



# CSO

FROM IDG

## MEDIA KIT

Digital • Events • Marketing Services • Community





## Business Risk Leadership

Organizations continue to face security risks and obstacles threatening their success and prosperity. Security departments need products and services to address these challenging times. CSO continues to be the single resource that connects security buyers and sellers, helping to make them both successful.

Identifying and gaining access to the person with the authority and budget to purchase your products or services can be a difficult task. Addressing customers' needs and closing the sale can be even more challenging. Security purchases almost always require the CSO's buy-in, and many layers of security decision-makers are involved in the recommendation process. CSO's marketing channels provide access to this wide group of end-users in an effective way to help accelerate the sales cycle.



**BOB BRAGDON**  
PUBLISHER, CSO

**“ Risk and compliance have become a constant force driving security practices and spending within the enterprise. As the security role continues to evolve and become more of a business requirement, CSO is there to share best practices and insight.**

**Since our launch in 2002, CSO has evolved with the demands of the role to remain the primary resource for this highly influential audience through a highly valued website, award-winning editorial, industry leading events and timely research, creating a community of knowledge and best practices. ”**



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## CSO Role

### Organizations with a Dedicated CSO/CISO

- **66%** Enterprise organizations
- **24%** SMB organizations

SOURCE: 2017 IDG ENTERPRISE SECURITY PRIORITIES SURVEY

### CSOs Top Areas of Involvement

1. **Access control systems**
2. **Endpoint Security**
3. **Intrusion detection/prevention**
4. **Firewalls/Next-generation firewalls**
5. **Application security**
5. **Encryption**

SOURCE: CSO AUDIENCE PROFILE SURVEY, 2017

### Top Information Resources for CSOs

CSO provides access to the information CSOs need in the resource type they rely most on.

1. Security/technology content sites
2. White papers
3. Webcasts / webinars
4. Peers outside your company

SOURCE: IDG ENTERPRISE ROLE & INFLUENCE OF THE TECHNOLOGY DECISION-MAKER STUDY, 2016



## MAKING IT SECURITY & PHYSICAL SECURITY DECISIONS

**48%**  
Both IT and corporate/physical security decisions

Enterprise	<b>40%</b>
SMB	<b>56%</b>

**41%**  
IT security decisions only

Enterprise	<b>48%</b>
SMB	<b>33%</b>

**4%**  
Corporate/physical security decisions only

Enterprise	<b>4%</b>
SMB	<b>4%</b>

**7%**  
None of the above

Enterprise	<b>7%</b>
SMB	<b>6%</b>

SOURCE: 2017 IDG ENTERPRISE SECURITY PRIORITIES SURVEY

## Snapshot of the CSO Audience

### CSOonline.com Audience

Trusted digital resources for security decision-makers...

- **786,000** average page views per month
- **395,000** monthly unique visitors
- **\$128 million** average security budget<sup>1</sup>
- **\$6.7 billion** average company revenue<sup>1</sup>

SOURCE: OMNITURE, 6 MONTH AVERAGE, JULY-DECEMBER 2016; <sup>1</sup>CSOONLINE.COM SITE PROFILE SURVEY, 2017

### CSO Event Attendees

The preferred venue for networking with security decision-makers...

- **Hundreds of CSO and security decision-maker attendees** across the national conferences, regional seminars, Pipeline Dinner Programs and executive roundtables.
- **\$29.2 million** average annual security budget
- **\$9.1 billion** average company revenue
- **23,000** average number of employees

SOURCE: CSO50 EXECUTIVE SUMMARY, 2016

For more information about the CSO audience, please visit: [www.IDGEnterprise.com](http://www.IDGEnterprise.com).

## SECURITY BUDGET



During the next 12 months, **95%** of security decision-makers **expect their security budget to increase or remain the same**, showcasing the importance of security for businesses.

SOURCE: 2017 IDG ENTERPRISE SECURITY PRIORITIES SURVEY



# CSO Editorial Mission

CSO targets all of its information resources (digital, conferences and more) at keeping security decision-makers ahead of the evolving threats and challenges to their businesses. CSO equips security end-users confronting all operational risk management disciplines—corporate and IT security, fraud and loss prevention, privacy, business continuity and more—with information of unparalleled depth and insight in support of their decisions and investments. CSO helps its audience create safer and more profitable enterprises. We continually invest in that audience and the security market by conducting original research, providing tools for benchmarking and creating the most effective security strategies.

## TIMELY CONTENT

“ The levels of articles indicate a direct pulse of the struggles of CSO and CISO people in the work place. ”

CSOONLINE VISITOR



## BEST RESOURCE

“ [I read CSO] to keep tabs on the CSO ‘industry’ and to use articles to persuade executives to invest in new technology/ methodology. Succinct articles that seem to have less personal opinion rather than just the facts. ”

CSOONLINE VISITOR



## INNOVATIVE SITE

“ Structure of articles are business, but with sufficient technical content to help in meeting/addressing issues presented by non-tech business executives. ”

CSOONLINE VISITOR





# Thought Leadership & Actionable Insights

Backed by an award-winning, dedicated editorial team with deep knowledge of security issues, CSO provides security decision-makers (from CSOs to security managers) and business leaders with high-level information, best practices and strategic insight, helping them balance the security of their enterprise with the pursuit of business opportunity.

We continually recommit ourselves to unearthing pressing IT and corporate/physical security topics and trends for top security decision-makers. Since our launch in 2002, CSO continues to explore changes in the security world through research and strategic partnerships, including the CSO/CIO/PwC Global Information Security Survey. CSO is able to provide tools to benchmark security spending; strategies to help CSOs do their job better, smarter and safer; and market intelligence for security marketers.

Our thought leadership, long-standing commitment to educating security-focused decision-makers about the importance of security and access to security experts, uniquely positions us to understand the challenges facing security decision-makers and create information resources for them. The CSO portfolio reaches all influencers throughout the security buying cycle, allowing our readers the opportunity to create the vendor short list, demo products or sign-off on new initiatives as well as research their peers' best practices.



## Security Smart

From the editors of CSO, Security Smart is a quarterly newsletter that provides personal and organizational security awareness tips that all employees can learn from and implement.

To read a sample issue and learn more, visit: [www.securitysmartnewsletter.com](http://www.securitysmartnewsletter.com)



# Converged Media and Marketing

**Explore marketing opportunities with the world's most trusted security brand.**

Marketing tools and distribution channels may evolve, but a strong and integrated marketing strategy still starts with building campaigns and promotions that promote key messaging through converged media channels—paid, earned and owned.

Our brand portfolio offers many options for engaging your prospects and customers through converged marketing, an approach that leverages your integrated marketing efforts through content, community, conversation and commerce, across converged media channels to showcase your solutions and accelerate your marketing results. This portfolio supplies you with the tools you need to connect with your target audiences no matter where those audiences are, and what platform or device they are using.

Explore our diverse product offerings. Or go directly to the product library at:  
[www.idgenterprise.com/product-library](http://www.idgenterprise.com/product-library)



## Integrated Media

Align your message with our must read content through digital advertising, native and topical deep dive sponsorships.



## Events

Foster peer relationships and join the conversation by sponsoring an event, or create your own custom event.



## Targeting

Target customers, and create new leads strategically, and scale appropriately, using our unparalleled 1st party data and branded sites.



## Alliance Marketing

Together, let's bridge your messaging with unified content, social engagement, events and training.



## Marketing Services

We are here to help you elevate your content, craft thoughtful assets and scale your reach across our media channels and beyond.



## Sales Enablement

Marketing and sales alignment is critical to ensure a smooth transition from "lead" to customer. We can help you enable sales for success.

# CSO Marketing Channels

CSO surrounds North America's top security decision-makers with the information resources they rely on. Our loyal visitors access information through CSOonline.com regularly, CSO e-mail newsletters, face-to-face conferences and marketing services vehicles.

With CSO you reach and influence the most important executive security decision-makers controlling enterprise-wide corporate/physical and IT security policies, standards, business practices and vendor selections. Let CSO customize an integrated program for you to reach our audience of influential security executives in the public and private sectors.

**TRENDING:** Phishing · Patch management · Cryptolocker · Payment card security · Resources/White Papers

**Most read:**

- Applications without Constraints - Learn about F5 Synthesis
- Post-TMG: Securing Internet Facing Microsoft Apps
- The DDoS Threat Spectrum
- The Opportunities and Challenges of the Cloud

**Articles:**

- April 1, 2014 2:30 PM: **Talking Insider threats at the CSO40 Security Confab and Awards**
- March 28, 2014 2:13 PM: **What's quality got to do, got to do with it?**
- March 28, 2014 8:10 AM: **Dark Web: An ever-more-comfortable haven for cyber criminals**

**NEWS:** April 1, 2014 11:13 PM: **IE easily beats Chrome, Firefox, Safari in malware detection**

**FEATURE:** **Teen cyberbullying grows with 'anonymous' social**

**CSO Daily Dashboard:** LATEST SECURITY ALERTS, News feeds and alerts for enterprise security, continuity, and safety. Includes sections for Security news - CSOonline, Weather alerts - weather.com, and Get customized updates by email.

**CSO Update:** SaaS, PaaS, and IaaS: A security checklist for cloud models. Speed Less on Email Security. Earn \$15 GC.



## SPEED UP YOUR SALES CYCLE WITH CSO

The average enterprise large technology/security purchase, from a familiar vendor or a vendor that IT/security executives have experience with, takes an average of **3 MONTHS LESS** to finalize than the same enterprise IT/security purchase, when made from a vendor that IT/security executives are not familiar with or do not have experience with.

Dramatically improve your sales cycle by reaching out to the security executives that make purchase decisions with CSO.

SOURCE: IDG ENTERPRISE ROLE & INFLUENCE OF THE TECHNOLOGY DECISION-MAKER STUDY, 2014



# CSOonline.com

CSOonline.com reaches a large community of security decision-makers that search for answers to security issues and concerns through articles, peer experiences, White Papers, webcasts, video, vendor content and more. These security end-users are regular visitors to the website because of the continuous upload of thought-provoking, web-exclusive content.

## Content Channels

- Business Continuity
- Data Protection
- Identity & Access
- Physical Security
- Security Leadership
- Tools & Templates

## Columns & Departments

- **Translating Security Value:** How to change behaviors by making security make sense. Explore translating value, effective communication, influence, measurement, and leadership issues.
- **CSO Daily Dashboard:** CSO's online Daily Dashboard is a quick glance at the day's news, safety alerts, and vulnerability disclosures.
- **Salted Hash blog:** IT security news analysis, fresh every morning.
- **Leading Edge blog:** Change management, staff development and more leadership topics.
- **Events:** Educational and networking opportunities for CSOs.
- **Movers & Shakers:** A who's who guide to security executives moving up the ladder.
- **CSO Security Recruiter Directory:** To find the right security job or hire the right candidate, you first need to find the right recruiter.





# Online Branding & Lead Generation Opportunities

CSOonline.com needs to be a key tool in your company's marketing mix. With 395k unique visitors per month, your opportunities for client exposure, via a variety of carefully targeted online opportunities, can lead to the client-conversion results you need from your marketing and business development investment.

CSOonline.com's portfolio of rich media and interactive products includes banners, white papers and custom programs that will showcase your products and solutions within one of the industry's most highly-respected web marketing programs.

**Branding:** CSO provides a wide variety of advertising units to match your communication needs. From traditional banners ads in all varieties, or ones that incorporate video or social elements, CSO branding units are an excellent way to surround our expert content with your promotions. And we can hone in on your target, using our first-party contextual data to create audience segments on our site. Combining this with our audience expansion across the web, using programmatic solutions, we can position your customized message in front of its intended audience.

**Demand Gen:** CSO's demand gen solutions are designed to lead customers and prospects through the customer journey. With lead generation options spanning content syndication, multichannel personalized content engagement, lead nurture, lead consulting, account-based marketing, and BANT, CSO has the full funnel approach to helping you meet your demand gen goals.

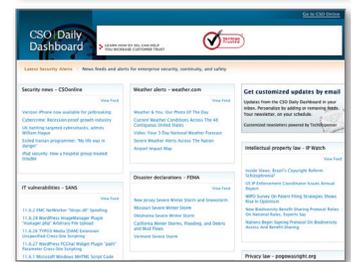
**Brand Gen:** Brand-Gen units give you the ability to gain extra exposure for lead generating assets by providing expansive visual real estate with a fully branded experience, designed to drive site visitors to a landing page or download. And for added impact, units such as the Content Reel, or Solution Center, package assets in powerful way to engage and educate around a specific topic.

**Engagement:** Banner creative exposing or socializing media assets drives engagement. With units that expand on rollover to provide expansive real estate, include dynamic social functionality, multiple assets or video, CSO's advertising options are designed to create further action-drive visitors to a landing page, download an asset, engage socially-whatever the goal.

**Thought Leadership:** CSO Survival Guides dforward-thinking insights and actionable advice on a single security topic.

For specific product information, visit our product library at [dgenterprise.com/product-library/](http://dgenterprise.com/product-library/)

**Contact your CSO sales executive for more information about online branding and lead generation opportunities with CSOonline.com.**





# CSO Strategic Marketing Services

**Converged Marketing Programs and Services Integrating Content • Design • Digital/Social Platforms • User Experience • Audience • Data Optimization**

Grow your content library, enhance your engagement across multiple platforms and expand your reach to enterprise security decision-makers through programs built and executed by CSO's Strategic Marketing Services (SMS) group. The SMS team specializes in converged marketing solutions and services with expertise ranging from the creation of individual content assets, to a full portfolio of editorial services and end-to-end integrated marketing programs and services. SMS continues to explore and cultivate the next-generation of marketing tools bringing additional focus on design, digital transformation and scale to marketers' initiatives.

## USE SMS FOR:

**Content:** Position your company and its executives as thought leaders through custom produced content from social media engagement to video interviews, white papers and beyond. Incorporate research and best practices with your brands positioning to build customer engagement and demand generation.

**Design:** Build engaging user experiences through highly innovative design across multiple platforms.

**Digital/Social Platforms:** Accelerate the growth of your social media footprint and engagement by leveraging our social media expertise and advertising best practices in reaching your customers.

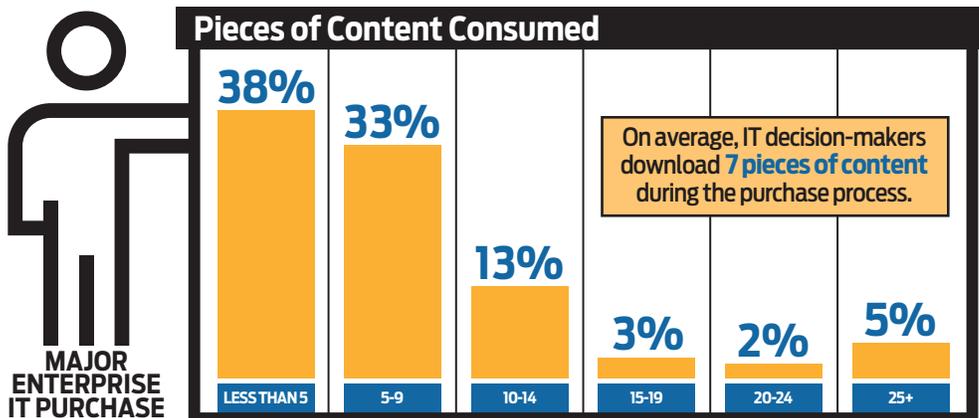
**User Experience:** Drive maximum performance and engagement across multiple media platforms with innovative design and functionality.

**Audience:** Reach enterprise security decision-makers and scale your programs to their fullest capacity with our premium audiences, data targeting capabilities and extended reach.

**Data Optimization:** Elevate program performance through data analysis.



## CONTENT IS CRUCIAL, LET CSO'S SMS HELP YOU TELL YOUR STORY



SOURCE: IDG ENTERPRISE CUSTOMER ENGAGEMENT RESEARCH, 2017

**66%**  
of ITDMS say  
association with  
a known familiar  
source increases  
trust in online  
information.

SOURCE: 2017 IDG ENTERPRISE CUSTOMER ENGAGEMENT

For more information please contact your CSO sales executive or Strategic Marketing Services program director: [www.IDGEnterprise.com/contact-us](http://www.IDGEnterprise.com/contact-us)

## CSO Executive Programs

CSOs consider their peers a top resource when they are faced with planning and implementing a new strategy. CSO's executive conferences attract the nation's leading CSOs from the private, public and government sectors by providing a platform of unmatched education and peer networking opportunities. Program content is delivered by the foremost industry visionaries in an environment that fosters an open exchange of ideas, issues, challenges and best practices.

### 2017 Programs

#### CSO50 Conference + Awards

**May 1-3, 2017 | Scottsdale, Arizona**

CSO's premier security event for security and business decision-makers returns in 2016 with an expanded line-up due to popularity. CSO50, brought to you by CSO—the leading authority in the security community. Conference attendees will exchange ideas during presentations—in 18-minute rapid-fire sessions and keynote sessions—as well as during networking time. The CSO50 Conference + Awards, the 13th annual national CSO event, plans to drive more innovative presentations and spark additional discussions.

As a security solution provider, the CSO50 Conference + Awards offers you the opportunity to educate and network with security decision-makers. Your company's representatives will have daily opportunities to engage attendees during breaks, meals and evening receptions. In addition, you will have the opportunity to participate as a presenter—based on your sponsorship level—to share your thought-leadership on a specific topic.



For many attendees, this is the only event that they attend all year, so don't miss the opportunity to build and strengthen relationships with these executives in an environment built for discussion and education.

#### SecurIT

**June 21, 2017 | Washington DC**

Managing risk and security is becoming ever more important for information technology and security executives. SecurIT is the place where senior decision-makers come to learn from peers and experts and explore information security solutions to enhance their security posture. Take a seat at the table to hear their latest challenges and provide the expert insights they're looking for. As part of IDG's Security Day, the CIO/CSO SecurIT event delivers an unparalleled opportunity for sponsors to amplify their security messaging.

### TOP NETWORKING

“For someone that is trying to build a security program for a relatively young and fast growing company, I could not think of a better learning opportunity.”

CSO50 CONFERENCE ATTENDEE

“It was the right size conference to meet people and have good conversations. Also the single track helped with networking.”

CSO50 CONFERENCE ATTENDEE



# Additional CSO Executive Programs

## CSO Executive Dinner Program

As the sponsor of a CSO Executive Dinner, you'll have the opportunity to influence everything from audience generation and topic development to site selection, creating an event that meets or exceeds your most demanding marketing program requirements. Executive Dinners provide an opportunity to engage with leading security executives in an informal and entertaining environment. All of your attendees will take great pleasure in participating in the discussion that you have crafted in partnership with CSO.

## CSO Executive Roundtables

CSO Executive Roundtables are an opportunity to build stronger relationships with security and IT decision-makers in the region of your choice. Gain valuable insights on attendee's technical and organizational goals and challenges while engaging them in a dialogue. Sponsors have an opportunity to work with CSO Executive Programs to select a topic and recruit attendees to participate in a roundtable discussion.

## Meet-Up

Build relationships and brand awareness with customers and prospects in a casual atmosphere at a Meet-ups. As our exclusive Meet-up sponsor, we invite you to welcome attendees, set the tone for the event, and leverage a 5-7 minute speaking opportunity. The evening continues over drinks and provides you and your team with the perfect environment to strengthen relationships with your key buyers and prospects.

## Keynote & Cocktails

Keynote & Cocktails offer an ideal mix of networking and educational engagement with key customers and prospects. Set in a private room, Keynote & Cocktails kicks-off with a 20-minute topic-focused research presentation by an IDG Enterprise moderator. The content portion of the evening continues with a 15-minute presentation delivered by your sponsor executive. Attendees and your sponsor representatives then mingle with conversation over cocktails. Thought provoking content and relaxed networking opportunities make your sole-sponsorship of Keynote & Cocktails a new and special way to connect with your target audience.

## CSO Custom Events

Work with CSO to create an event that best fits your marketing goals. Our executive programs team creates an agenda based on the topic(s) of your choice and invites our targeted audience so that you can lead discussions with the security and IT decision-makers you want to reach.

**For more information about CSO Executive Programs, please visit: [idgenterprise.com/engage/events](http://idgenterprise.com/engage/events)**





## CSO Direct Marketing

Tap into our direct marketing and research resources to enhance your marketing programs and increase your customer base and profits.

### List Services

*CSO's* carefully defined database of subscribers is the only source that lets you deliver customized messages to key decision-makers with top-level purchasing authority. For more information on *CSO* subscriber lists, contact IDG List Services at 888.IDG.LIST.

### Reprints

Editorial reprints of *CSO* articles that feature your organizations' executives or highlight your security solutions provides a credible endorsement that augments your organizations' in-house marketing literature. Online reprints offer instant web access to *CSO* articles that put you in the best light. For more information on reprints contact The YGS Group at 800.290.5460.

### Security Smart Subscription Scholarship

Order an annual subscription to the Security Smart newsletter on behalf of your client and receive quarterly exposure and goodwill with the security executive and their entire organization. Each quarter, the selected recipient(s) will receive a pdf version of the security awareness newsletter from *CSO*—highlighting personal and organizational security tips useful to all employees—including your logo, which they will distribute to their employees.



# 10 Steps to Sell to the CSO

Based on feedback from executive-level security decision-makers, these are 10 recommendations on how to reach, communicate and sell to this powerful audience.

1. **Understand the CSO's industry and needs**, including whether he/she is responsible for corporate security, IT security, compliance issues or all three.
2. **Identify what drives security assessment** within the CSO's organization and the time constraints on purchase decisions.
3. **Reach the CSO through the information sources** he uses in order to generate brand awareness, prior to a face-to-face meeting and to support your positioning during the sales process.
4. **Understand how your product and technology work**. If the CSO asks you a question that you do not know the answer to, be up front and call them back with the correct answer: Never guess.
5. **Explain the business value and ROI of your product**, not just its benefits, including customer case studies and success stories.
6. **Explain the benefits of your solution** instead of downgrading the competition.
7. **Speak the same language** as the CSO: Business.
8. **Create a mutual understanding** of how to measure success.
9. **Follow up** in order to address any issues that may occur after implementation.
10. **Sell the CSO what he needs**—not what you want to sell—so that the CSO can be a star.

**For more information on how to access, communicate with, and sell to this important and growing group of security executives, contact Bob Bragdon, CSO VP/Publisher, at 508.935.4443 or [bbragdon@idgenterprise.com](mailto:bbragdon@idgenterprise.com) or any member of the IDG Enterprise team at [idgenterprise.com/contact-us/](http://idgenterprise.com/contact-us/).**

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