INFORMATION SECURITY BUZZ

2024 Media Kit

This is Information Security Buzz

We are an independent resource that delivers expert commentary, analysis, and opinions on the latest cybersecurity news.

Our content is sourced from industry leaders and cybersecurity experts. It is thoroughly reviewed and selected to provide our readers with current threat trends, technical insights, practical solutions, hot topics, and global news.

As of June 2024, Information Security Buzz is under new ownership and managed by the cybersecurity marketing firm Bora Design.

Learn more about Bora: https://welcometobora.com/

Key stats about Information Security Buzz

56
Domain Authority

923
LinkedIn Followers

6K
Facebook Followers

8.5K
Newsletter subscribers

20.4K
X Followers

Our Services

Our advertising services are designed to help you elevate your business, whether that's to generate brand awareness, PR exposure, gain important backlinks to pages on your website, or promotion of an important webinar, our team is here to help.

Keep reading to learn more

Our Services

1 - Publishing bylines or blogs

If you work in the cybersecurity industry and want to contribute to our platform, we offer the ability to publish independent thought-leadership content free of charge. Whether that is covering breaking news, an opinion piece, or a particular topic, we want to hear from you.

Cost: There is no cost, providing the copy meets our editorial standards. However, we cannot guarantee publication, as space on the front page depends on the number of news submissions we receive on the day.

We do offer guaranteed publication of sponsored content that will be published on our front page and in relevant categories, these are published as promoted pieces.

2 - Blogs for backlinks

Getting backlinks from relevant websites can elevate pages on your website. If done correctly, this is a great SEO opportunity. We allow one do-follow link per post, but the content must meet our editorial guidelines.

Cost: $250 per blog (discounts available for bulk purchases)

Our Services

3 - Event, webinar or podcast promotion

At Information Security Buzz, we can promote your upcoming events, webinars or podcasts through our social media channels or newsletter. We also offer an editor's feature article promoted on the website.

Cost: $300

4 - SEO Landing Pages

Whether it's creating specific pages to target keywords aligned to your business or a page that focuses on your brand directly – we can help create content that will get found by search engines and elevate your brand. The value of having an independent publication talk about your brand shouldn't be underestimated.

Cost: $1000

Our Services

5 - Featured Writing

Information Security Buzz is powered by Bora Design, a specialist cybersecurity marketing agency. We offer both content creation and distribution, so if you need help with writing featured content to be published on the website, our team can take care of that work for you.

Cost: $300

Sponsored Content

Sponsored content is a form of native advertising that blends with the surrounding content on a webpage. In essence, it is advertorial content designed to integrate naturally with its platform, appearing as a part of the site rather than an intrusive ad.

Why is sponsored content a popular form of marketing?

- **Enhances Credibility:** Sponsored content boosts your brand's credibility and trustworthiness when placed alongside content that viewers already appreciate.
- **Improves User Experience:** Instead of disrupting the user experience, sponsored content enhances it.
- **Non-Interruptive Exposure:** Unlike most paid media, which tends to be interruptive, sponsored content offers a rare opportunity to pay for exposure without disrupting the audience.
- **Versatile Formats:** Sponsored content can take on various formats and types of media.
- **Mutually Beneficial:** It benefits both the content creator, who receives funding, and the product creator, who gains access to the content creator's audience.

Cost: $ on request depending on your brief

Banner Advertising

Banner advertising is a powerful digital marketing strategy that uses visually engaging graphics to promote products or services across websites and apps. It offers brands a way to increase visibility, drive traffic, and generate leads through strategic placements.
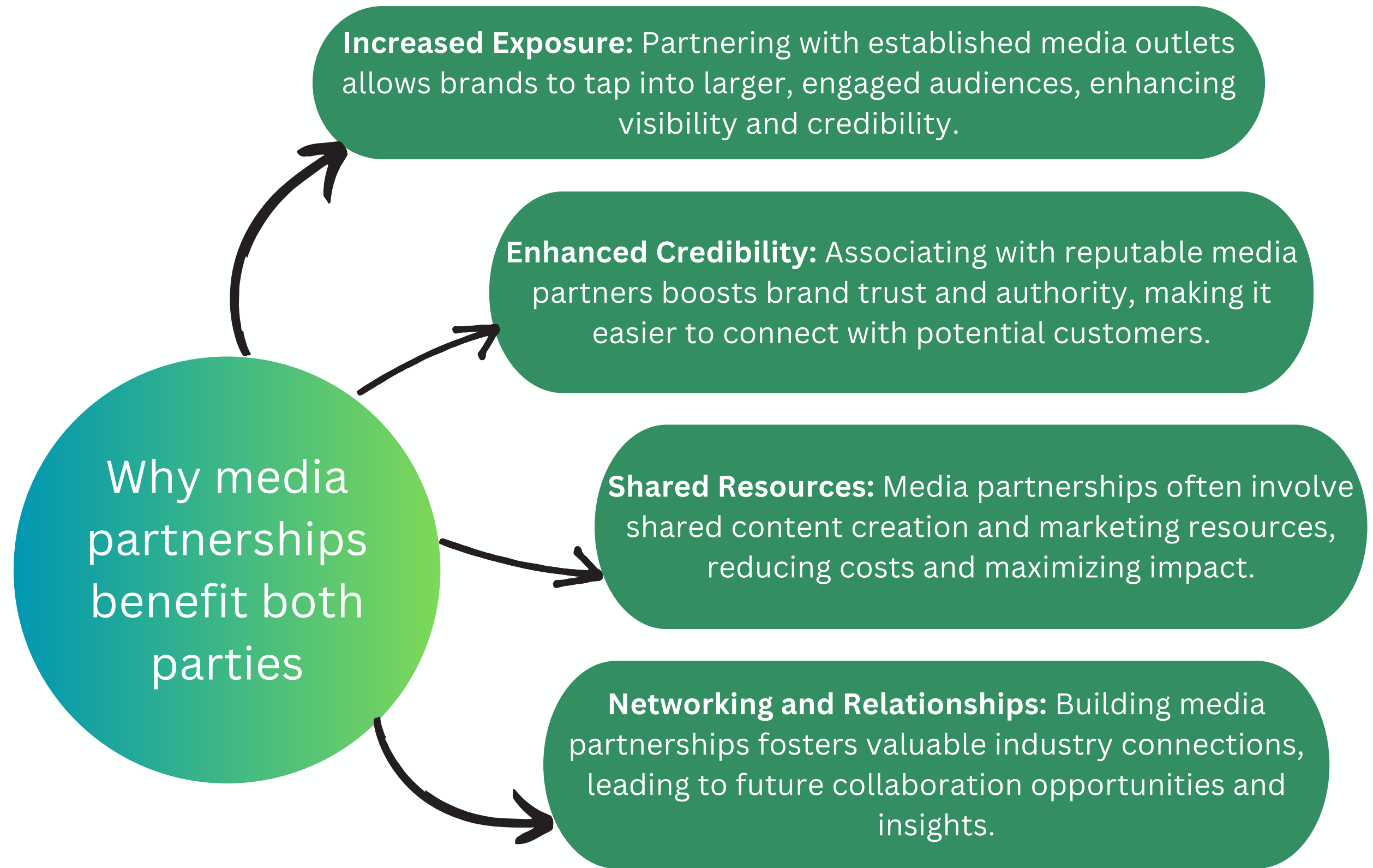
What are the benefits of banner advertising?
- **Targeted Advertising:** Advanced targeting options allow businesses to reach specific demographics based on interests, behavior, and location.
- **Brand Awareness:** Consistent visibility helps reinforce brand identity and recognition among potential customers.
- **Engagement:** Eye-catching designs and compelling calls-to-action can lead to higher click-through rates and audience interaction.

Cost: Starting at $100 per month

Media Partnerships

Media partnerships are collaborative agreements between businesses and media organizations that leverage shared resources to enhance brand visibility, reach target audiences, and achieve mutual marketing goals. These partnerships can take various forms, including sponsored content, co-branded campaigns, and event collaborations.

Why media partnerships benefit both parties

Increased Exposure: Partnering with established media outlets allows brands to tap into larger, engaged audiences, enhancing visibility and credibility.

Enhanced Credibility: Associating with reputable media partners boosts brand trust and authority, making it easier to connect with potential customers.

Shared Resources: Media partnerships often involve shared content creation and marketing resources, reducing costs and maximizing impact.

Networking and Relationships: Building media partnerships fosters valuable industry connections, leading to future collaboration opportunities and insights.

Cost: $ on request depending on your brief

Guidelines

At Information Security Buzz, we want to ensure we maintain a high-quality caliber of content on our website. With that in mind, we do have specific guidelines you need to follow when submitting articles and all submissions will be at the discretion of our managing editor.

To learn more, click here.

Contact Us

- For all media enquiries, please contact our managing editor at editor@informationsecuritybuzz.com

- For any content marketing enquiries, please contact us at marketing@informationsecuritybuzz.com

- Sign up for our newsletter here: https://informationsecuritybuzz.com/newsletter/

- Follow us on <u>LinkedIn</u>, <u>X</u> and <u>Facebook</u>.

Need more Help?

If you want to benefit from promoting your brand on Information Security Buzz but don't have the time or resources to create the content, you can leverage the services of cybersecurity marketing agency Bora Design to make this easy and efficient for you.

Bora's services include:
- Content creation (blogs, whitepapers, eBooks)
- Pillar pages
- Digital PR
- Campaign kits
- Customer advocacy
- Employee advocacy
- Social media management
- Paid social media advertising
- Email marketing
- Graphic design

All you need to do is email a simple overview of your requirements to: info@welcometobora.com