SECURITY BOULEVARD

2019 Media Kit

About

When I founded the Security Bloggers Network and the Security Bloggers Meetup and Awards, it was my intention also **to establish a home for the security community.** I launched [Security Boulevard](#) with a major focus on what came to be known as DevSecOps. In the last four years, our "Security Connect: DevSecOps Edition at RSAC," along with all of its associated activities, **has become one of the largest gatherings in the world for DevSecOps**.

Now, we are bringing everything together in the realization of my dream. **Security Boulevard intersects the security and the Security /DevSecOps communities.** Lessons I have learned in publishing [Security Boulevard](#), co-founding StillSecure and other activities culminate here with the launch of Security Boulevard.

Launched in September 2017, SecurityBoulevard.com has quickly established itself as **an indispensable resource for Security education and community building**.

Please have a look at the enclosed information. I hope you will join me as we set off on this next voyage in IT security.

Alan Shimel
Founder and Editor-in-Chief, Security Boulevard & Security Boulevard

SecurityBoulevard.com is the flagship brand of MediaOps, the premier Global Media Platform for Technical Communities. In addition ,the MediaOps family of brands includes the following:

DevOps.com features the largest and most diversified amount of original DevOps editorial on the Web. This is why DevOps.com is one of the top destinations for DevOps influencers, buyers, practitioners and leadership.

Inextricably tied with DevOps initiatives, containerization gives teams the ability to create immutable infrastructure for optimum flexibility and reliability throughout the development lifecycle. We track trends in the container world in this niche publication.

The newest and most exciting video channel for the DevOps and Security world.

DevOps TV is DevOps.com YouTube channel. Featuring hundreds of videos including our DevOps.com webinars and exclusive interviews from DevOps conferences around the world, DevOps TV is a great way to syndicate video content.

Security Boulevard Chats are "fireside" podcasts featuring DevOps.com editor in chief, Alan Shimel and leading luminaries and thought leaders in the security industry. They discuss relevant topics on DevOps, Agile, microservices, containers and more. Chats are published on SoundCloud and iTunes, as well as being featured in posts on securityboulevard.com including a written transcript.

Physical & Virtual Events

Our outstanding series of conferences and virtual events offers DevOps wisdom from leading thought leaders, delivered in small, personalized settings around the globe.

Editorial Mission

With more than 400+ blogs and thousands of security professionals on our roster, Security Boulevard is quickly becoming the premiere content site for the industry.
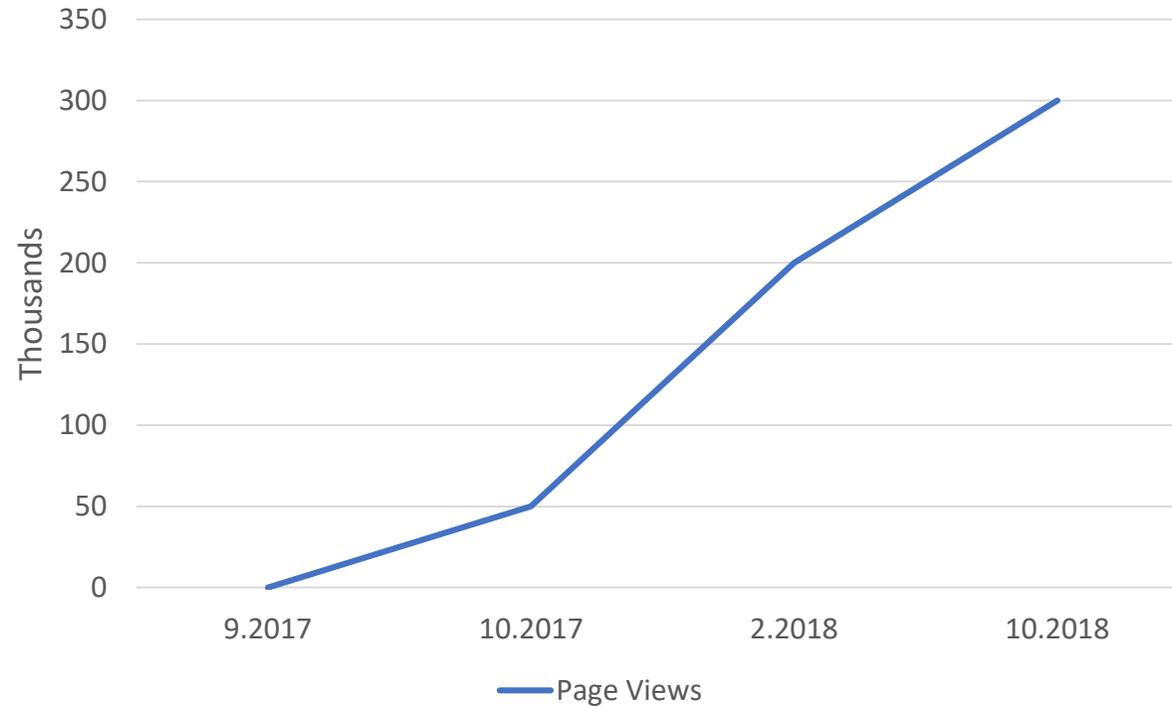
As this new road to security opens widely, our team of experts will bring readers the best in news and information every day. From special reports to chats with leaders, blogs from experts on the ground and a concise and user-friendly interface, Security Boulevard is set to raise the bar in cyber security.
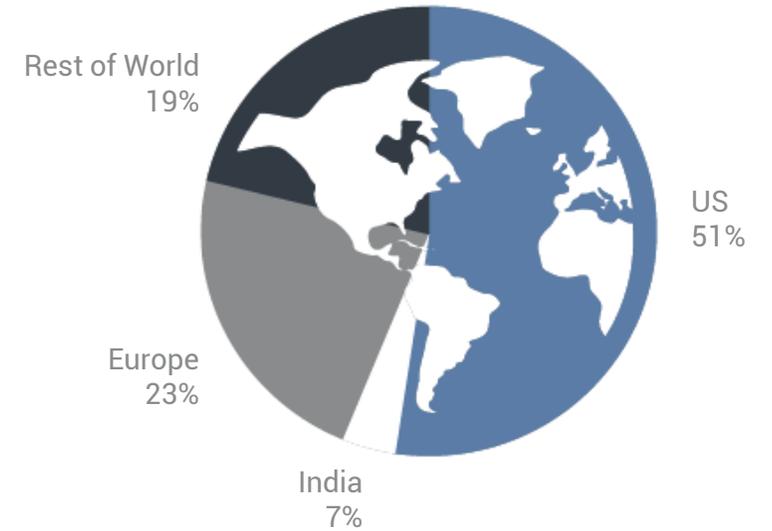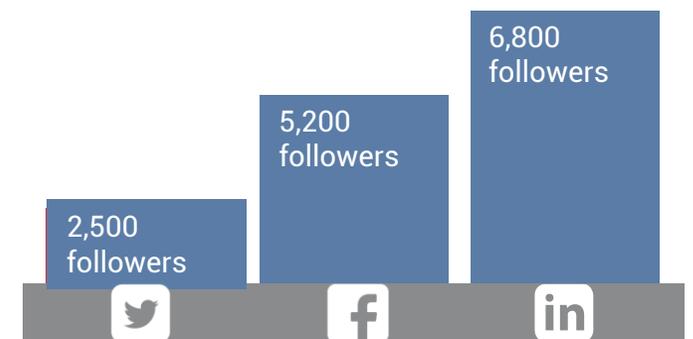
Growth

476,401 Users in 2018- Up 696.7%

Substantial Audience Growth Monthly

Thousands

350
300
250
200
150
100
50
0

9.2017   10.2017   2.2018   10.2018

—— Page Views

Expanding Global Readership

Rest of World
19%

US
51%

Europe
23%

India
7%

Social Media Influence

2,500
followers

5,200
followers

6,800
followers

2019

SECURITY BOULEVARD
EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
Next-Generation CyberSecurity	Container Security	DevSecOps	Security Leaders

MAY	JUNE	JULY	AUGUST
IAC	Modern CyberSec Topography	Deception	Security Research

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AppSec	Security Awareness and Training	Threat Analysis	Cloud Security

Marketing Engagements

★ Micro-Sites

A Microsite is comprised of an individual page or a cluster of pages. Microsites are particularly useful if your business offers a variety of products or services and you want to highlight one segment for your customers. The Microsite ensures thought leadership in a particular discipline and can be a permanent place to showcase the product, or a temporary site during a product launch or promotion. A Micro-site exists to cater to a very specific context.

◎ Display Advertising

From traditional direct-response CPM and CPC campaigns, to custom-built display options, Security Boulevard has a solution to meet your branding needs. Site-wide, section-specific and newsletter ads are available in a variety of sizes and placements, including:

Leaderboard (728 x 90)   Sidebar (300 x 250)

☺ Security Cartoons

Cartoons have a business benefit that is indisputable. Cartoons can convey the benefits of service in such a way that they are not perceived as selling. The reader will embrace a cartoon and remember it far longer than any value proposition presented in traditional formats. Security Boulevard will publish in the normal rotation on the Homepage.

✎ Content Syndication

Extend the reach of your custom content through our whitepaper and custom content and syndication services. Quarterly syndication campaigns are available for content at reasonable CPL rates. Our team supports your reach through newsletter, social and site-wide support.

📈 Premiere Webinars

Our editorial team will facilitate lively debate and discourse in our monthly premiere webinars, featuring Security practitioners and topics chosen by the Security editorial staff. Attendees will be emailed a downloadable PDF report with summary highlights after the show. Sponsors will be mentioned briefly during the show and have the opportunity for branding within the PDF.

The authenticity of this vendor-neutral approach offers a unique branding opportunity for sponsors hoping to contribute to the Security community and increase their profiles in the process.

💬 Editorial Surveys

Every quarter, we'll run a vendor-neutral survey to focus on important trends within the Security community, including perceptions about digital transformation, best practices within the enterprise and career trends and career trends amongst Security practitioners. Sponsorship is a branding opportunity, with logo placement within the survey report and mentions during survey promotion.

🎤 Security Chat

From traditional direct-response CPM and CPC campaigns, to custom-built display options, Security Boulevard has a solution to meet your branding needs. Site-wide, section-specific and newsletter ads are available in a variety of sizes and placements, including.

📎 Stack Analysis Reports

Our in-house reporters and analysts offer up comprehensive investigation of trends and tools that drive today's Security and continuous delivery transformations. Multiple sponsorship levels are available for these reports.

💻 Webinars

Engage, educate and entertain readers in a multimedia format. Our traditional webinar offers sponsors the opportunity to work with editorial staff to come up with topics that matter to prospects. Security Boulevard will moderate the webinar and can facilitate recruitment of speakers.

📖 Editorial eBooks

Long-form editorial content in a graphical format, Security Boulevard eBooks deliver in-depth insights into hot topics that matter to the Security community. Scheduled eBooks will deliver content based on relevant and timely topics determined by the editorial staff. Display ads are limited to four sponsors. Single-sponsor eBooks also available on an ad hoc basis - you choose the theme and our journalists will find a story to fit it.

Virtual Events

DevOps will be running a series of Virtual Events in 2019 geared to give sponsors a unique platform for success.
- DevOps Experience
- Predict 2019

Engagement
+ Events

DevSecOps Conference
March 4, 2019

Once again, we are pleased to produce the DevSecOps conference
@RSAC. Building on the past four years of great success the 5th annual
DevOps Connect: DevSecOps @RSAC will take place on Monday, March
4,2018. DevSecOps will be bigger and better than ever. We have several
new activities that we will be producing at this year's show, including a
Virtual DevSecOps Conference following the live event.

Custom Content

Whitepapers

A typical whitepaper describes a unique business challenge, then suggests potential solutions. Ideally the whitepaper will not only present the vendor's business case, but also contain information that provides value independent of the vendor. It is an effective tool for presenting a vendor's product or service to upper management and overcoming internal resistance.

eBooks

An eBook is an effective way to demonstrate thought leadership and build brand reputation without boring the audience to death. A great tool to tell your story visually, eBooks are less dense and more magazine-like than the typical whitepaper. Present weighty topics in an accessible manner and use this as a tool for branding, demand generation, lead generation and market education.

Microsites

Microsites let you build a site within a site - establishing your own unique space with custom branding within Security Boulevard. It can be a single page or a small cluster of webpages that focus on the challenges your products and services address, and provides an opportunity for you to market your solutions to the Security Boulevard audience

Surveys

Custom surveys can help vendors conduct market research and disseminate information that will help prospect contacts make their case to upper management for new tools and platforms to help their Security journey.

All of these demand and lead generation options are powerful components of an integrated campaign. Our team is prepared to help you develop a package tailored to your business needs.

Contact us today so we can help you put together a plan that will grow your business and improve your profile within the Security community.

For more information, contact:
sponsorengagement@Security Boulevard

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