CYBER*EDGE* GROUP®

Media Kit

Marketing and Research Services for Cybersecurity Vendors

POWERED BY

SECURITY**BUZZ**®

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 **cyberedgegroup.com/clients** to learn more.

The CyberEdge Advantage

CyberEdge offers numerous advantages over other IT media firms:

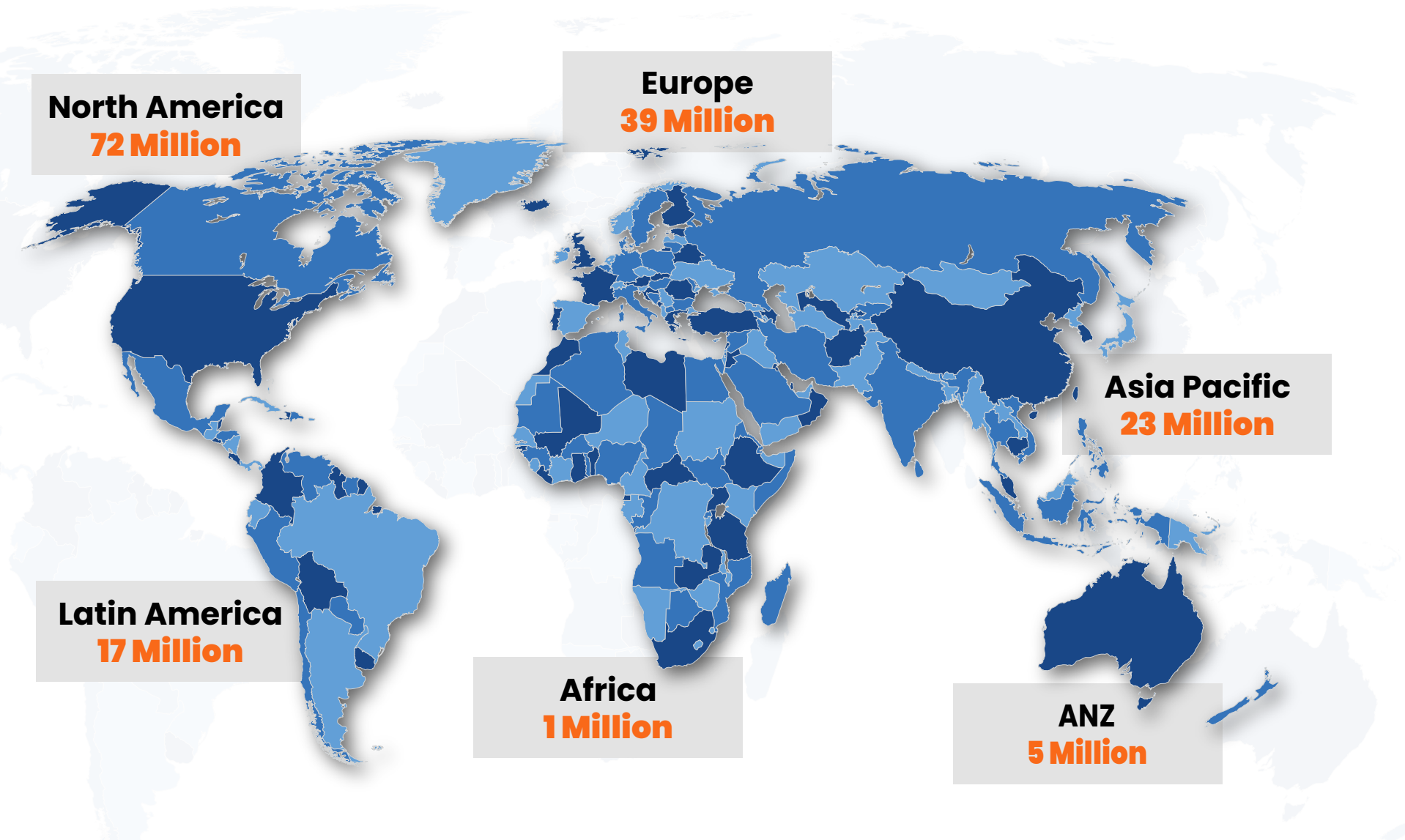|					
100% dedicated to cybersecurity	**Lowest CPLs in the industry**	**Business email addresses only**	**Never miss webinar registration targets**	**150+ scheduled multi-vendor webinars**	**Leads available in 100+ countries**

> *As CyberEdge specializes in cybersecurity, we knew the process would be easy. But what I appreciated most was the level of communication throughout the project. CyberEdge established a game plan and executed that plan flawlessly.*
>
> **— David White**
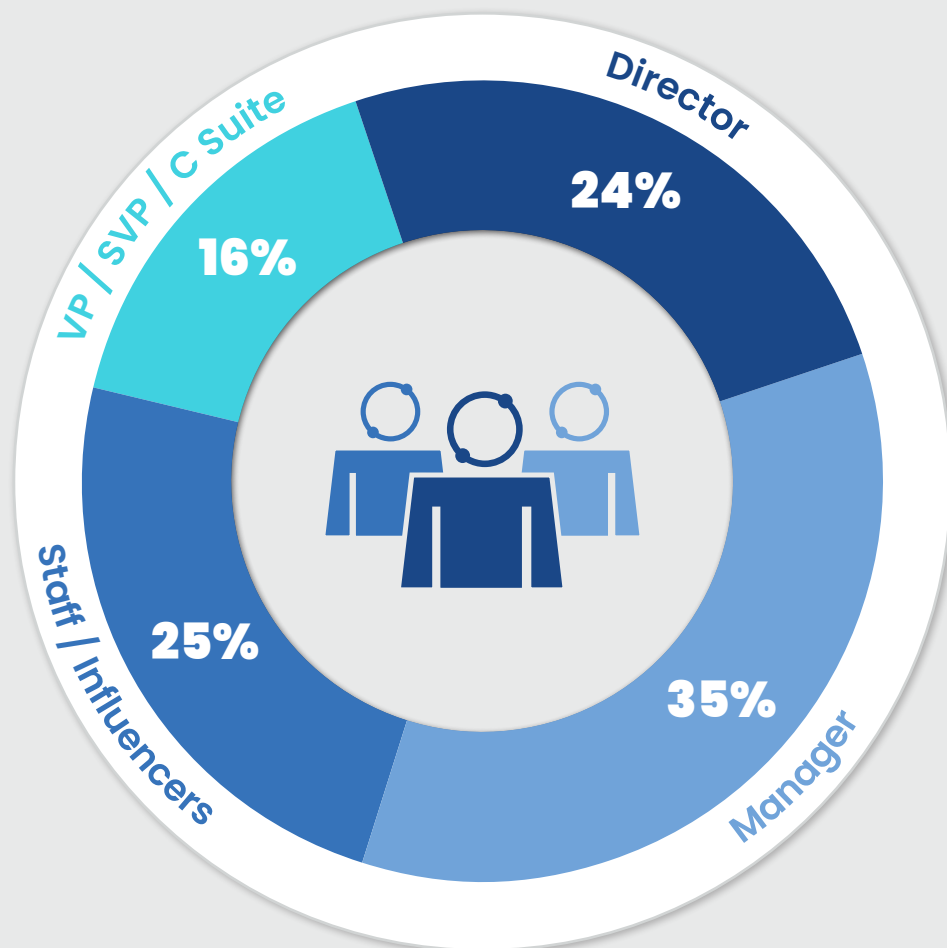> VP of Marketing, Binary Defense

BINARY DEFENSE™

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.

North America
72 Million

Europe
39 Million

Asia Pacific
23 Million

Latin America
17 Million

Africa
1 Million

ANZ
5 Million

Audience Demographics

Audience by Job Seniority

- Director — 24%
- Manager — 35%
- Staff / Influencers — 25%
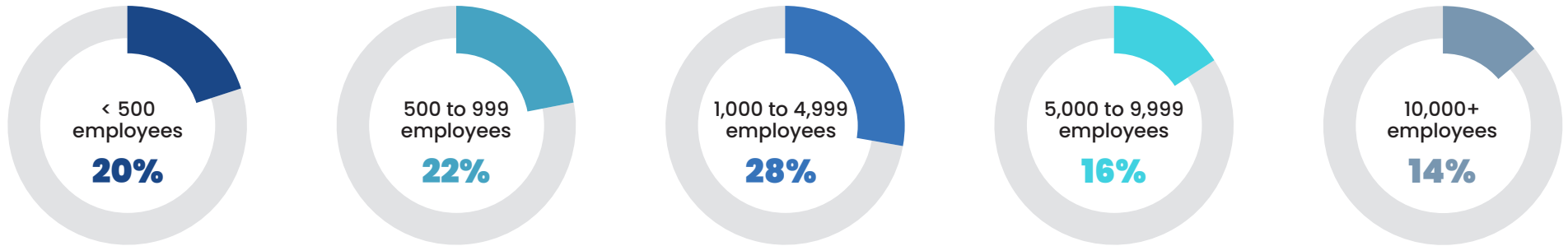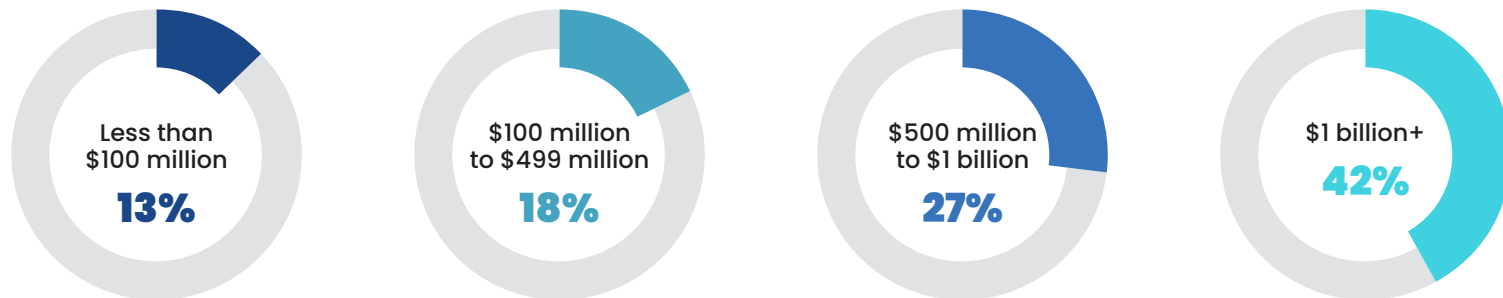- VP / SVP / C Suite — 16%

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

< 500 employees **20%**	500 to 999 employees **22%**	1,000 to 4,999 employees **28%**	5,000 to 9,999 employees **16%**	10,000+ employees **14%**

Audience by Annual Revenue

Less than $100 million **13%**	$100 million to $499 million **18%**	$500 million to $1 billion **27%**	$1 billion+ **42%**

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.

Request a copy of CyberEdge's 2026 Pricing Guide at: cyberedgegroup.com/pricing/

Lead Generation Services:
Content Syndication

Single-touch Leads
Top-of-funnel leads who download one content asset

Double-touch Leads
Mid-funnel leads who download two content assets

Triple-touch Leads
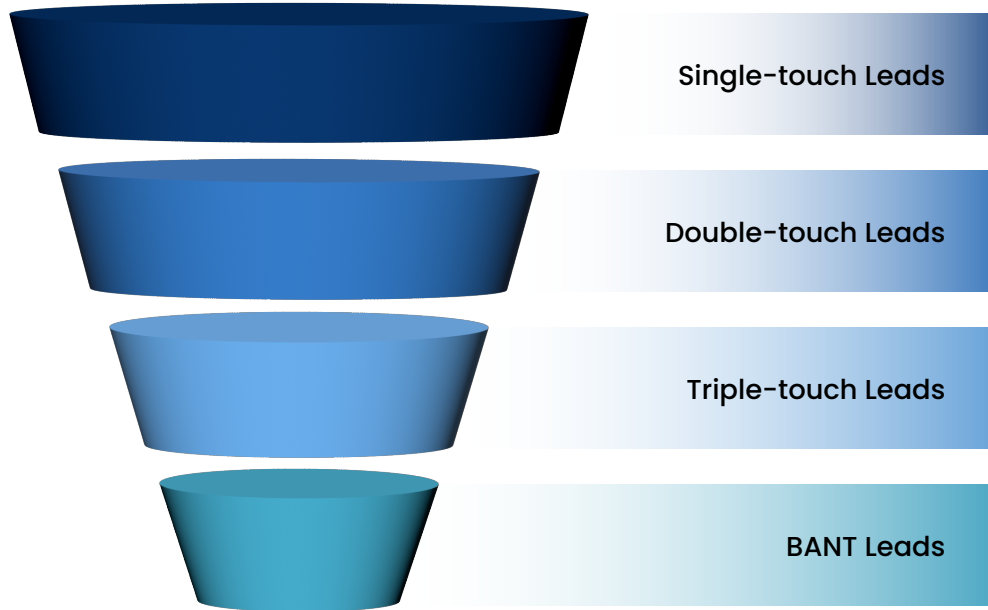Lower-funnel leads who download three content assets

BANT Leads
Bottom-of-funnel leads who download two content assets and answer BANT questions

ISC2

Lower Cost
Lower Conversion

Higher Cost
Higher Conversion

Single-touch Leads

Double-touch Leads

Triple-touch Leads

BANT Leads

"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
  - $200 gift certificate to lucky attendee
  - Webinar registration and summary report
  - MP4 recording
- **Customization options:**
  - Quantity of webinar registrants (minimum 250)
  - 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

- **You provide a 25-minute pre-recorded presentation**

- **CyberEdge provides:**
  - Webinar platform (On24)
  - Webinar host
  - Webinar registrants
  - Webinar attendance reminders
  - $200 gift certificate for one lucky registrant for each presentation
  - Webinar registration and summary report
  - MP4 recording (for your speaking slot)

- **400+ registration leads shared among all sponsors**
  - U.S. only
  - IT security job role
  - Any job seniority
  - 500+ employees
  - All industries
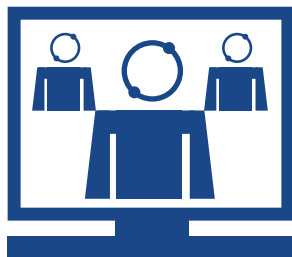
Sample webinar topics include:

- 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 Svs. (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:
cyberedgegroup.com/webinar-schedule

Lead Generation Services:
Event Promotion

Let CyberEdge Drive Registrations for Your Next Virtual or In-Person Event

Looking to increase registrations for your next virtual or in-person event? Let CyberEdge conduct targeted email campaigns that align with your ICPs and/or TALs to add 250 or more registrations for events hosted by you, such as:

- Webinars
- Virtual conferences
- Annual user conferences
- Road show events
- Partner events

Lead Generation Services:
Security Buzz

Security Buzz is a leading cybersecurity news website maintained by CyberEdge. Our mission is to deliver accurate, timely and actionable information to help IT security professionals navigate the complex world of cybersecurity. By offering a mix of breaking news, expert insights, and practical resources, we aim to empower our readers to make informed decisions and enhance their cyber defense strategies.

Weekly Newsletter Banner Ads

Feature your 600x150 banner to a growing weekly newsletter subscriber base of 100,000+ security professionals. Hyperlink your banner ad to a landing page on your website to promote content, webinars, or special events. One banner ad per newsletter. Minimum of five newsletter ad placements.

Learning Center Content

Feature your white paper, eBook, research report, or webinar recording in the Learning Center section of the Security Buzz website to generate leads from weekly newsletters and website visitors. Minimum of three months.

Visit the Security Buzz website today at **securitybuzz.com.**

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
Quantity of shared U.S. opt-in leads	500	1,000	1,500
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			✓
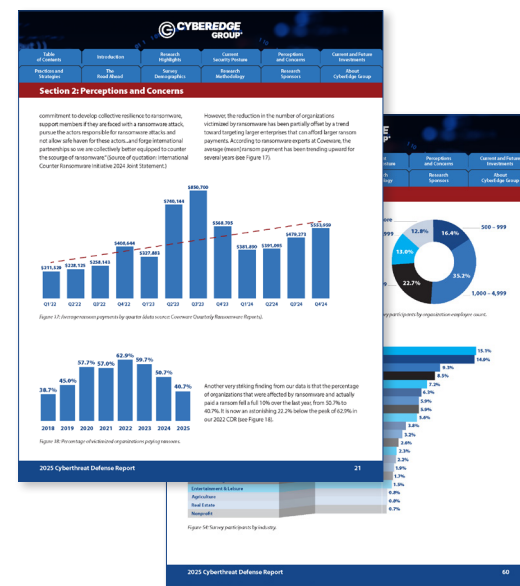
Lead Generation Services:
Marketing Bank Accounts

- 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!

Phosphorus

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
- Industry reports
- And more!

"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: 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
- 300+ clients
- 80% repeat business
- 50+ consultants
- 3,000+ 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:

cyberedgegroup.com/request-consultation/

CyberMarketingCon
Marketing Agency of the Year

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