

# A new approach to Cybersecurity Business Information

## Actionable, future-focused news and perspective. By and for the cyber community.

In an industry moving as fast as cybersecurity, only the most agile and insightful news sources earn the trust and engagement of senior professionals. That's why CyberRisk Alliance, through our authoritative brands **SC Media**, **Security Weekly**, and **CRA Business Intelligence**, is a relied upon resource for over 430,000 professionals across an unmatched range of enterprise size and sector.

Connected to the full ecosystem of cybersecurity stakeholders, and with expert teams of journalists, producers and subject-matter experts, we deliver analysis focused on the community's essential interests. We serve the community, uncovering its best ideas, and connect market suppliers whose innovations are critical to building a more secure digital infrastructure for all.

## Innovative and integrated marketing solutions

Beyond engaging audiences in new ways, CRA's Foresight offerings give brands unique opportunities to build awareness, understanding and demand generation. We help our marketing partners stand out in an increasingly noisy cybersecurity environment, with capabilities such as **SC Media's custom content studio**, **Security Weekly's podcast platform** boasting nearly 3 million yearly downloads and **CRA Business Intelligence**, a full-service primary research capability. Activating your brand through CRA's platform places your solutions in an environment that is valued and trusted by senior industry professionals.

**2M**  
WEBSITE  
VISITORS

**2.5M**  
CONTENT  
DOWNLOADS

**167K**  
NEWSLETTER  
SUBSCRIBERS

**430K**  
ACTIVE  
AUDIENCE

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Rapidly  
growing  
reach and  
influence  
within the  
cybersecurity  
industry



## SecurityWeekly

# The sophistication and scale to deliver results for your brand

- Quickly build reach and awareness for new products**  
Engage with a dynamic and growing audience of over 430,000 decision-makers and influencers
- Produce true thought leadership in partnership with our experts**  
Tap into our team of cybersecurity insiders to elevate and distinguish your message
- Build frequent touches through CRA's unified properties**  
Integrate CRA's targetable information, event and peer-to-peer solutions to engage prospects year-round

## Marketing solutions

### Brand

Display Advertising  
Email Marketing  
Podcasts

### Demand Gen

Webcasts  
Content Syndication  
Account-Based Marketing (ABM)  
High Quality Leads (HQL)

### Studio

Custom Content  
Labs / Product Reviews  
Licensing

### Insight

Primary Research  
Sponsored Studies  
Decision Support



CyberRisk Alliance (CRA) was formed to help cybersecurity professionals face the challenges and obstacles that threaten the success and prosperity of their organizations. We provide business intelligence and information services to help our growing community build effective strategies and make smart decisions, and innovative marketing solutions to galvanize an efficient marketplace. Most of all, we work to engage the entire cyber community and lift the success of all industry professionals.

Learn more at [CyberRiskAlliance.com](https://CyberRiskAlliance.com)

See how quality content leads to greater engagement with your brand

Contact us to learn more at [sales@cyberriskalliance.com](mailto:sales@cyberriskalliance.com)

