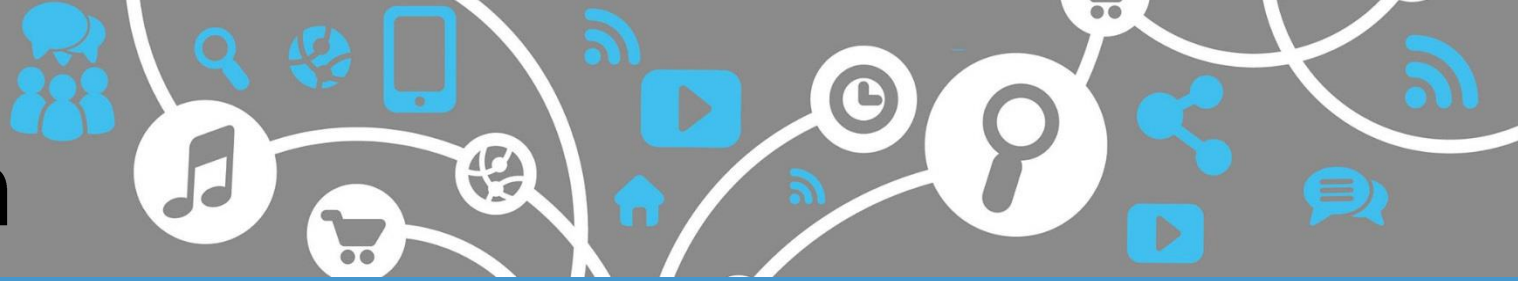


PARTNER PROGRAM KIT



Introduction



We now have unprecedented access to information at work, at home and on the move. For marketing teams it's getting harder to be heard, gain exposure and generate awareness.

Are you:

- **Finding it difficult to get your corporate news published?**
- **Wasting time pushing out press releases for no exposure?**
- **Is your social media all one way traffic?**
- **Are the costs of advertising scarily expensive?**

Dedicated to forging new partnerships, broadening relationships and connecting people, Information Security Buzz is a forum for knowledge sharing, with the aim of encouraging debate and promoting interesting educational content across the infosec industry.



Our approach is to turn enhanced thought leadership into awareness and lead generation.

Partner with us



Why should you become an ISB Partner?

- **Get access to our team who'll work with you to publish your content**
- **Save time knowing that your content marketing is taken care of**
- **Improve your social reach as we share your content with our community**
- **Benefit from the low cost of being a sponsor partner**

When you become an ISB Partner, you provide the material, but we take care of the content marketing.

Working with you, we take your thought leadership and promote it through our website and social media channels, giving you greater reach and generating more awareness.

Through our very active social media presence we promote external links, shares and likes, driving readers back to your website content, landing pages or data capture forms.

Our social media savvy approach can give your marketing a boost



Audience



In less than 6 months we've grown an incredible community, which is set to increase hugely in 2014.

The primary target audience comprises:

- **Senior IT decision makers (C-level, Directors)**
- **Security and Network Managers**

We also have strong relationships with key influencers in the community who like our innovative content, which has been shared across a global audience.

In July, we published our 'Top 25 Female Infosec Leaders' list which gained huge awareness for the contributors and is still being promoted and shared today.

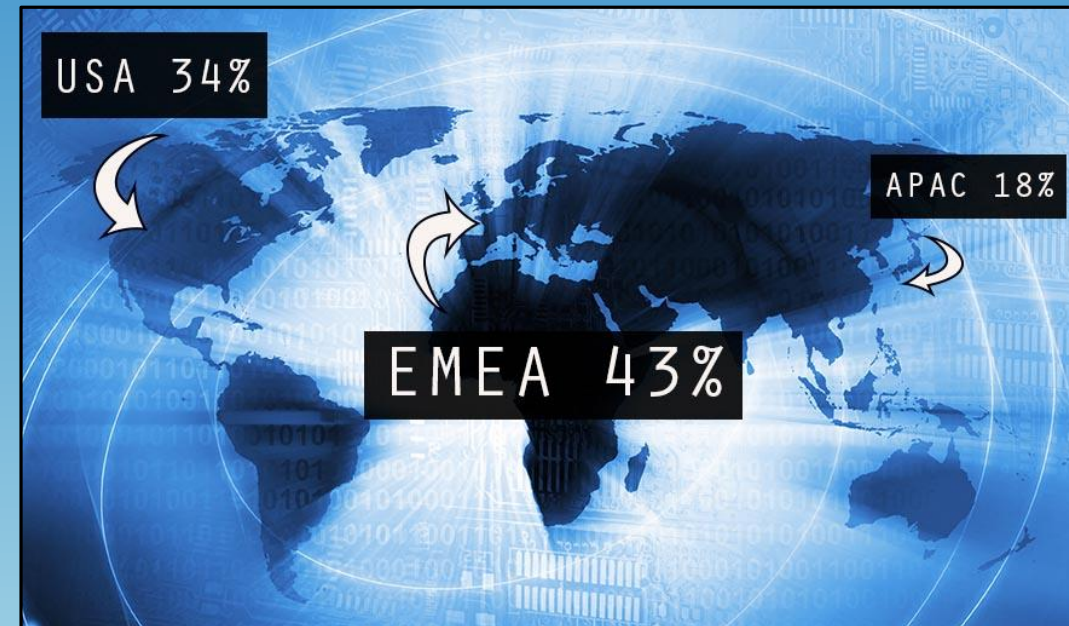
Top 25 Female Infosec Leaders To Follow On Twitter

Information Security **BUZZ**

✓ **3500+ page views**

👍 **381 Facebook likes**

🐦 **222 Twitter mentions**



Overall site visits by location

Use our community as a catalyst to share your content and promote your business.

Sponsorship



We have a selection of partner sponsorship opportunities based on a flat rate campaign.

Company Directory Listing

Your company logo, 50 words of text, contact information & website links.

Banner Advertising

Leaderboard or MPU banners can be placed on run of site or specific positions on the home page, news or news sub category pages.

Content Marketing

You provide an original article of between 300-700 words, we create a website feature and promote the article via all social channels, plus include a summary in our regular e-newsletter round up.

Press Release

You provide one original press announcement or blog post summary of 250 words, we create a website feature and promote via all social channels, plus include a summary in our regular e-newsletter round up.

EXCLUSIVE TO GOLD SPONSORS ONLY

Expert Panel Sponsorship

Your branding featured on Expert Answers page, including leaderboard and MPU banners

Expert Panel participation – over the 3 month sponsorship period you get:

- Month 1 - Submission of your question to the Expert Panel
- Months 2 & 3 - Your nominated spokesperson included as an Expert Panel guest

Note - All Expert Panel content is posted socially and has high share rates.

We can also offer tailored marketing packages based on a specific requirements such as content creation, sales lead generation, raising awareness, event management, improving social reach or community development.

Costs



	Company Directory listing	Banner advertising	Content marketing	Press Release or blog post	Expert Panel sponsorship	Package costs*		
						GBP	Euro	USD
Bronze Partner	Logo, 50 words & links	MPU on News sub category page	1 article - web feature & social promotion - per month	1 article - web feature & social promotion - per month	X	£450	€ 540	\$675
Silver Partner	Logo, 100 words & links	MPU on News sub category page	2 articles - web feature & social promotion - per month	2 articles - web feature & social promotion - per month	X	£750	€ 900	\$1.125
Gold Partner	Logo, 150 words & links	MPU on home page & Expert Answers	2 articles - web feature & social promotion - per month	2 articles - web feature & social promotion - per month	Ask a question Panel guest spot	£1.500	€ 1.800	\$2.250

** Introductory rates for 3 month campaign*

Get involved. Contact us now.

For more information please contact [**joe@informationsecuritybuzz.com**](mailto:joe@informationsecuritybuzz.com)

Or connect with us through any of our social channels.



[**infosec@informationsecuritybuzz.com**](mailto:infosec@informationsecuritybuzz.com)

[**informationsecuritybuzz.com**](http://informationsecuritybuzz.com)

