CYBER
SECURITY HUB

Reporting On Enterprise
Security In An Insecure World

MEDIA KIT 2020

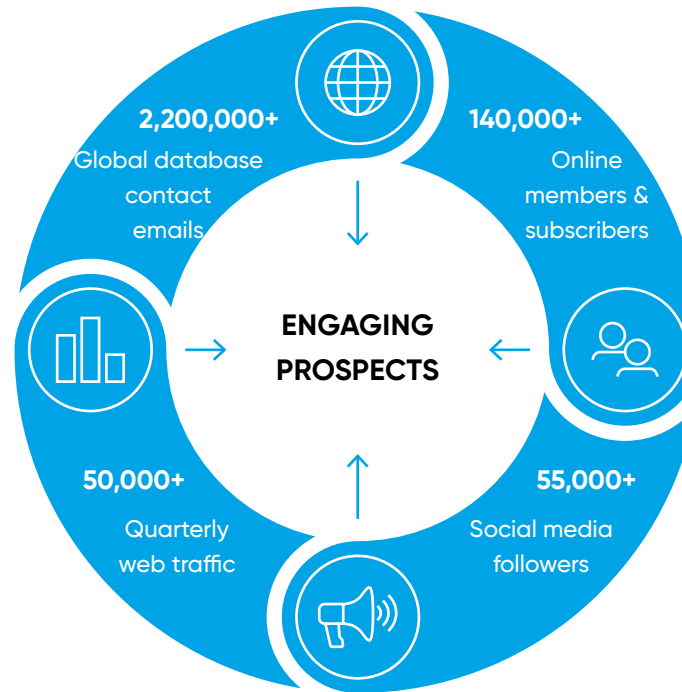Cyber Security Hub is a leading resource for industry research, trend, best practices and news and analysis.

With a community of over 100,000 security-minded executives, our tailored content engages the audience to ensure maximum ROI.
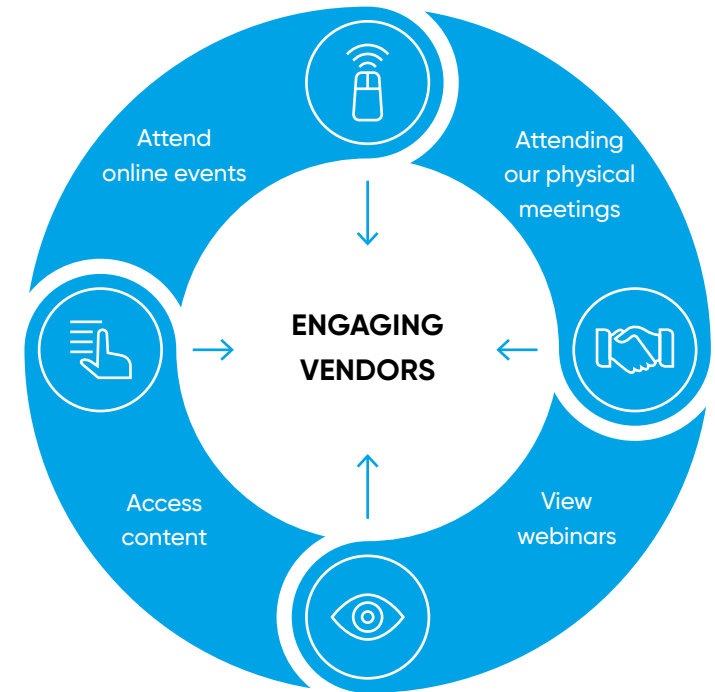
Our partners work with us to amplify their content and position their brand through highly targeted lead generation and thought leadership Omni channel campaigns.

Amplification of Content Across IQPC Digital:

2,200,000+ Global database contact emails

140,000+ Online members & subscribers

50,000+ Quarterly web traffic

55,000+ Social media followers

ENGAGING PROSPECTS

How our Audience Can Engage with Vendors:

Attend online events

Attending our physical meetings

Access content

View webinars

ENGAGING VENDORS

Our Clients Include:

DARKTRACE

thycotic

KnowBe4

AXONIUS

CODE42

proofpoint.

Symantec.

tracesecurity
GRC Simplified...Finally

OneTrust
PRIVACY, SECURITY & THIRD-PARTY RISK

RAPID7

AT&T

Akamai

Carbon Black.

Centrify®

FIREMON

OUR **CYBER SECURITY HUB MEMBERS**

Our audience is comprised of senior-level business executives who are looking for thought leadership and solutions for issues that Enterprise level organizations face. We provide our engaged audience with content to help them in their constant search to improve and secure their business
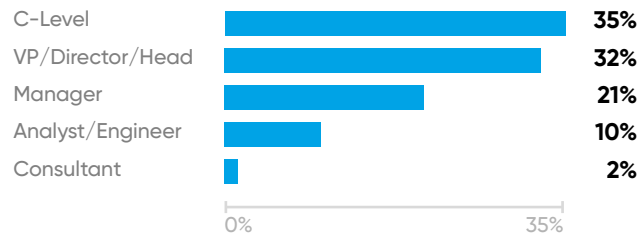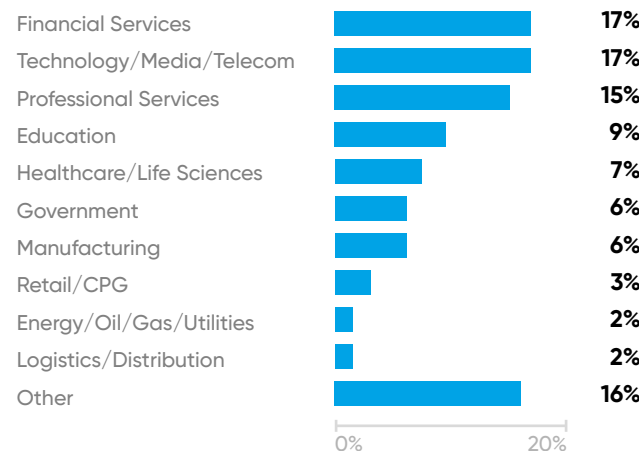
800,000
Cyber Database
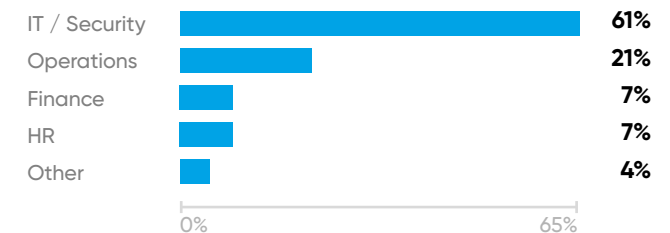
32,000
Cyber Community

5000+
Cyber Followers

Regions:

ANZ	29%	India	6%	China	3%
Singapore	11%	Indonesia	5%	Vietnam	1%
Malaysia	8%	Bangladesh	3%	Myanmar	1%
Philippines	8%	Japan	3%	Taiwan	1%
Thailand	7%	South Korea	3%	Other	11%

Seniority:

C-Level	35%
VP/Director/Head	32%
Manager	21%
Analyst/Engineer	10%
Consultant	2%

0% — 35%

Industry:

Financial Services	17%
Technology/Media/Telecom	17%
Professional Services	15%
Education	9%
Healthcare/Life Sciences	7%
Government	6%
Manufacturing	6%
Retail/CPG	3%
Energy/Oil/Gas/Utilities	2%
Logistics/Distribution	2%
Other	16%

0% — 20%

Function:

IT / Security	61%
Operations	21%
Finance	7%
HR	7%
Other	4%

0% — 65%

Our Members Include:

DELL · AMERICAN EXPRESS · Capital One · gsk · BAYER · Coca-Cola · genpact · H&M · Chevron · Microsoft

BOMBARDIER · bp · BT · AECOM · Allianz · American Airlines · ANZ · BANK OF AMERICA · BARCLAYS · BNP PARIBAS

? Full breakdown of member seniority & job function available on request
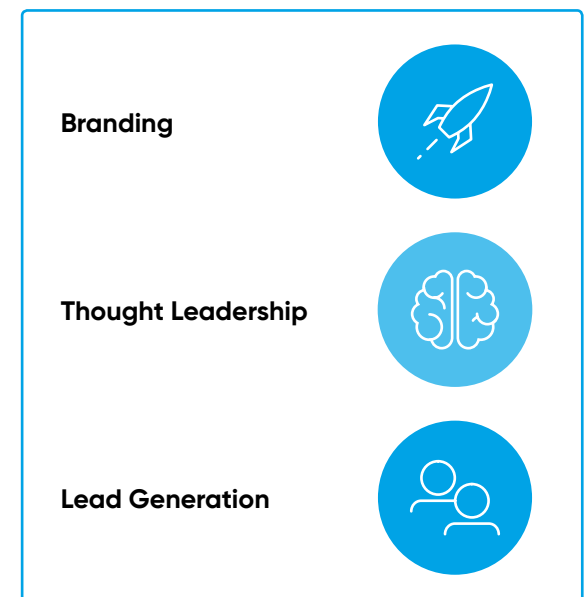
OUR **CYBER SECURITY SOLUTIONS**

As one of the largest cyber security communities, Cyber Security Hub gives our partners a clear voice within a crowded spectrum. We generate thousands of marketing qualified leads through targeted campaigns. We can help you meet your specific business goals and objectives through a variety of fully customizable products and packages.
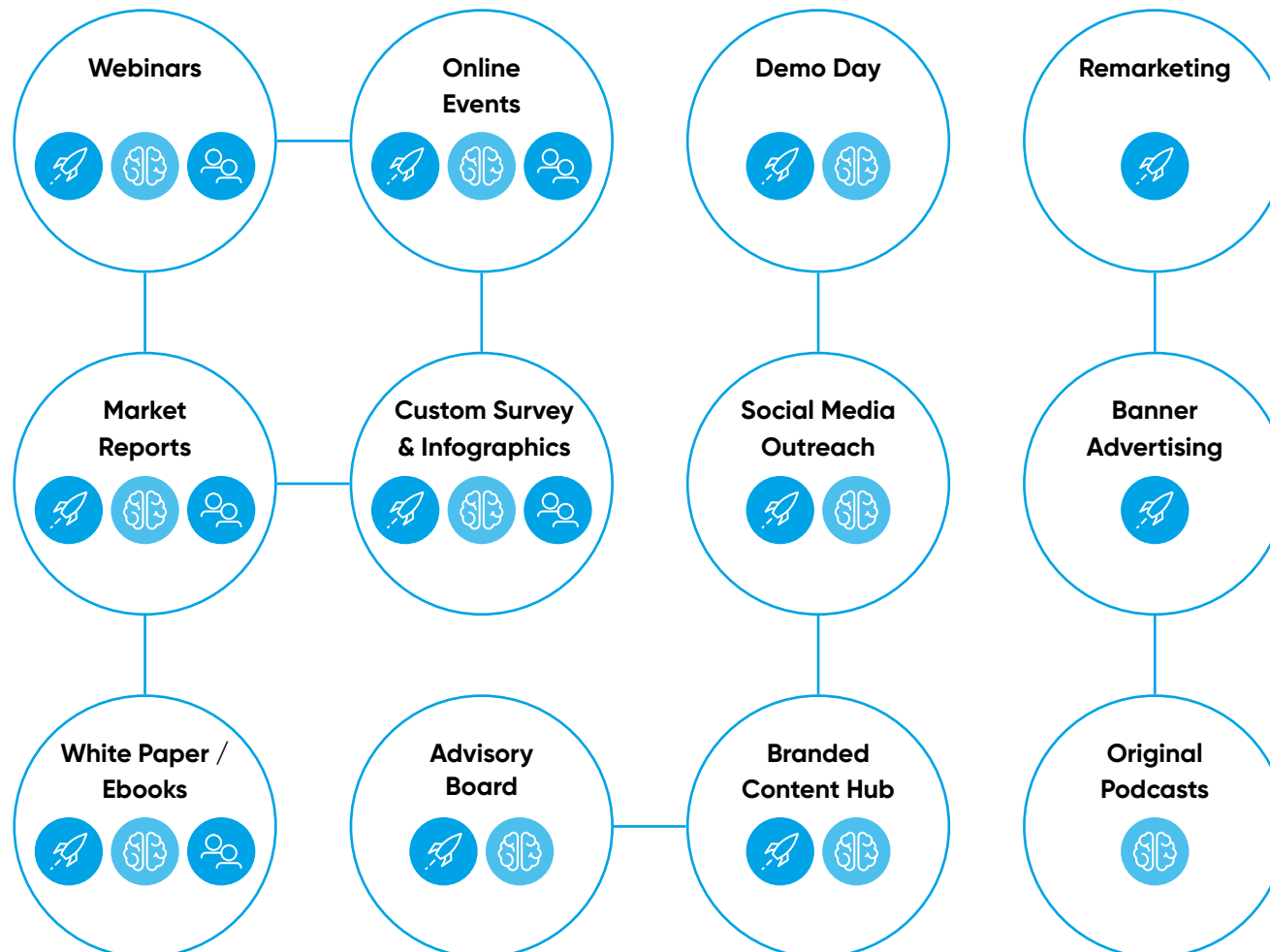
"This is great! Love the format and willingness of the customers to share their experience as well as where they are in their ZT journey. This is very creative and a great initiative and I suggest doing this type of format more!"

Cyber Security Hub vendor partner response to a Power10 video round table

KEY

Branding

Thought Leadership

Lead Generation

Solutions diagram including: Webinars, Online Events, Demo Day, Remarketing, Market Reports, Custom Survey & Infographics, Social Media Outreach, Banner Advertising, White Paper / Ebooks, Advisory Board, Branded Content Hub, Original Podcasts

EDITORIAL **CALENDAR**

JANUARY 2020
- CISO Strategies & Tactics For Incident Response

FEBRUARY 2020
- Threat Intelligence

MARCH 2020
- Enterprise Security Awareness Training

APRIL 2020
- Zero Trust: Inverting The Authentication Model

MAY 2020
- Cyber Standards & Industry Frameworks
- **CYBER SECURITY DIGITAL SUMMIT**

JUNE 2020
- Mid-Year 2020 CISO Priorities And Trends

JULY 2020
- Risk Management Implications From Shadow IT Behavior
- **CYBER SECURITY APAC DIGITAL SUMMIT**

AUGUST 2020
- Cyber Security & Financial Services

SEPTEMBER 2020
- Top 5 Enterprise Cyber Security Myths
- **CYBER SECURITY FINANCIAL SERVICES DIGITAL SUMMIT**

OCTOBER 2020
- Automating Enterprise Cyber Security

NOVEMBER 2020
- Annual Cyber Spend & CISO Trends Survey
- **CYBER SECURITY DIGITAL SUMMIT**

DECEMBER 2020
- Cyber Security Compliance: Getting Ahead In Regulated Markets

KEY

ONLINE EVENT   Market Report

Cyber Security Hub is part of the IQPC Digital network which unites more than 16 industry specific portals which serve more than 1 million opt-in members. Our portals boast key senior decision makers and budget holders amongst their ranks.

Members of our online community receive complimentary access to additional resources such as our growing library of webinars from industry leaders, white papers, tailored research, data products, email newsletters and special member-only digital events.

As well as producing high-quality content for our audience, we power the world's leading B2B real-world conferences and digital events. By working with Cyber Security Hub, you can tap into IQPC Digital's wider membership and global database for a true cross-sector campaign.

Our Reach

9.6M+
Global Database
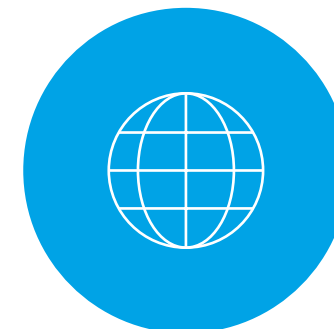
1.2M+
IQPC Digital Subscribers

400K+
Social Media Followers

Our Connected Communities:

AI & INTELLIGENT AUTOMATION NETWORK	BUILDING THE INTELLIGENT ENTERPRISE	Automotive IQ — a division of IQPC	Pharma iQ — a division of IQPC	Pharma Logistics IQ
CCW CUSTOMER CONTACT WEEK DIGITAL	CX NETWORK	CYBER SECURITY HUB	Defence iQ
FPSO Network	HR Exchange NETWORK	Legal IQ	MANAGEMENT MATTERS NETWORK
Oil & Gas iQ — a division of IQPC	PEX PROCESS EXCELLENCE NETWORK	SSON ANALYTICS	SSON
CYBER SECURITY DIGITAL SUMMIT: APAC 2020 — 12 - 15 JULY	CYBER SECURITY DIGITAL SUMMIT: FALL 2020 — NOVEMBER 10 - 12	CYBER SECURITY DIGITAL SUMMIT FOR FINANCIAL SERVICES 2020 — SEPTEMBER 15 - 16	

MEET THE **TEAM**

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GET **INVOLVED**

Our full-service solutions enable your business to quickly organize and execute a content marketing campaign. Our packages include a full suite of production, platform, hosting and audience development services. We provide continuous lead and audience data capture, while delivering a highly engaging experience for viewers.

"As an Editorial Advisory Board member of Cyber Security Hub (CSHub), I find the content provides good insight for CISOs and other IT/Security professionals. As I can find new solution providers through the sponsored programs, I encourage my vendor community to look into them as a partner. Dorene Rettas is the managing director and a good contact to connect with. The CSHub is a great bunch of folks who work very hard to put out relevant and valuable content for us!"

For more information on how Cyber Security Hub is uniquely placed to help you shape and deliver your message to a targeted audience, contact us now.

CONTACT DORENE RETTAS TODAY
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