

MEDIA KIT 2024

INTELLIGENT
CXO 

A
Lynchpin
Media
PUBLICATION

Expert insight for intelligent business leaders

ABOUT LYNCHPIN MEDIA



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 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.

OUR BRANDS



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 CISO – Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

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 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.

BY UNDERSTANDING OUR AUDIENCE
WE ARE BETTER INFORMED TO
ADVISE OUR CLIENTS AND HELP
FORECAST MARKET TRENDS.

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.

- **Create** original, thought leading content
- **Engage** senior IT and business leaders globally
- **Deliver** powerful campaigns and targeted leads

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

ABOUT INTELLIGENT CXO

Intelligent CXO is an 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 business profiles and expert insight from C-level executives.

Intelligent CXO aims to offer unparalleled advice to the business community and guide business leaders with thought leadership, industry expertise, knowledge sharing and

the latest innovations. It will provide expert insight for intelligent business leaders.

There will also be industry news from the global business landscape and a space to celebrate business growth.

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.



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INTELLIGENT
CXO AIMS TO
REACH OUT TO
THE WIDER TEAM
AT BUSINESSES
ACROSS THE
GLOBE, AS WE
UNDERSTAND
HOW IMPORTANT
IT IS TO WORK
TOGETHER TO
ENSURE FUTURE
GOALS BECOME
A REALITY.

EDITORIAL SECTIONS



LATEST UPDATES:

News affecting you and your business



INDUSTRY UNLOCKED:

A set feature focused on a specific industry vertical



LATEST INTELLIGENCE:

Whitepapers from industry experts



FEATURE 2:

A feature set in accordance with the editorial calendar



TECH TRENDS:

Research and new technology trends affecting businesses



CXO INSIGHT: A case study/profile feature showcasing a business which has enjoyed strong growth, focusing on its management and strategy



INFOGRAPHIC:

A graphic which highlights key research findings or talking points in an accessible manner



INTELLIGENT SECTION: Covering finance, sales & marketing, HR solutions and employee engagement



EDITOR'S QUESTION:

Every month, we pose industry experts a question pertinent to the issues of the day



REGIONAL ROUND-UP:

An update of news from around our regions, including Africa, APAC, Europe, the Middle East and North America



BUSINESS STRATEGY:

Thought leadership from an industry executive



GET TO KNOW:

Q&A with a C-level executive



FEATURE 1:

A feature set in accordance with the editorial calendar



BUSINESS INSIGHTS:

An expert focuses on a topic in the world of business and shares their insights



BUSINESS PROFILE:

Focusing on business growth and success stories



FINAL WORD:

Thought leadership from an industry executive



FEATURE LIST 2024

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

PLAN YOUR PR and marketing activities with *Intelligent CXO*. Our editorial calendar enables partners and clients across EMEA, APAC, North America and LATAM 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.



<p><u>JANUARY</u></p> <p>FEATURE 1 Workforce training</p> <p>FEATURE 2 Financial strategy</p> <p>INDUSTRY UNLOCKED Banking and finance</p>	<p><u>FEBRUARY</u></p> <p>FEATURE 1 The importance of networking</p> <p>FEATURE 2 Employee engagement</p> <p>INDUSTRY UNLOCKED Telecoms</p>	<p><u>MARCH</u></p> <p>FEATURE 1 Women in leadership</p> <p>FEATURE 2 DE&I*</p> <p>INDUSTRY UNLOCKED Cybersecurity</p>
<p><u>APRIL</u></p> <p>FEATURE 1 Business models</p> <p>FEATURE 2 Business culture</p> <p>INDUSTRY UNLOCKED Government</p>	<p><u>MAY</u></p> <p>FEATURE 1 AI in the workplace</p> <p>FEATURE 2 Key marketing strategies</p> <p>INDUSTRY UNLOCKED Education</p>	<p><u>JUNE</u></p> <p>FEATURE 1 Employee wellbeing</p> <p>FEATURE 2 Leadership challenges</p> <p>INDUSTRY UNLOCKED Hospitality</p>
<p><u>JULY</u></p> <p>FEATURE 1 E-commerce strategies</p> <p>FEATURE 2 Customer Experience</p> <p>INDUSTRY UNLOCKED Retail</p>	<p><u>AUGUST</u></p> <p>FEATURE 1 Corporate social responsibility</p> <p>FEATURE 2 Sustainability</p> <p>INDUSTRY UNLOCKED Energy</p>	<p><u>SEPTEMBER</u></p> <p>FEATURE 1 Digital Transformation</p> <p>FEATURE 2 HR management</p> <p>INDUSTRY UNLOCKED Transport</p>
<p><u>OCTOBER</u></p> <p>FEATURE 1 Managing growth</p> <p>FEATURE 2 Upskilling</p> <p>INDUSTRY UNLOCKED Construction</p>	<p><u>NOVEMBER</u></p> <p>FEATURE 1 What makes a good CEO?</p> <p>FEATURE 2 Work benefits</p> <p>INDUSTRY UNLOCKED Healthcare</p>	<p><u>DECEMBER</u></p> <p>FEATURE 1 2025 growth plans</p> <p>FEATURE 2 Branding</p> <p>INDUSTRY UNLOCKED Media</p>

*Diversity, equity and inclusion

AUDIENCE BREAKDOWN

Businesses are under increased pressure to innovate, to be agile and fast-moving and to embrace digital, which makes being a member of the C-Suite more complex than ever. *Intelligent CXO* provides business leaders with the very latest information and intelligence to help them make the important decisions to be able to effectively manage business transformation. The list of business imperatives changes regularly and does not get any smaller.

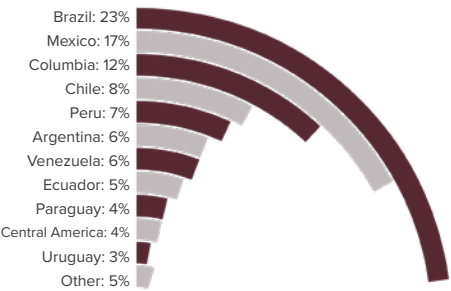
Business professionals continually need to review the landscape and decide on the capabilities needed to compete. *Intelligent CXO* provides the business community in North America, APAC, Europe, the Middle East, Africa and LATAM with the latest news, thought leadership, industry expertise and knowledge sharing to help enterprises make informed decisions. Our

integrated platforms enable the industry to receive the content they need in a manner that suits them.

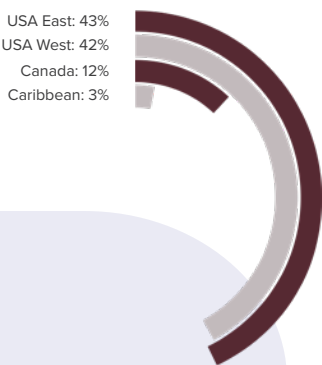
Our unparalleled understanding of this audience is what enables *Intelligent CXO* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms.

Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience. *Intelligent CXO* aims to reach out to the wider team at businesses across the globe, as we understand how important it is to work together to ensure future goals become a reality. *Intelligent CXO* provides an integrated platform that reaches this audience.

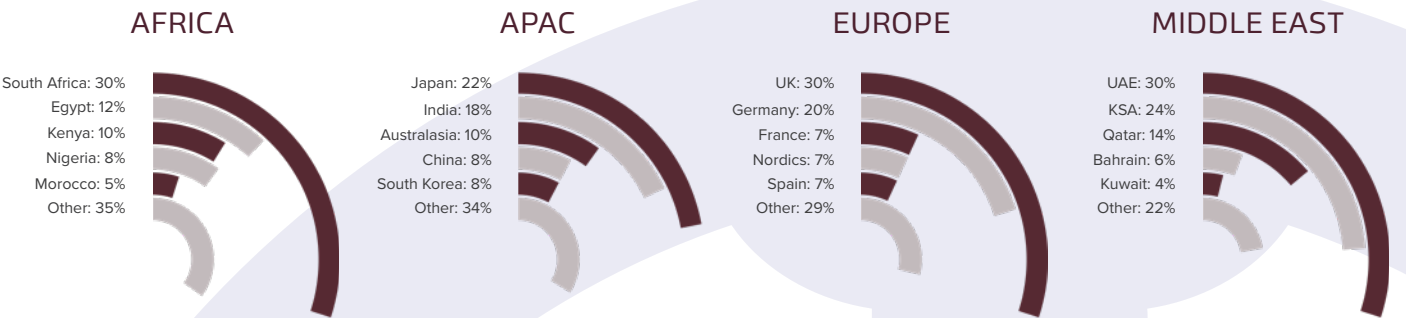
LATAM



NORTH AMERICA



AUDIENCE % BY REGION



AUDIENCE NUMBER

(Each person represents 10,000 people)

Company size



0-100 5%



101-250 17%



Company size

251-500

42%



500+

36%

AUDIENCE NUMBER BY JOB FUNCTION



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.

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.

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DEDICATED
REGIONAL
MAGAZINES AND
WEBSITES OFFER
A WEALTH OF
ADVERTISING
AND AWARENESS
OPPORTUNITIES.

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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INTELLIGENT
CIO
Providing Unparalleled Technology Intelligence

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سي أي أو

CISO

INTELLIGENT
DATA CENTRES

INTELLIGENT
TECH CHANNELS

INTELLIGENT
CXO

INTELLIGENT
SM

INTELLIGENT
fin.tech
Financial insights for professionals

health.tech

INTELLIGENT
POLITICS