo			✓
Raw anonymous survey data for in-depth self-analysis			✓



Lead Generation Services: Lead Generation Bank Accounts

- Make a deposit of \$20,000 or more
- You have six months to allocate funds to any CyberEdge lead generation initiative(s)
- Check your expenditures and remaining balance at any time via a Google sheet
- Make follow-on deposit(s) by increasing the PO value without an SOW amendment
- Never lose end-of-quarter / end-of-year budget again!



Content Services

Content created by cybersecurity subject matter experts means faster ramp-up time, painless review cycles, and higher quality content. Let CyberEdge fuel your content syndication campaigns by creating:

- White papers
- Definitive Guide™ eBooks
- Graphical eBooks (gBooks)
- Survey reports
- Key Economic Impact (KEI) Reports
- Analyst reports
- And more!



Phosphorus

I've worked with CyberEdge since it was founded. Over the years, I've relied on CyberEdge for custom books and eBooks, white papers, competitive analysis, custom research, messaging and position, and website design and development. I've never encountered a marketing firm with so much expertise. CyberEdge is more than a vendor to me – they're a strategic marketing partner.

— John Vecchi
CMO, Phosphorus

Check out CyberEdge's online portfolio: www.cyberedgegroup.com/portfolio

About CyberEdge Group

CyberEdge is the largest, fastest-growing marketing and research firm dedicated to serving the needs of cybersecurity marketing teams. Founded in 2012, CyberEdge is comprised of more than 50 veteran consultants with experience serving virtually all IT security industry segments. Our expert consultants give you the edge you need to generate quality leads, shorten sales cycles, and defeat the competition.



CyberEdge By the Numbers:

- Founded in 2012
- 250+ clients
- 80% repeat business
- 50+ consultants
- 2,500+ content deliverables
- 1,000,000+ leads generated
- 40+ industry awards
- 50+ marketing services

Request a Consultation!

To learn more about CyberEdge's lead generation services and/or to discuss your specific lead generation needs, contact a CyberEdge sales representative at info@cyberedgegroup.com or click here to request a consultation:

www.cyberedgegroup.com/request-consultation/



Over the years, Tenable has worked with several CyberEdge consultants for content development, custom research, competitive analysis, customer webinars, and multimedia. I'm consistently pleased with CyberEdge's results. It's rare to find a vendor with such deep bench strength.

— Ron Gula
Co-Founder & Former CEO,
Tenable