

MEDIA KIT 2024



*security intelligence that
transcends borders*

ABOUT LYNCHPIN MEDIA

Lynchpin
Media

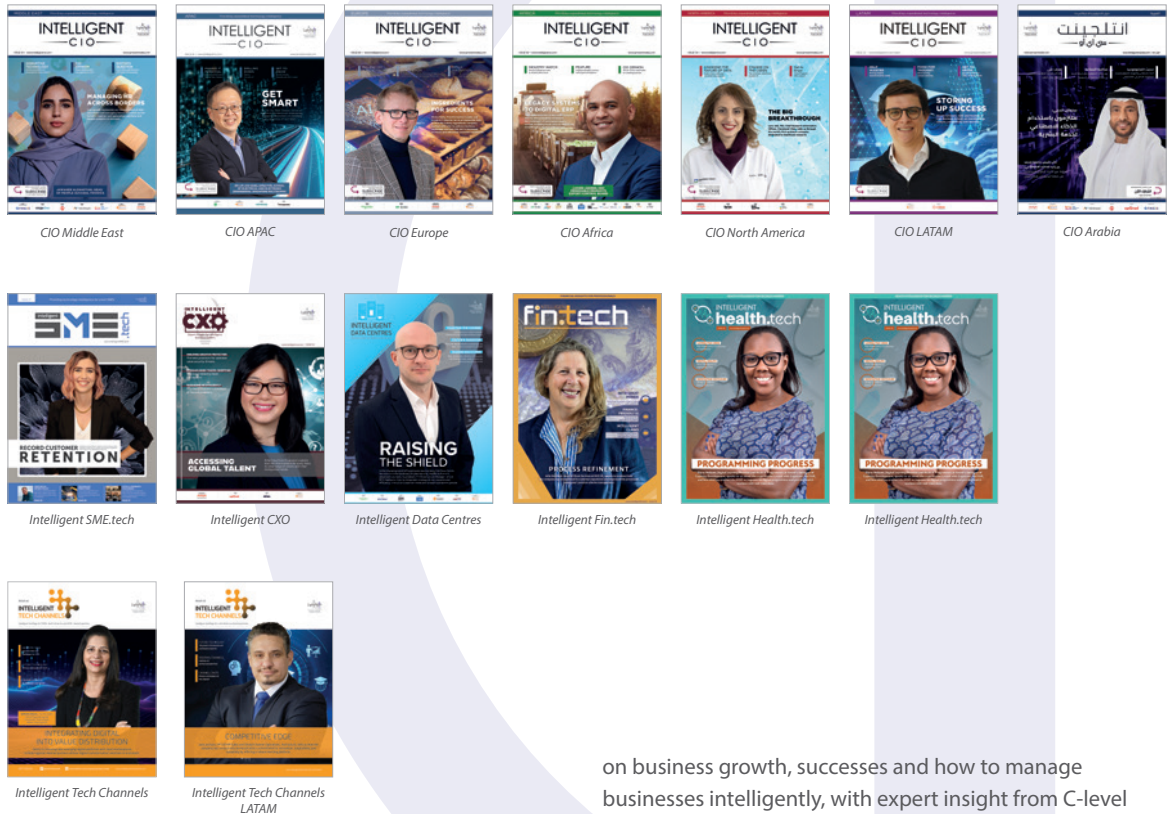
OUR OTHER BRANDS

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in Europe, the Middle East, Africa, APAC, North America and LATAM.

We have a growing database of over 122.5 million global business decision-makers. Our ethos is based

on intelligence obtained from targeted campaigns. Understanding our audience enables us to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements.



Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

Intelligent Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses

on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.

Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

Intelligent Health.tech

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

Intelligent Build.tech

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

WHAT WE DO



Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements. In a nutshell, we:

- **CREATE** original, thought leading content
- **ENGAGE** senior IT and business leaders globally
- **DELIVER** powerful campaigns and targeted leads



ABOUT INTELLIGENT CISO



Intelligent CISO is a technology brand that encompasses various intelligence platforms aimed at the enterprise sector looking for updates and research driven data about cybersecurity. As part of Lynchpin Media, this digital medium gives unparalleled advice to the EMEA, APAC, North America and LATAM cybersecurity communities.

CISOs face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for cybersecurity strategies to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

Intelligent CISO strives to bridge this gap between the traditional role of the CISO and the new-age demands weighing in on this pivotal, high-pressure role.

Spreading our resources across print, digital and events, Intelligent CISO endeavours to guide CISOs within the EMEA, APAC, North America and LATAM regions with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the cybersecurity industry, encompassing the voice of vendors, distributors, resellers and the all-important end-user. With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



EDITORIAL SECTIONS

NEWS

A comprehensive round-up of the latest news from the cybersecurity sector around the globe.

LATEST INTELLIGENCE

Leading cybersecurity companies shine the spotlight on their latest innovative global projects.

CYBER TRENDS

An analysis of sector trends potentially featuring an industry report or a discussion about a key development.

INFOGRAPHIC

Key elements of an industry report are highlighted through an infographic to emphasise their significance.

THREAT UPDATES

We report on the most recent cybersecurity incidents that have impacted organisations across the world.

EDITOR'S QUESTION

We seek insights from leading industry professionals on the most pressing questions surrounding the sector.

PREDICTIVE INTELLIGENCE

Predictive Intelligence provides an in-depth look into the sector's latest developments and landmark research.

FEATURE

A detailed article centered around a chosen topic, representing significant trends within the industry.

W

e hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact mark@lynchpinmedia.com



EXPERT OPINION

A thought leadership article by a leading industry figure highlighting how innovation drives competitive advantage.

INDUSTRY UNLOCKED

An in-depth article examining the handling of cybersecurity across the major industrial sectors.

COVER STORY END-USER INSIGHT

An interview with an end-user detailing the advantages they have experienced from a specific solution.

INTELLIGENCE BRANDS

Extended news coverage concentrating on cloud, data, mobile, network, physical and software security.

BUSINESS SURVEILLANCE

We explore optimal strategies for businesses to prevent themselves falling prey to cybercriminals.

GO PHISH

A leading figure from a cybersecurity company tells us about their life inside and outside the office.

SECURE HORIZONS

We take a look at the current big talking points for leaders in the field of cybersecurity.

END POINT ANALYSIS

An article on best cybersecurity practices, offering strategies for organisations to gain a competitive edge.

Plan your PR and marketing activities with Intelligent CISO. Our editorial calendar enables partners and clients within the EMEA, APAC and North American regions to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

EDITORIAL ENQUIRIES

Mark Bowan
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JANUARY

FEATURE 1

2024 and the threats ahead

FEATURE 2

CISO strategy

INDUSTRY UNLOCKED

Healthcare

FEBRUARY

FEATURE 1

Ransomware pandemic

FEATURE 2

Backup and protection

INDUSTRY UNLOCKED

Education

MARCH

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Zero Trust

FEATURE 2

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INDUSTRY UNLOCKED

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APRIL

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FEATURE 2

The role of the CISO

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MAY

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FEATURE 2

Fraud prevention

INDUSTRY UNLOCKED

Banking and finance

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FEATURE 2

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FEATURE 2

Regional focus: Middle East

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NOVEMBER

FEATURE 1

Email security

FEATURE 2

Biometrics

INDUSTRY UNLOCKED

Government

DECEMBER

FEATURE 1

The year in review

FEATURE 2

The voice of the CISO

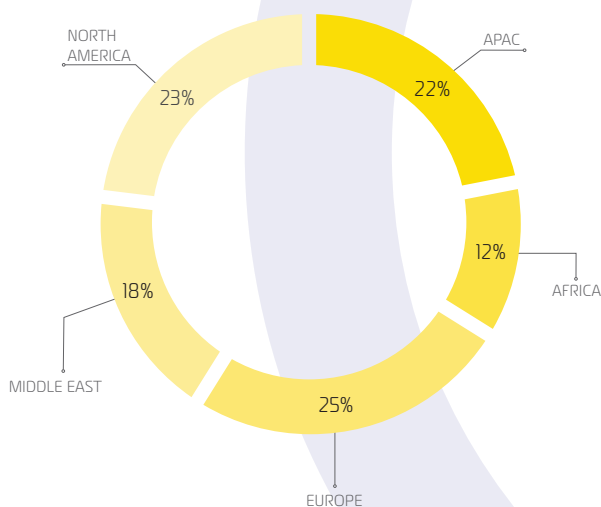
INDUSTRY UNLOCKED

Trade and logistics

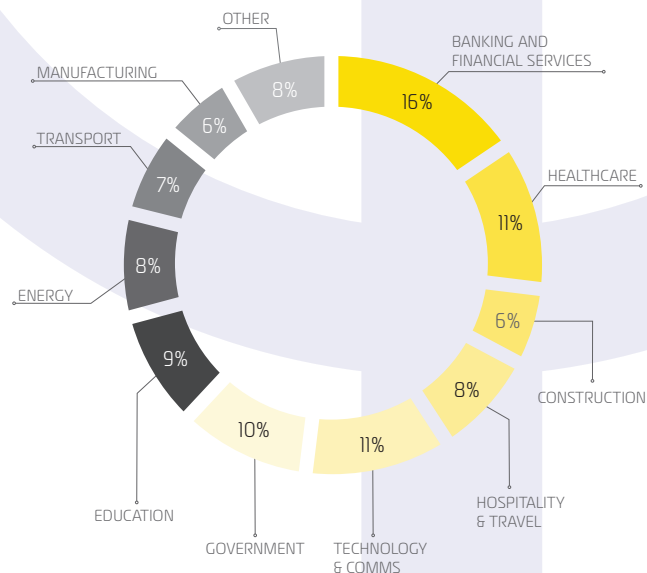
AUDIENCE BREAKDOWN

Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns using different results driven tactics.

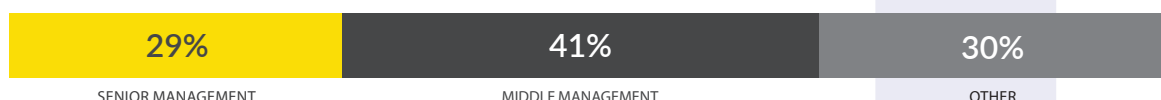
AUDIENCE PERCENTAGE BY REGION



AUDIENCE PERCENTAGE BY INDUSTRY



- **Senior management:** CISO, CSO and other C-suite execs, MDs, IT and security directors
- **Middle management:** Security, IT and network managers, security architecture roles
- **Other:** Risk compliance analysts, IT channel, project managers and consultants



TOTAL AUDIENCE NUMBER: 9,421,280

The role of a CISO is more challenging – and more important – than ever. New cyberthreats are constantly emerging while older ones continue to evolve and CISOs are tasked with staying ahead of these to ensure organisations are effectively safeguarded from potential attacks. It is not a threat that is likely to disappear anytime soon. In fact, cyberthreats will remain an ongoing and growing issue as technology advances and remains integral to the everyday.

According to research carried out by the International Data Corporation (IDC), as the global economy recovers from the impact of COVID-19, worldwide security spending is expected to reach US\$174.7 billion in 2024, as published in the Worldwide Security Spending Guide. Intelligent CISO provides security officers with the latest information and intelligence to help them make important,

informed decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. It is our unparalleled understanding of this audience which enables Intelligent CISO to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

While much of the responsibility for ensuring effective security solutions are in place lie with the CISO, in the modern world it is important that the wider team is aware of the threatscape to ensure there is an effective long-term plan in place. Intelligent CISO provides an integrated platform that reaches this audience.

As of 1 October 2023, Intelligent CISO communicates with more than 9,421,280 security and IT professionals globally.



SOLUTIONS

Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

Events

Create a variety of events, of any size, to promote face-to-face engagement.

Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

BANT qualification

Obtain specific information from targeted leads with additional data collection.

Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.



Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.



Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.



Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.



Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.



Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.



Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.



Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.



Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

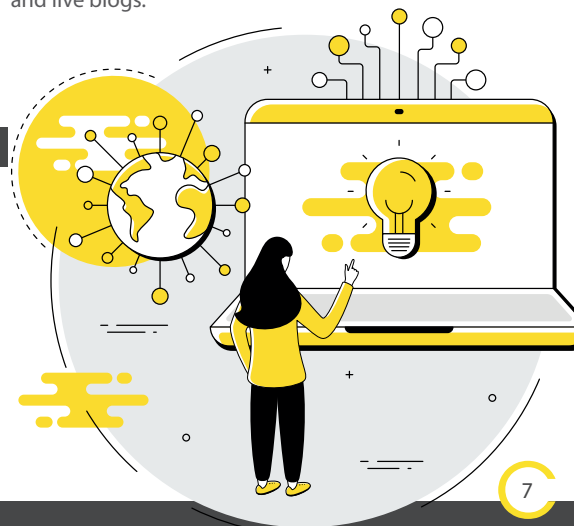
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MEET OUR FULL LYNCHPIN MEDIA TEAM



Other Lynchpin Media documents:



Media Deck



Intelligent Briefings



CXO Priorities



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