PROVIDING INTELLIGENT INSIGHT AND ANALYSIS FOR CXOS
INTRODUCTION

IT leaders today face more pressure than ever before as the rate of Digital Transformation has accelerated in light of a shift in working practices. ‘Digital’ is now the beating heart of many organisations, enabling innovation and productivity across the many business functions while also securing critical data and enabling efficiencies through automation. As organisations continue to look to digital tools for business benefits, the march to digitalisation does not appear to be ending anytime soon.

Our bespoke reports allow us to dive deeper into some of the many subject areas relevant to today’s IT leaders as they navigate this complex digital environment. Whether you’re seeking to identify the most challenging cyberthreats for your customers or identify their technology investment areas for the coming year, we can aid your market research project.

WHY SHOULD I INVEST IN A SURVEY AND REPORT?

Despite its many advantages, this Digital Transformation poses numerous challenges for the C-suite. Where to channel investment, which technologies to watch out for, how to recruit new talent and, critically, how to keep everything – and everyone – secure?

Now, more than ever, these IT leaders need a trusted source to lean on, in order to make informed, insightful decisions.

By commissioning a bespoke report, you are positioning yourself as that trusted source and establishing yourself as a leader in your field.

Our packages offer a 360° solution for clients, combining thought leadership, brand awareness and the delivery of quality leads. This means you will be in receipt of a complete, holistic marketing solution which creates long-lasting impact for the all-important end user.

PRICING

Clients have the option of utilising our lead generation services as well as thought leadership, or simply opting to run a survey and promote their brand with content.

As we build our packages depending on individual client requirements, there is no one size fits all so please get in touch with us to find out more about our packages.
### BESPOKE REPORTS - PRICING

#### REPORTS START AT $15,000

**INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT**

Clients to receive relevant contact information and details of each person who took part in the report, based on 50 participants.

- **Intelligent CIO** - **Intelligent CISO** - **Intelligent Data Centres** - **Intelligent CXO** - **Intelligent SME.tech** - **Intelligent Health.tech** - **Intelligent Fin.tech** - **Intelligent Tech Channels**

**Brand awareness element**

Promoted as a sponsor online, in print, associated mailers and on other marketing material.

- Full page advert in relevant publication for **two** months
- An MPU banner on website of your choice for **two** months

Client has the option to purchase additional leads, using the report as an asset:

<table>
<thead>
<tr>
<th>Leads</th>
<th>Price per Lead (CPL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 leads via report downloads</td>
<td>$85</td>
</tr>
<tr>
<td>200 leads via report downloads</td>
<td>$79</td>
</tr>
<tr>
<td>300 leads via report downloads</td>
<td>$72</td>
</tr>
<tr>
<td>400 leads via report downloads</td>
<td>$65</td>
</tr>
</tbody>
</table>

Leads will be targeted, based on your chosen criteria:

- Region/country
- Job title
- Company size
- Industry

### SHARED PARTNER REPORTS - PRICING

#### INTEGRATED LEAD GENERATION AND INTELLIGENT REPORT (SHARED) EACH PARTNER TO RECEIVE LEADS AND BELOW BENEFITS

$12,000 per partner

Client will also receive relevant contact details of each person who took part in the report (based on 50 participants).

- **Intelligent CIO** - **Intelligent CISO** - **Intelligent Data Centres** - **Intelligent CXO** - **Intelligent SME.tech** - **Intelligent Health.tech** - **Intelligent Fin.tech** - **Intelligent Tech Channels**

**Brand awareness element**

Promoted as a sponsor online, in print, associated mailers and on other marketing material.

- Full page advert in relevant publication for **two** months
- An MPU banner on website of your choice for **two** months

**100 leads** per partner via report downloads, based on your specified criteria:

- Region/country
- Job title
- Company size
- Industry
PROJECT LEAD

Director, Strategic Content, JESS ABELL, jess@lynchpinmedia.com (+44 20 3026 6825, Ext 1005)

HEAD OF SALES, DIRECTOR, AGENCY PARTNERSHIPS, JAMES HARDY, james@lynchpinmedia.com (+44 20 3026 6825, Ext 1012)

Head of Sales, Central Europe: MICHAL ZYLINSKI, michal@lynchpinmedia.com (+44 20 3026 6825, Ext 1002)

Head of Sales, Africa: LOURITA MEREDITH, lourita@lynchpinmedia.com (+27 63 816 4430)

CONTACT US

Director, Global Sales: CARMEN ASTON, carmen@lynchpinmedia.com (+44 20 3026 6825, Ext 1010)

Regional Director, Middle East, ROB CHANDLER, rob@lynchpinmedia.com (+971 50 8172788)

Head of Sales, UK/I & APAC: BRET YOUNGMAN, brett@lynchpinmedia.com (+44 7377 736116)

Head of Sales, LATAM and Southern Europe: ALICIA REBAGLIATO, alicia@lynchpinmedia.com (+34655041325/+44 20 3026 6825, Ext 1014)

Head of Sales, Central Europe: MICHAL ZYLINSKI, michal@lynchpinmedia.com (+44 20 3026 6825, Ext 1002)

Head of Sales, Africa: LOURITA MEREDITH, lourita@lynchpinmedia.com (+27 63 816 4430)

www.cxopriorities.com

Lynchnpin Media is a boutique publisher registered in the United Kingdom. Company number 8096230. 63/66 Hatton Garden, London, EC1N 8LE