

2023-2024 Media Kit

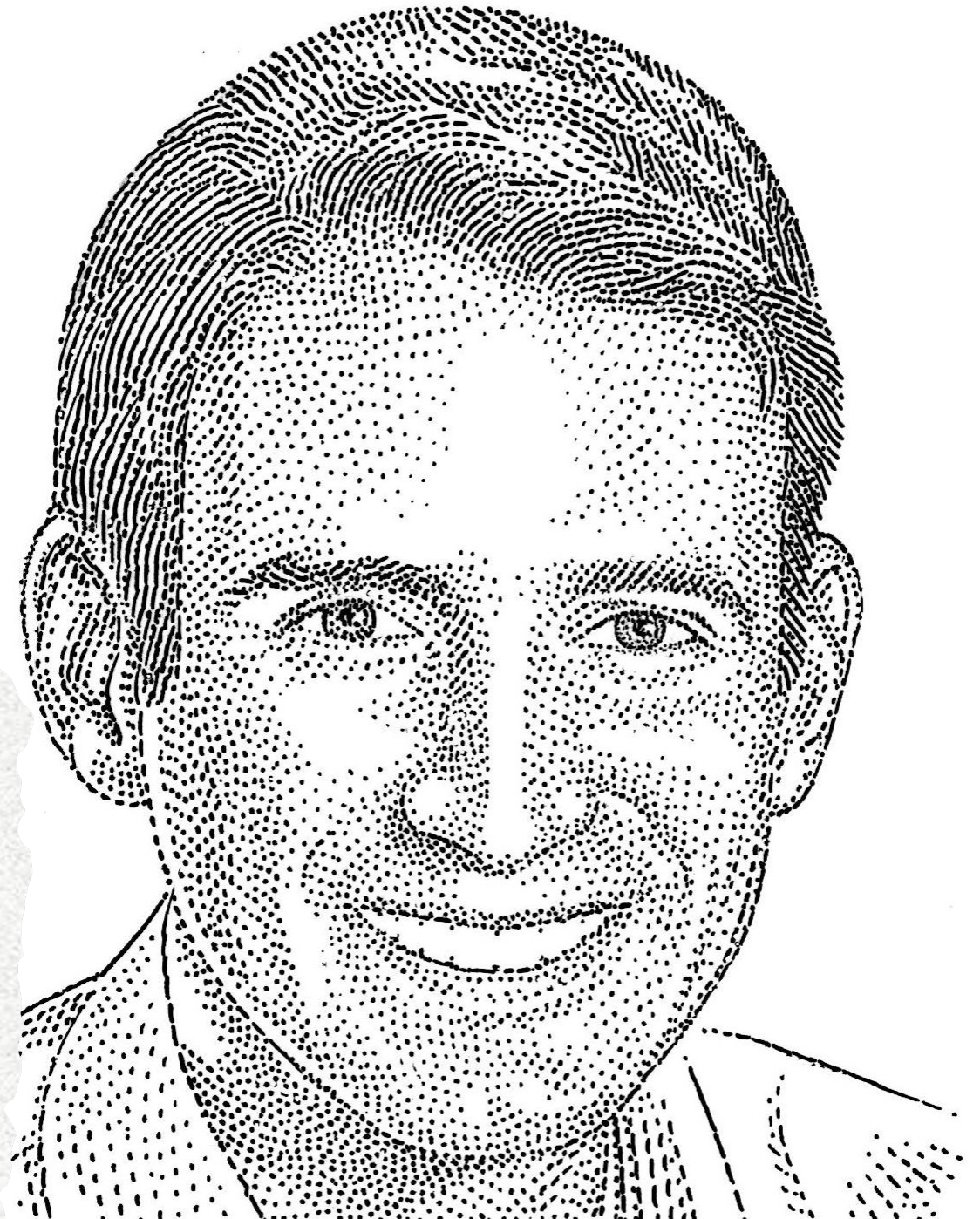
Sponsorship and Content Marketing Opportunities

the security ledger

About Paul

Paul Roberts ([@paulfroberts](https://twitter.com/paulfroberts)) is the publisher and Editor in Chief of The Security Ledger (securityledger.com), an independent security news website that explores the intersection of cyber security with the Internet of Things.

Paul is a seasoned reporter, editor and industry analyst with more than 20 years' experience covering the information technology security space. In addition to The Security Ledger, Paul's writing about cyber security has appeared in publications including The Christian Science Monitor, Forbes, MIT Technology Review, The Economist Intelligence Unit, CIO Magazine, ZDNet and Fortune Small Business. He has appeared on NPR's Marketplace Tech Report, KPCC AirTalk, Fox News Tech Take, Al Jazeera and The Oprah Show.



About The Security Ledger

Voted one of the top cybersecurity websites of 2023, The Security Ledger publishes outstanding original editorial content for a discerning audience of CxOs, IT professionals and decision makers.

The Security Ledger reaches an audience of cybersecurity and IT professionals who are interested in original, high quality reporting, thought and opinion.

Our stories are frequently featured in leading technology forums, including Slashdot.org, Hacker News and Reddit, as well as mainstream media outlets including CNN, FOX News, Ars Technica, Forbes and Wired.



TRUSTED[®]
COMPUTING
GROUP

LastPass...

Our Sponsors

Security Ledger serves a sophisticated audience of IT professionals and security subject experts. If your company has something to say about information technology, cyber security, privacy or data protection, consider becoming a Security Ledger sponsor.

What kinds of firms work with Security Ledger? Here are some of our recent sponsors and content partners. For a complete list, [visit our website!](#)



Praise for The Security Ledger

“DigiCert and I value The Security Ledger for its strong insights into the security/IoT landscape, its ability to reach security audiences with information that advances our company’s market position, and the many security community connections of its proprietor, Paul Roberts. Security Ledger always puts forward a professional product and quality content.”

-- Jeff Chandler, Director of Corporate Communications, DigiCert

About The Security Ledger

Reporting and Analysis

Insightful reporting and analysis of information security news to thousands of daily visitors to securityledger.com

Podcasts and Webcasts

Weekly interviews, discussions, and debates with information security experts, executives, researchers, and policymakers

Newsletters

Curated cyber security news feeds delivered to our email newsletter subscribers

Long-Form Reports

In-depth, long-form research reports and electronic books that explore the most pressing issues in information security

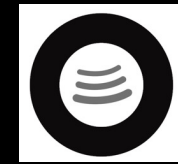
The Security Ledger Difference

Security Ledger works with top information technology and information security brands to craft outstanding editorial content for a sophisticated audience of IT professionals and decision-makers. Each week, Security Ledger reaches thousands of IT professionals, security enthusiasts, and technophiles.

Our reporting, podcasts, videos and webinars explore the constellation of issues that shape security on the Internet of Things, including cloud security, embedded device security, software supply chain risk, security automation, machine learning and advanced cyber threats.



**Podcast: 157K downloads | 750 avg/ep
91% impactful listens**



4,000 followers



**5,700 followers (Paul Roberts)
500 followers (Security Ledger)**



**6,234 followers (@paulfroberts)
4,670 followers (@securityledger)**



Newsletter: 3,000 subscribers

Newsletter Sponsorships

Security Ledger curated email newsletters reach an audience of thousands of subscribers every week with the latest news on breaking cybersecurity trends, threats and attacks.

Sponsor our weekly curated cyber security newsletters. Email newsletter sponsorships are monthly (3 month minimum). Sponsors can change creative as needed.

This branding opportunity includes:

- Ad placement in Security Ledger email newsletter at top position (640 x 480)
- Ad placement in Security Ledger email newsletter at middle position (649 x 480)

Program Cost: \$2,500/month

Podcast Sponsorship

Sponsors of our semi-monthly podcast receive a dedicated, 5-10 minute interview within a segment of our weekly Security Ledger Podcast.

This branding opportunity includes:

- Sponsor mention and recognition during introduction, midpoint, and at the conclusion of the weekly podcast.
- Sponsor branding on podcast specific post with top most banner (728 x 90)
- Promoted in Security Ledger's email newsletters
- Verbal recognition in podcast introduction, midway, and conclusion
- Social media promotion

Program Cost: \$2,000 ea. | \$5,000 for 3 episode package

Custom Podcasts

With a custom Security Ledger podcast, you work with Security Ledger's editorial team to produce a dedicated Security Ledger-branded podcast that highlights your brand and message.

This branding opportunity includes:

- A dedicated 20 to 30-minute interview-format podcast with sponsor messaging in introduction, midway and conclusion
- Dedicated 500-700 word blog post accompanying podcast and transcript
- Sponsor branding on podcast specific post with top most banner (728 x 90)
- Brand promotion in Security Ledger's email newsletters
- Social media promotion

Program Cost: \$3,800

Thought Leadership Posts

Security Ledger is the stage for thought-provoking articles and opinion pieces written by your executives, researchers, security subject matter experts and others.

This branding opportunity includes:

- Thought leadership post from subject matter expert or executive
- Distinct Security Ledger byline and bio for author
- Exclusive branding sponsor banner ad accompanies post
- Thought leadership Post on Security Ledger's Expert Insight tab
- Promotion in Security Ledger's email newsletters

Program Cost: \$2,000 ea.

Executive Writing

Your executives and technical experts have amazing insights into emerging trends and the cyber security stories of the day. Let Security Ledger's writers and editorial staff work with your team to produce customized articles bylined by your executives, researchers and subject matter experts.

This branding opportunity includes:

- Initial kick-off call with executive per topic and follow up calls
- Expert input from Security Ledger editorial team to determine topic and conceptual headline
- Interview(s) with sponsor's customer or subject matter expert as needed
- Brand promotion in Security Ledger's Daily Ledger and Weekly Ledger email newsletters

Program Cost: \$5,000

Spotlight Topical Coverage Sponsorship

For more than 10 years, Security Ledger reporting has shone a light on emerging trends in information security. Now you can put your brand on our reporting by becoming a Spotlight Coverage Sponsor.

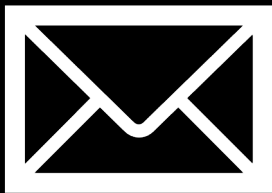
This branding opportunity includes:

- Credit and text link placement at the top of Security Ledger Spotlight coverage (1-2 stories/week)
- Exclusive banner ad placement (728 x 90) at top of SecurityLedger.com (100 SOV)
- Monthly thought leadership post from subject matter expert or executive including in- article branding. See Thought Leadership Post for more information.

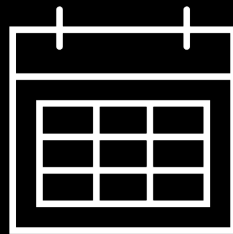
Program Cost: \$7,500/month

Contact us!

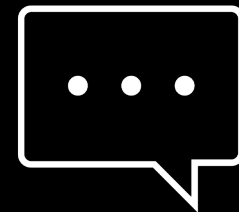
If you are interested in learning more about Security Ledger's sponsored content options or other content services, feel free to contact us via email or SMS/Signal, or book an appointment to discuss opportunities to work together!



paul@securityledger.com



[Book an appointment!](#)



SMS/Signal: +16178170198