

MEDIA INFORMATION 2024 INTELLIGENT —C I O—

Providing Unparalleled Technology Intelligence

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 IT decision-makers**.

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.

Visit www.lynchpinmedia.com for more.

INTELLIGENT C I O

Providing Unparalleled Technology Intelligence

VISIT OUR WEBSITES FOR EACH REGION:

- www.intelligentcio.com/me
- www.intelligentcio.com/africa
- www.intelligentcio.com/eu
- www.intelligentcio.com/apac
- www.intelligentcio.com/north-america
- www.intelligentcio.com/latam

INTELLIGENT CIO is a technology intelligence platform aimed at the enterprise IT sector to provide targeted updates and research-driven data. As part of Lynchpin Media, this platform gives complete and unparalleled advice to the regional technology community.

CIOs are increasingly required to demonstrate the business value of their projects and embrace the strategic benefits their businesses are striving to achieve.

Against this backdrop, there is also a growing need for IT plans to include strong business justifications alongside the well worn IT metrics that typically examine application delivery in isolation.

Intelligent CIO strives to bridge this gap between the traditional role of the CIO and the new-age demands weighing in on this pivotal business role.

Spreading our resources across print, digital and events, Intelligent CIO endeavours to guide CIOs of Europe, the Middle East, Africa, APAC, North America and LATAM with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of vendors, distributors and resellers, right down to you, the end user.

With social media supporting all of the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.

This platform gives complete and unparalleled advice to the regional technology community.

It guides CIOs with thought leadership, industry expertise, knowledge sharing and practical platforms.

Content is delivered across all platforms, enabling readers to consume content on their preferred devices.

Intelligent CIO is aimed at the enterprise IT sector to provide targeted updates and research-driven data.





Our Audience

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.

THE CIO'S ROLE IS MORE COMPLEX THAN EVER. Budget constraints combined with companies increasingly expecting more in terms of Digital Transformation, make the role of the CIO all the more challenging.

Intelligent CIO provides them with the very latest information and intelligence to help them make the important decisions. Our integrated platforms enable the industry to receive the content they need in a manner that suits them. Our unparalleled understanding of this audience is what enables Intelligent CIO 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. Working with these partners also helps us understand further the pain points faced by a CIO and helps educate them on the solution in which they need to invest.

While a CIO controls the project, we believe that a company should communicate with everybody involved in the process. Today's IT Manager is often tomorrow's CIO and the correct positioning and communication to the industry as a whole can prove an effective long-term plan. Intelligent CIO provides an integrated platform that reaches this audience.



Providing CIOs with the latest information and intelligence to help them make the important decisions.



Strategic partnerships with regional industry bodies, events and research companies.



Regional numbers

SENIOR MANAGEMENT: C-suite execs, MDs, GMs ITDM, FDs, VPs & owners
MIDDLE MANAGEMENT: IT/network managers, finance managers, department head, project managers & consultants
OTHER: Engineers, system analysts, technicians, IT channel

APAC

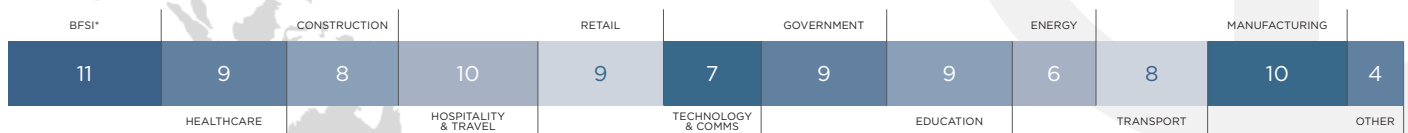


As of 1 October 2023, **Intelligent CIO APAC** reaches **4,836,741** industry professionals.

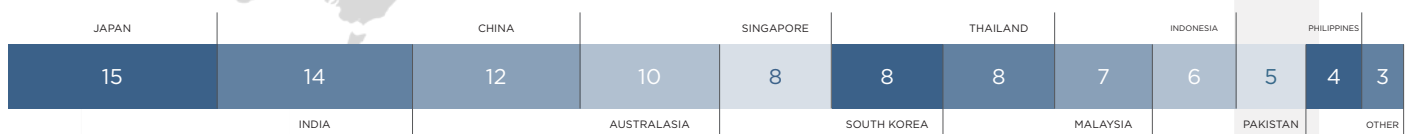
% AUDIENCE BY JOB TITLE



% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



AFRICA

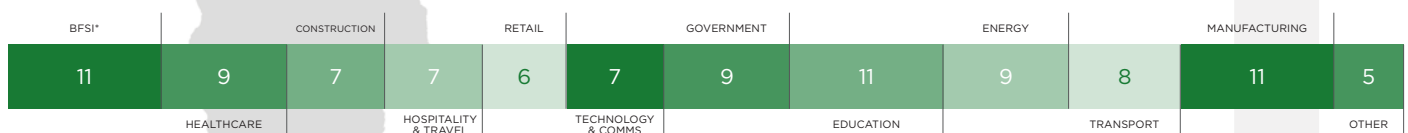


As of 1 October 2023, **Intelligent CIO Africa** reaches **1,928,701** industry professionals.

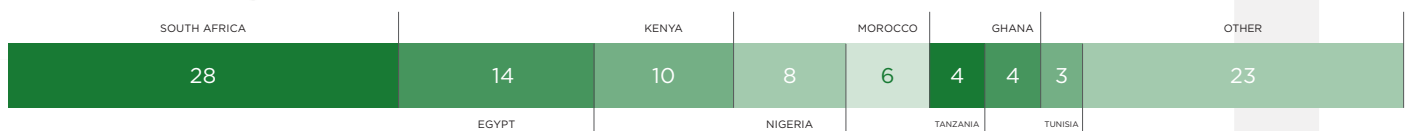
% AUDIENCE BY JOB TITLE



% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



Regional numbers . . . continued

EUROPE

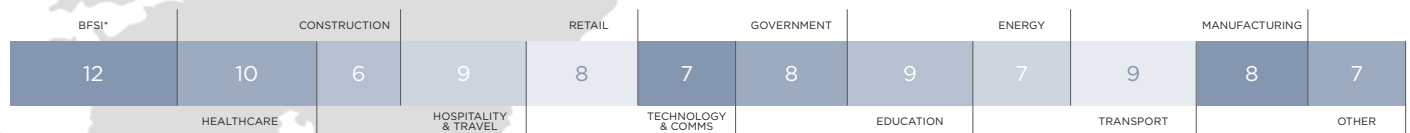


As of 1 October 2023, *Intelligent CIO Europe* reaches **9,900,587** industry professionals.

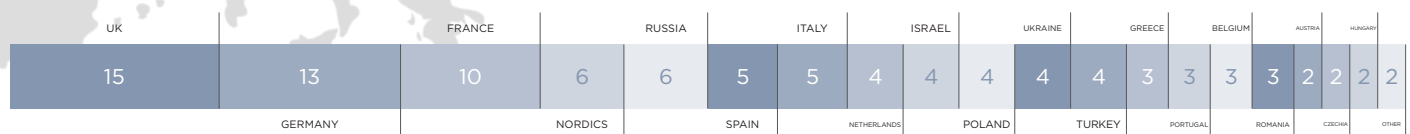
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% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



LATAM

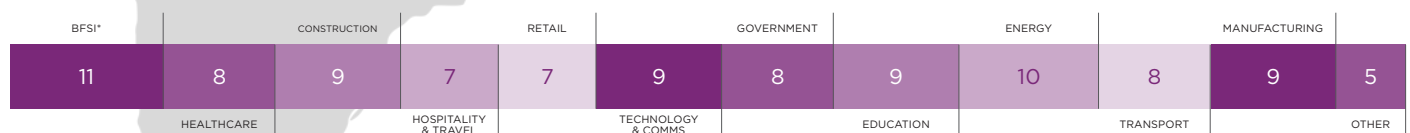


As of 1 October 2023, *Intelligent CIO LATAM* reaches **1,121,456** industry professionals.

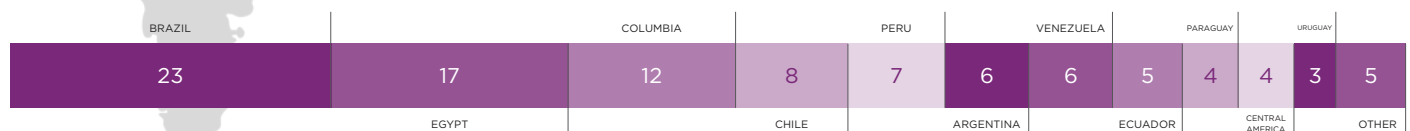
% AUDIENCE BY JOB TITLE



% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



SENIOR MANAGEMENT: C-suite execs, MDs, GMs ITDM, FDs, VPs & owners

MIDDLE MANAGEMENT: IT/network managers, finance managers, department head, project managers & consultants

OTHER: Engineers, system analysts, technicians, IT channel

MIDDLE EAST



As of 1 October 2023, *Intelligent CIO Middle East* reaches **2,284,562** industry professionals.

% AUDIENCE BY JOB TITLE



% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



NORTH AMERICA

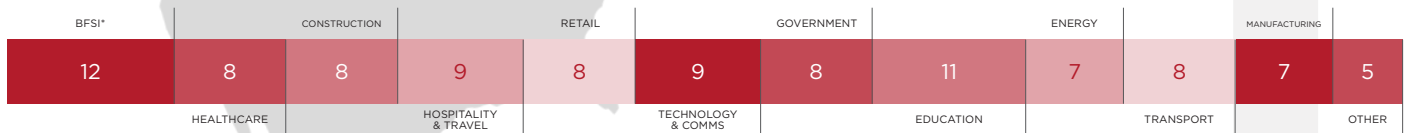


As of 1 October 2023, *Intelligent CIO North America* reaches **1,325,8217** industry professionals.

% AUDIENCE BY JOB TITLE



% AUDIENCE BY INDUSTRY



% AUDIENCE BY COUNTRY



Our sections

INTELLIGENT CIO IS MADE UP OF SEVERAL TECHNOLOGY AND INDUSTRY VERTICAL SECTIONS,

providing the latest information, trends and intelligence.

This helps technology decision makers make more informed purchasing decisions.

All of these sections can be sponsored and we have various partner packages available with global, regional and country benefits possible.

This helps organisations position their brand with the right market for them and helps target a particular sector that suits the solution.

In addition to our regular sections, we are also able to build bespoke campaigns tailored to the partner's requirements and designed with a specific goal in mind. Get in touch and find the right platform to grow your brand and reach the right audience to grow your business.



Technology



**INTELLIGENT
CABLING**



**INTELLIGENT
CLOUD
TECHNOLOGY**



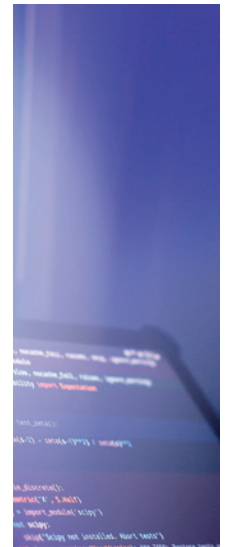
**INTELLIGENT
DATA CENTRES**



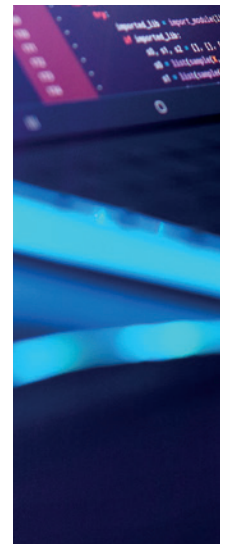
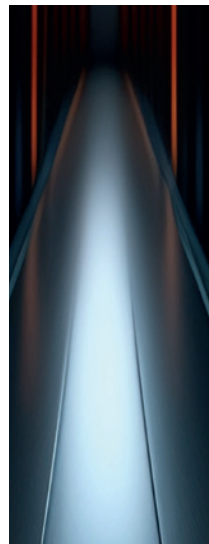
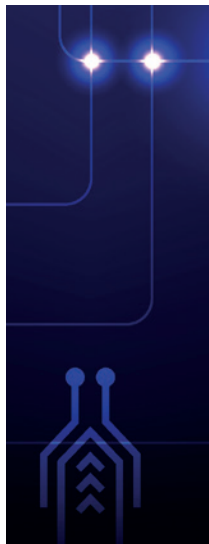
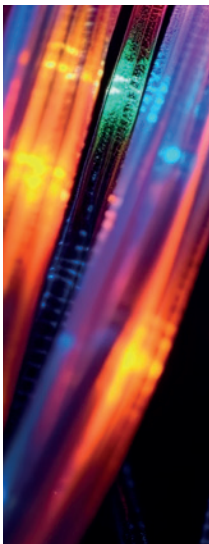
**INTELLIGENT
ENTERPRISE
SECURITY**



**INTELLIGENT
MOBILE
TECHNOLOGY**



**INTELLIGENT
SOFTWARE FOR
BUSINESS**





Verticals



INTELLIGENT
AVIATION
TECHNOLOGY



INTELLIGENT
GOVERNMENT
TECHNOLOGY



INTELLIGENT
TRADE & LOGISTICS
TECHNOLOGY



INTELLIGENT
ENERGY
TECHNOLOGY



INTELLIGENT
RETAIL
TECHNOLOGY



INTELLIGENT
CONSTRUCTION
TECHNOLOGY



INTELLIGENT
HOSPITALITY
TECHNOLOGY



INTELLIGENT
AGRICULTURE
TECHNOLOGY



INTELLIGENT
BANKING & FINANCE
TECHNOLOGY



INTELLIGENT
EDUCATION
TECHNOLOGY



INTELLIGENT
TELECOMS
TECHNOLOGY



INTELLIGENT
MANUFACTURING
TECHNOLOGY



INTELLIGENT
HEALTHCARE
TECHNOLOGY



INTELLIGENT
TRANSPORT
TECHNOLOGY



INTELLIGENT
BROADCAST
TECHNOLOGY



INTELLIGENT
GREEN
TECHNOLOGY

Lead generation via content syndication

141

Is the number of countries we have delivered campaigns in.

Our content syndication and lead generation services are used by many global agencies and in some regions we are used exclusively to deliver the desired number of leads.

6

Each campaign is different. We always guarantee our clients a minimum of six white papers sent to the *Intelligent CIO* audience. This is effective at helping complete the campaign and positions the client as a thought leader and gives brand awareness.

3

White papers. To improve the results and ensure campaigns are delivered in the agreed time frame, we request a minimum of three white papers. These can then be shared across the *Intelligent CIO* platforms and improve the overall campaign messaging.



122 million

Is the total reach of *Intelligent CIO*. Our partnerships with global event organisations and other strategic partners means this number continues to rise. With further new markets coming online, this number will be sure to increase in 2024.

Targeted audience

OUR CLIENTS UNDERSTAND THEIR CUSTOMERS AND HOW THEIR TECHNOLOGY CAN BE DEPLOYED. Our lead generation campaigns can help prevent marketing professionals from wasting their budget and ensure a better return on investment. When working with *Intelligent CIO*, the client can select the audience from key criteria.

Understanding who they sell to or identifying a specific sector they want to reach helps the client to select the correct audience to position their brand or product towards.

These campaigns can be delivered as stand-alone lead generation campaigns or integrated with other *Intelligent CIO* platforms.

GEOGRAPHY



More is not always best. The *Intelligent CIO* audience can be divided by region or country. Even certain cities can be the focus. This helps our clients run far more targeted campaigns.

INDUSTRY



Not all products are right for every industry. Your campaign can be focused on the markets you know need to invest in your solution.

JOB TITLE



Different people have different responsibilities. Reach the person that you believe is the one who has the authority and knowledge to purchase from your company.

COMPANY SIZE



Square pegs and round holes? Your product may suit a particular company size. Let us help identify those companies looking at making investments in the near future.

Why sponsor?

RESULTS-DRIVEN marketing has meant that budget spend is scrutinised and all campaigns have expectations associated with them. The partnerships we deliver and the campaigns we manage provide results that when 'fed' into the right CRM, or similar inside sales programme, can be measured and a definitive pipeline and the subsequent sales identified.

In addition to the measurable ROI element, our sponsorships are around content and positioning your company better to the end user. Intelligent CIO gives you the opportunity to be viewed as a thought leader.

STRATEGIC MARKETING PROGRAMMES

Intelligent CIO's converged marketing programmes offer a strategic means to improve your engagement with IT decision makers. Our team can work in collaboration with your own PR and marketing members to develop a range of content such as video, editorial thought leadership articles, social media campaigns and other content rich media campaigns.

CIOs will download a plethora of content when making a purchasing decision; our strategic marketing programmes can help ensure that your organisation has that content featured and in front of the right people while they are making these decisions.

Our post-campaign reports will highlight all the content created and the positioning, and provide you with an overview of the results achieved.



BRAND AWARENESS

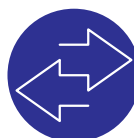
Often overlooked in today's result-orientated market, we enable you to make the market aware of your latest products/solutions and help improve your brand awareness and understand what you offer as a technology provider in the market.

CONTENT PLANNING

To drive the thought leadership process, our team of editors will put together a content plan that aligns with your campaign. This sustained messaging helps bring attention of your solution to the market and improve the IT decision makers knowledge.

Making the market aware of your latest products/solutions.

Content syndication campaigns to build on your awareness activity.



LEAD GENERATION

Our content syndication campaigns build on your awareness activity and enable you to identify those customers looking to invest in your solutions. These provide the ROI element of our campaigns and allow you to measure the results.

POSITION
SELF AS A
THOUGHT LEADER

MULTI-PLATFORM CAMPAIGN

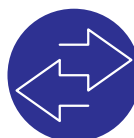
With CIOs now using more ways than ever to receive content, we manage your campaign so that the content can be delivered across multiple platforms. The content delivered can consist of different media suitable to particular channels.

OUR 360° INTEGRATED CAMPAIGNS

are suited to companies who want to position their brand as a thought leader for a technology or a particular industry vertical. This ensures the brand is recognised as a market leader.

The campaign can help customers identify your company as a forward-thinking provider and the company to trust when looking at implementing a particular solution. You will be given the platform to educate and share the right knowledge.

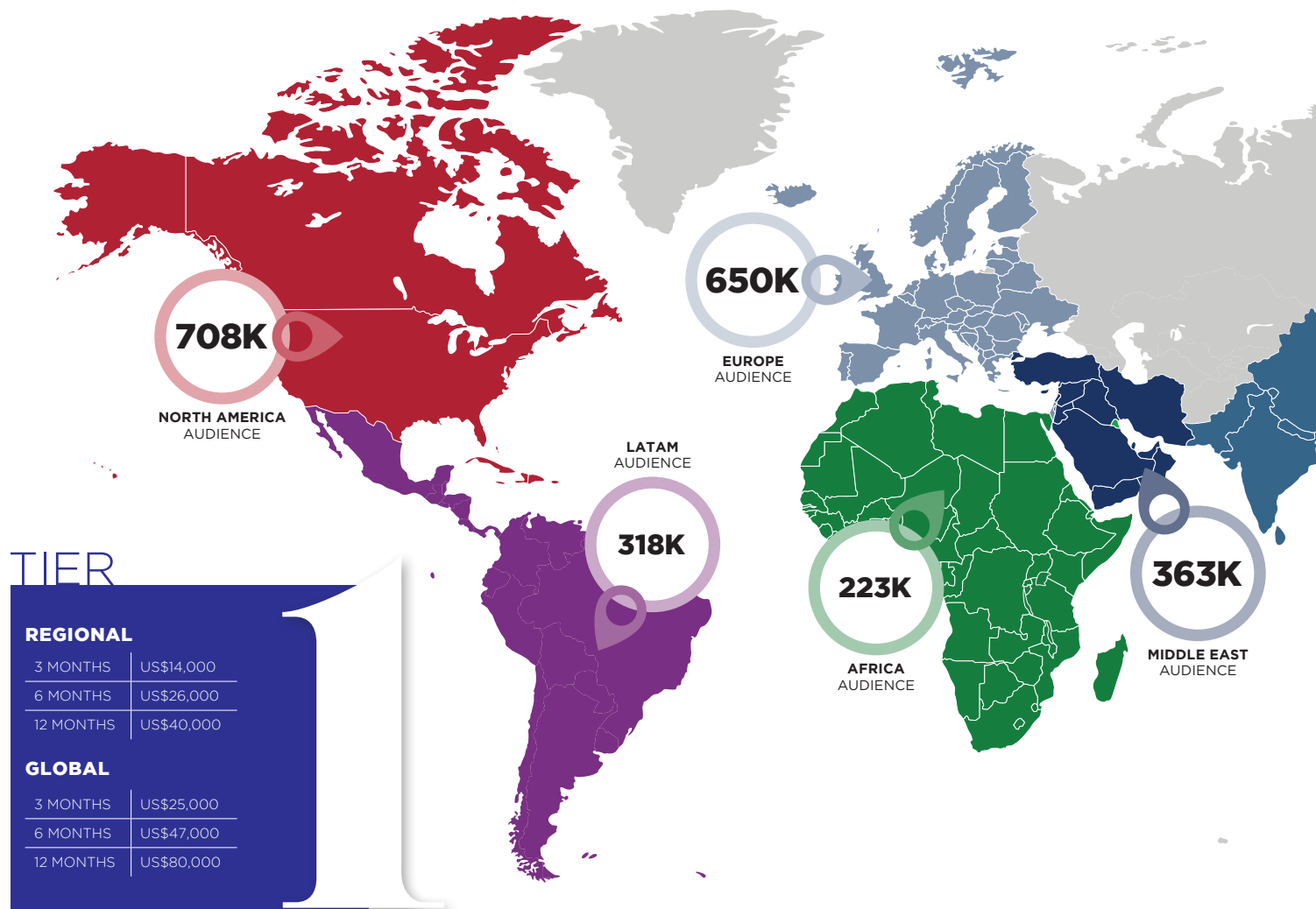
Managing your campaign for delivery across multiple platforms.



Putting together a content plan that aligns with your campaign.



Sponsorship packages



INTELLIGENT PARTNERSHIPS

Banking and Finance, Government, Energy, Enterprise Security, Cloud, Retail, Healthcare



INTELLIGENT PARTNERSHIPS

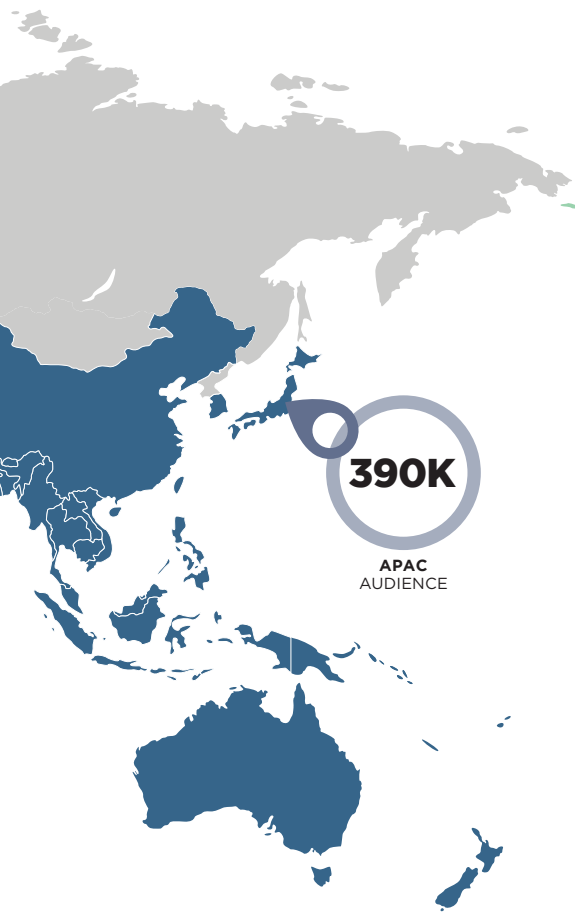
Data centres, Mobile, Software, Education, Broadcast, Hospitality, Construction



INTELLIGENT PARTNERSHIPS

Trade and export, Cabling, Aviation, Manufacturing, Telecoms, Transport, Agriculture

Sponsorship benefits



1

LEAD GENERATION

Lead generation campaigns through white paper downloads

Your white papers to be featured run of site (these banners are rotated)

White papers hosted in our dedicated online library

* Number of leads to be determined by the criteria selected

2

THOUGHT LEADERSHIP

Editorial contribution

positioning your organisation as a thought leader

Sponsored monthly digital newsletter with your branding and content

Your white papers to be included in the 'Latest intelligence' section

3

AWARENESS

Your logo featured on print and online sections as the Intelligent Partner

Full page advertisement to appear in the relevant sponsored section

A minimum of two digital banners located in the Intelligent section

Sponsored two-page section in the magazine

BESPOKE PARTNERSHIPS

CAN'T FIND WHAT YOU'RE LOOKING FOR?

Intelligent CIO can tailor a partnership to suit your own requirements. This can be across multiple regions, different technology focuses or just a chance to align with a new corporate message.

Being a young, nimble, digital company allows us to work closely with partners in developing strategic campaigns bespoke to their needs.

CONTACT US for more information about how we can help you.



THOUGHT LEADERSHIP



CONTENT RICH CAMPAIGN



VIDEO CONTENT CREATION



SOCIAL MEDIA SUPPORT



TARGETED REGIONAL CAMPAIGNS



TARGETED COUNTRY CAMPAIGNS

Country technology focus

FOR 2024, *Intelligent CIO* will be highlighting the upcoming technology companies in countries that are showing growth and leading the way in terms of innovation.

The special focus supplements will be shared across ALL *Intelligent CIO* brands, enabling our partners to reach a vast audience across

multiple regions and will provide a new platform where they can showcase their products and solutions.

Partnerships will be limited to six companies per country and include a number of benefits, including brand awareness, content creation and lead generation.

2024 COUNTRY FOCUS INCLUDES:



SOUTH AFRICA



AUSTRALIA



UNITED KINGDOM



BRAZIL



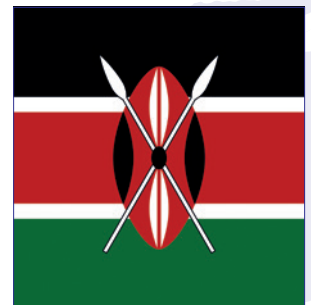
CANADA



UNITED ARAB EMIRATES



FRANCE



KENYA

Special intelligent country partnership US\$6,000.

Reach more than 122 million IT professionals from across key regions for a minimum investment.

Please note additional leads can be included for additional \$.



INTELLIGENT **COUNTRY PARTNER** PACKAGES INCLUDE . . .

01

**FULL PAGE ADVERT**

Full page advert across ALL five regional/country specific *Intelligent CIO* titles.

02

**WEB BANNER**

Web banner to be promoted for one month on all *Intelligent CIO* websites

03

**LOGO ON COVER**

Logo on cover of supplement as Intelligent Partner

04

**FULL PAGE ADVERT**

Full page advert in supplement (supplement to be shared to ALL CIO audiences)

05

**TWO PAGE INTERVIEW**

Two page interview with senior company representative

06

**BANNER ON MAILER**

Banner on mailer promoting supplement

07

**EDITORIAL FEATURED ONLINE**

Editorial featured online and promoted across social media channels of *Intelligent CIO*

08

**30 LEADS**

30 leads through content syndication (country/regional break-up as per your requirements)



Technology focus

FOR 2024, *Intelligent CIO* will be highlighting the new technologies that are becoming an essential consideration and investment for enterprises across the globe.

The special focus supplements will be shared across ALL *Intelligent CIO* brands, enabling our partners to reach a vast audience across multiple regions and will provide a new platform where they can highlight

their innovative solutions and how these solutions will change the way enterprises operate in 2021 and for years to come.

Partnerships will be limited to six companies and include a number of benefits including brand awareness, content creation and lead generation. Position your company as an innovator and a leader in your technology and reach global decision-makers.

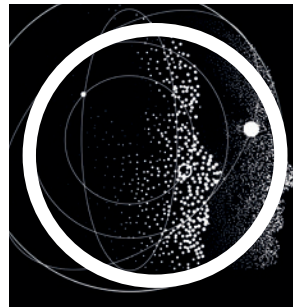
2024 TECHNOLOGY FOCUS INCLUDES:



CLOUD



MOBILE



GENERATIVE AI



DATA CENTRE SOLUTIONS



CYBERSECURITY



GREEN TECHNOLOGY



5G



NETWORKS

Special intelligent technology partnership US\$6,000.



Reach more than 122 million IT professionals from across key regions for a minimum investment.



Please note additional leads can be included for additional \$.



INTELLIGENT TECHNOLOGY PARTNER PACKAGES INCLUDE ...

FULL PAGE ADVERT

Full page advert across ALL five regional/country specific *Intelligent CIO* titles.



LOGO ON COVER

Logo on cover of supplement as Intelligent Partner



TWO PAGE INTERVIEW

Two page interview with senior company representative



EDITORIAL FEATURED ONLINE

Editorial featured online and promoted across social media channels of *Intelligent CIO*



WEB BANNER

Web banner to be promoted for one month on all *Intelligent CIO* websites



FULL PAGE ADVERT

Full page advert in supplement (supplement to be shared to ALL CIO audiences)



BANNER ON MAILER

Banner on mailer promoting supplement



30 LEADS

30 leads through content syndication (country/regional break-up as per your requirements)



Magazine advertising

WE HAVE SEEN MANY IMPORTANT CHANGES in media consumption over recent years, as the market continues to have more trust in advertising in magazines. It seems the power of the printed word still rings true and has great value when companies are evaluating their advertising.

Intelligent CIO can help your business position a brand or product in front of a high-level audience. We provide clients with a plethora of marketing options and packages that can provide excellent value for money. The magazine is distributed in print and digital formats to suit the reader's requirements and help provide our advertisers with better ROI for their spend.

Intelligent CIO reaches more than 10,000 IT professionals with print versions of the magazine. The magazine is also available for our audience to download and is distributed extensively using social media and digital platforms.





Digital advertising

INTELLIGENTCIO.COM PROVIDES VISITORS WITH ALL THE INFORMATION THEY NEED, including the latest news, information and intelligence for the technology sector. It ensures a growing following among the region's IT professionals and the decision makers leading the current innovation upgrades we see happening around us.

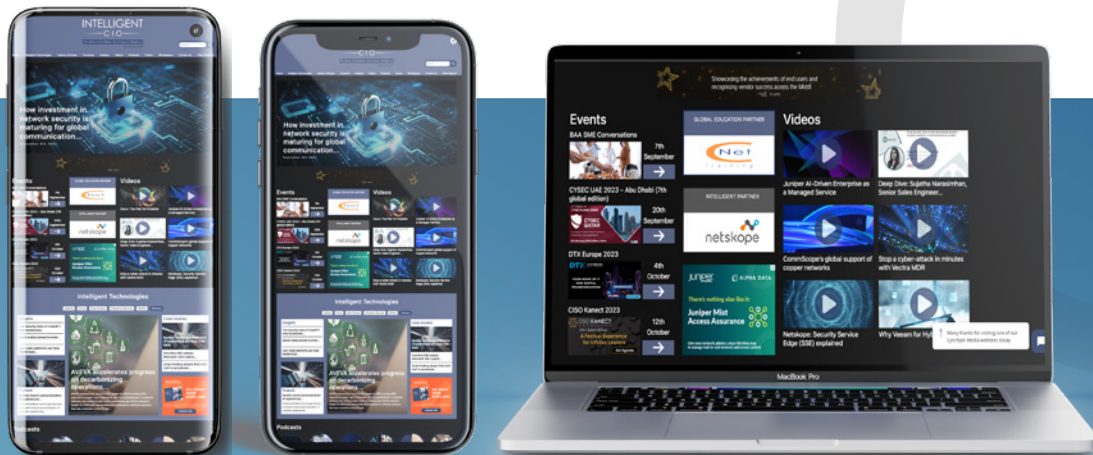
Our digital advertising can help market your company effectively, whether it's a new product launch, rebranding, or to promote an event.

With regular newsletters driving traffic, and visitors downloading our free whitepapers, there are many reasons for visitors to come back to the site daily and see your digital advertising.



For those wanting more bespoke digital campaigns, we are happy to propose ideas that can help set your brand apart from your competition and we aim to produce campaigns that deliver the ROI you expect.

Intelligent CIO is the integrated media platform that provides clients with the tools to grow their business, using our unique lead generation activities, and increase their regional visibility through our media channels.



Editorial plan

PLAN YOUR PR AND MARKETING ACTIVITIES WITH INTELLIGENT CIO; our editorial calendar helps our clients align their messaging with upcoming features. *Intelligent CIO* guides CIOs of Europe, the Middle East,

Africa, APAC, North America and LATAM, with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of vendors, the channel and the all important end user.

AFRICA

	JAN	FEB	MAR	APR	MAY	JUN	JUL
FEATURE 1	African enterprises and AI	Biometric and physical security	Call centres and BPO	Datacentres and HCI	Digital transformation and African enterprises	Energy consumption and IT systems	ERP and business applications
FEATURE 2	Forecasts and predictions 2024 for Africa	5G, 5G+, edge and use cases	Wide area network management	Business continuity	Data storage systems	Digital tools for the hybrid office	Digital twin and use cases
COUNTRY FOCUS	Namibia	Ethiopia	South Africa	Ghana	Kenya	Angola	Egypt
INDUSTRY	Banking	Energy grids	Fintech	Telecoms	Green energy	Healthcare	Manufacturing

APAC

FEATURE 1	Cloud	Digitalization	Networks	Cloud solutions	5G	Mobile	DR & BC*
FEATURE 2	Software	Cybersecurity	Digital Transformation	Storage	Data centers	Ransomware	Digital Transformation
COUNTRY FOCUS	Indonesia	Vietnam	Australia	Singapore	South Korea	Thailand	Vietnam
INDUSTRY	Banking and Finance	Health	Transport	Manufacturing	Energy	Aviation	Hospitality

EUROPE

FEATURE 1	Priorities for 2024	Communication	Data management	Digital Transformation	Customer experience	Green technology	Edge Computing
FEATURE 2	Generative AI	Sustainability	Climate impact	5G	Cyberskills	Data centre solutions	Cloud management
COUNTRY FOCUS	UK	France	Germany	Spain	Italy	Nordic	Turkey
INDUSTRY	Banking and finance	Construction	Education	Telecoms	Healthcare	Retail	Transport

LATAM

FEATURE 1	Cloud	Digitalization	Networks	Cloud solutions	5G	Mobile	DR & BC*
FEATURE 2	Software	Cybersecurity	Digital Transformation	Storage	Data centers	Ransomware	Digital Transformation
COUNTRY FOCUS	Columbia	Brazil	Argentina	Caribbean	Chile	Columbia	Brazil
INDUSTRY	Banking and finance	Health	Transport	Manufacturing	Energy	Aviation	Hospitality

MIDDLE EAST

FEATURE 1	Enterprise forecasts and predictions 2024	Cloud Computing	Data storage and architectures	Trends in cybersecurity solutions	Facilities management and outsourcing	Managing enterprise performance	Managing public cloud
FEATURE 2	DR & BC*	Introducing AI, ML, NLP in the enterprise	Metaverse and use cases	Smart cities and IoT	Securing connected cars and transportation	Mixed reality and use cases	Supercomputers and high performance computing
COUNTRY FOCUS	Turkey	Saudi Arabia	UAE	Lebanon	Jordan	Kuwait	UAE
INDUSTRY	Utilities	Warehousing and logistics	Green energy	Transportation, rail and roads	Manufacturing	Healthcare	Hospitality

N AMERICA

FEATURE 1	Cloud	Digitalization	Networks	Cloud solutions	5G	Mobile	DR & BC*
FEATURE 2	Software	Cybersecurity	Digital Transformation	Storage	Data centers	Ransomware	Digital Transformation
COUNTRY FOCUS	East Coast	Canada	Caribbean	West Coast	East Coast	Canada	Caribbean
INDUSTRY	Banking and finance	Health	Transport	Manufacturing	Energy	Aviation	Hospitality

*Disaster Recovery & Business Continuity



AUG

SEP

OCT

NOV

DEC

Financial applications and payment systems	Migration to cloud	Mobile applications	Trends in cybersecurity solutions	Value added services
Green energy and sustainability	Industrial systems and IoT security	Managing enterprise performance	Managing hybrid cloud	Mixed reality and use cases
Nigeria	South Africa	Tanzania	Uganda	Morocco
Oil and gas	Retail	Telecom	Transportation, rail and roads	Warehousing and logistics

Network Security	Analytics	CIO Strategies	Cloud security	2025 CIOs' priority
Remote working	Modern Workplace	Data security	Cybersecurity	IoT
Malaysia	Philippines	Australasia	China	India
Trade & Logistics	Healthcare	Retail	Banking & Finance	Transport

Digitisation	Automation	State of the CIO	DR & BC*	2025: The CIO's priorities
CIO progression	Security threat	Software	Mobile	Cybersecurity
Netherlands	Israel	Switzerland	Portugal	Belgium
Trade & Logistics	Hospitality	Government	Manufacturing	Energy

Network Security	Analytics	CIO Strategies	Cloud security	2025 CIOs' priority
Remote working	Modern Workplace	Data security	Cybersecurity	IoT
Argentina	Caribbean	Chile	Columbia	Brazil
Trade & Logistics	Healthcare	Retail	Banking & Finance	Transport

Managing enterprise performance	Energy consumption of IT systems	Wide area networks	Workstations and applications	Managing private cloud
Hyperintelligent automation	Digital twins and use cases	Digital tools for the hybrid office	Blockchain and use cases	Big data and predictive analytics
Saudi Arabia	Oman	Turkey	Qatar	Bahrain
Government	Oil and gas	Retail	Telecom	Transportation, aviation

Network Security	Analytics	CIO Strategies	Cloud security	2025 CIOs' priority
Remote working	Modern Workplace	Data security	Cybersecurity	IoT
West Coast	East Coast	Canada	Caribbean	West Coast
Trade & Logistics	Healthcare	Retail	Banking & Finance	Transport



INTELLIGENT CIO GUIDES CIOs OF EUROPE, THE MIDDLE EAST, AFRICA, APAC, NORTH AMERICA AND LATAM, WITH THOUGHT LEADERSHIP, INDUSTRY EXPERTISE, KNOWLEDGE SHARING AND PRACTICAL PLATFORMS.

Brand extension

WE UNDERSTAND THAT WE NEED TO PROVIDE CLIENTS WITH MORE; we are always looking to add additional services to the Intelligent CIO brand. Currently we offer several strategic services that complement Intelligent CIO and the programmes we provide clients.

This is an area we focus on; we continually work towards developing fresh ideas and new ways for our clients to engage with the end user. If you have any requirements that you can't see covered here, then get in touch; we believe a solution can be found and we love collaborating on new initiatives. If it isn't us, then we have a network of partners with whom we often work.



CONTENT CREATION

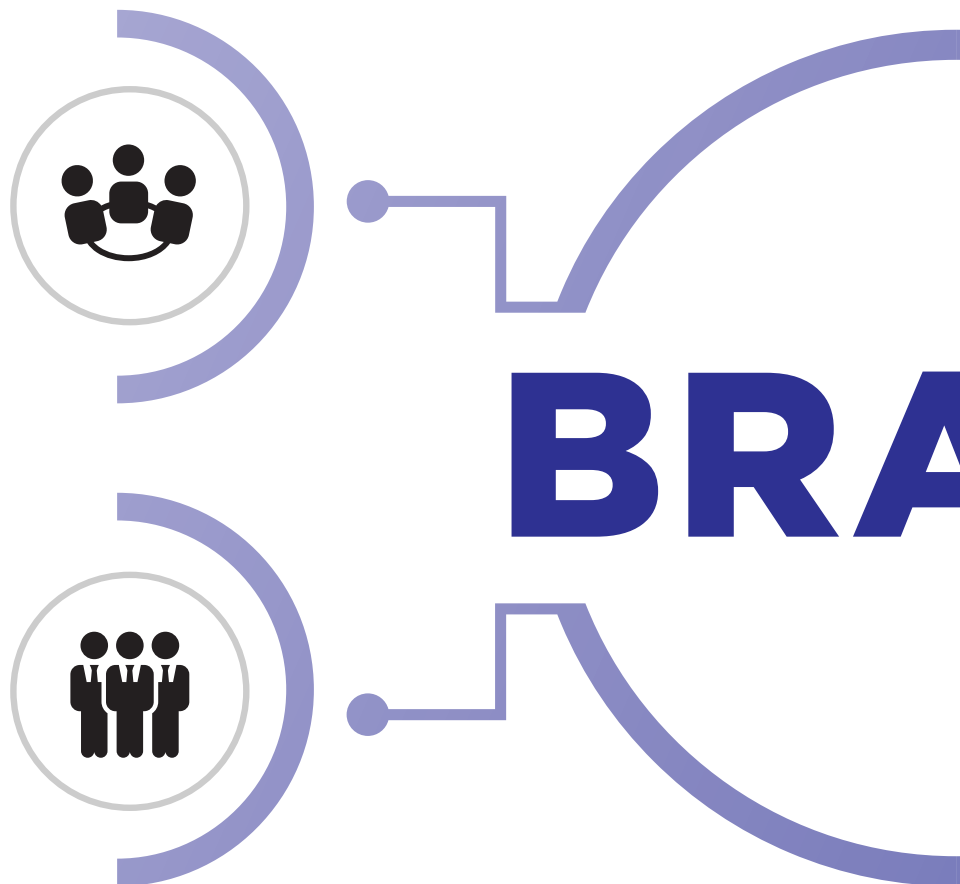
Through our strategic content services, we can create bespoke content packages aligned with clients' key messaging. We'll work with you to build content ranging from surveys and supplements to technical articles and thought leadership.

We also have an exciting range of video content solutions through our Intelligent Briefings brand.



DATA SERVICES

Many of our clients have requested for us to develop a targeted list of IT professionals. These could relate to countries or industries and can be tailored to your specific needs.



VIEW OUR **CXO PRIORITIES** REPORTS

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.

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.

AND

**RESEARCH**

Understanding market trends can help put you a step ahead. We are continually researching what the market is investing in and understanding more about the concerns facing IT decision makers today and tomorrow.

**CXO PRIORITIES**

Engagement is essential and our new CXO Priorities services and series of events will help you achieve this. A mix of research, reports and roundtables ensures the very best results for our partners and provides the platform many need.



GET IN TOUCH

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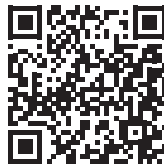


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