Where the Cybersecurity Community Goes for Reliable News

Threatpost.com, an independent news site, is a leading source of information about cybersecurity threats, research, and events for hundreds of thousands of IT and cybersecurity decision-makers and influencers worldwide. Threatpost’s award-winning editorial team produces unique and high-impact content including:

- Security news
- Webinars
- Podcasts
- Videos
- Feature stories and more.

We break important original stories, offer expert commentary on high-priority news, and engage with readers to discuss how and why these events matter. Threatpost has been referenced as an authoritative source on information security by leading news outlets including The New York Times, The Wall Street Journal, MSNBC, USA Today, National Public Radio and more.
**AUDIENCE**

**Growth & Engagement**

Continued Growth in Traffic and Visitors

- **119% YOY increase in Monthly Users**
- **88% YOY increase in Monthly Pageviews**
**AUdIEnCe**

- **63% of users** are between the ages of 25 and 44
- **35-54**
- **85% male**
- **236 countries** represented
- **25-44**
- **47% of users** are between the ages of 35 and 54
- **15% female**

**Titles Include:**
- CISO
- VP/Director, Security
- Chief Solutions Architect
- CIO
- CTO
- VP Infrastructure
- VP IT
- Director, IT
- Security Architect
- Security Manager, Risk/Compliance Manager
- IT Director/Manager

**Industries Include:**
- Aerospace
- Agribusiness
- Computer
- Construction
- Cybersecurity
- Defense
- Education
- Energy
- Entertainment
- Financial Services
- Food
- Government
- Healthcare
- Hospitality
- Information
- Insurance
- Law Enforcement
- Manufacturing
- Media
- Retail
- Security
- Software
- Telecom

**Demographics**

- 63% of users are between the ages of 25 and 44
- 35-54
- 85% male
- 236 countries represented
- 25-44
- 47% of users are between the ages of 35 and 54
- 15% female

- 25% C-suite, Officers, or Directors
- 60% Decision-making responsibility for security and/or related product and service purchases
- 81% Influence purchases of security-related products and services
- 32% Work at large organizations with 1,000+ employees

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AUDIENCE

500,000
average monthly users

9,500+
opt-in Threatpost Today enewsletter subscribers

180,000+
Twitter followers

16,000
Facebook followers

69%
visit Threatpost.com daily or weekly

92%
give a Good, Very Good, or Excellent rating for meeting the needs of the industry

85%
give a Very Good or Excellent rating to the Threatpost Today e-newsletter

59%
share what they learn on Threatpost.com often or every time they visit

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OPPORTUNITIES

Overview

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LEAD GENERATION
- Sponsored or Dedicated eNewsletters
- Webinars

NATIVE ADVERTISING
- Microsites
- Sponsored Articles
- Sponsored Podcasts

HIGH-IMPACT ADVERTISING
- Homepage Takeover
- Geo Targeting
- Banners
**Lead Generation - eNewsletters**

**Dedicated eNewsletter**
With 100% SOV, a dedicated eNewsletter will get your custom message and content in front of our professionals, providing both branding and lead generation opportunities.
- **45% Open Rate**
- **7 - 11% CTR**

**SPECS**
Logo and up to three 100 word lead-ins with live links to Sponsor registration page for whitepapers, reports, videos, webinars etc.

**Single-Sponsor eNewsletter**
These daily Threatpost eNewsletters highlight the most current cybersecurity news, threats, research and events. Exclusive sponsorship provides 100% SOV.
- **63% Open Rate**
- **Average Sponsor message CTR: 1.3%**

**SPECS**
Your logo, tagline and 150 character message with live link to your content.

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Webinars

Webinars are an effective lead generation and content marketing tactic, especially for those that want to establish thought leadership in their category.

- Sponsor’s expert or executive can participate as a presenter or panelist
- Topics focus on areas of high interest to the infosecurity and cybersecurity community
- Attendees include those at every level of corporate responsibility
- Generate up to 500 leads, 277 on average
- Post-live registrations are delivered to Sponsors
Microsites

Threatpost Spotlight microsites allow Sponsors to promote their own content on a sub-domain of Threatpost.com. These specialized, branded pages present a collection of content provided by a Sponsor with live links to the Sponsor’s site. Microsites offer sponsors the opportunity to:

• Reach a new, targeted audience demographic
• Lead users to perform a specific, valuable action such as signing up for emails or download a whitepaper

Sponsored Podcasts

Sponsorship of a related topic, featuring your expert or executive, or an industry expert chosen by Threatpost editors.

• 15-second pre-roll
• 30-second mid-roll
• Tweet to 180,000+ Threatpost Twitter followers

“Providing a reputable, trustworthy source of news and information for today’s security professionals, the Threatpost Podcast Series is a must-add to any serious security pro’s listening queue.”

— From Digital Guardian’s 35 of the Best Information Security Podcasts to Follow in 2019

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Sponsored Articles

Sponsor-provided articles deliver the Sponsor’s informative message to the Threatpost audience.

- Associate your brand with Threatpost’s premium content
- Establish your brand as a thought leader
- Present your research to a highly targeted audience

EDITORIAL GUIDELINES

Threatpost editorial standards follow IAB guidelines for disclosure:

- 500-750 words per article.
- Original, exclusive content only; topics related to Threatpost content
- Articles are identified with language that conveys that the advertising has been paid for by a sponsor.
OPPORTUNITIES

Advertising - Native

Banners and Re-skins

- Billboard (970 x 250)
- Mobile Banner (320 x 50)
- Leaderboard (728x90)
- Medium Rectangle (300x250)
- Tower (300 x 600)
- Re-skin (1920 x 766)

Geo-Targeting

Enhance your banner advertising impact and results by targeting geographic locations.

Homepage Takeover

- Promote new product launches, events, and time-sensitive offers.
- Drive traffic to whitepapers, reports, and research.

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Contact us to learn more about how Threatpost can help you find your next customer.

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