

# InfoSecurity PROFESSIONAL

Reach (ISC)<sup>2</sup>'s elite network of more than 125,000 certified industry professionals worldwide on the pages of *InfoSecurity Professional* magazine, *Insights* e-newsletter and *Cloud Security Insights* e-newsletter.

Each issue of *InfoSecurity Professional* magazine is provided to readers in a variety of formats including PDF, flipbook, ePub and Mobi, which offer broader views of your advertising.

January/February 2018 *InfoSecurity Professional* magazine focus:

## A Whale of a Tale: A Bigger Catch Among Latest Phish Stories

Magazine Ad Reserve Date: **12/1/2017**  
Magazine Ad Materials Date: **12/7/2017**  
Magazine Publication Date: **1/5/2018**

March/April 2018 *InfoSecurity Professional* magazine focus:

## GDPR is Almost Here (Whether You're Ready or Not)

Magazine Ad Reserve Date: **1/26/2018**  
Magazine Ad Materials Date: **2/2/2018**  
Magazine Publication Date: **3/2/2018**

May/June 2018 *InfoSecurity Professional* magazine focus:

## When to Lead and When to Manage

Magazine Ad Reserve Date: **3/2/2018**  
Magazine Ad Materials Date: **3/9/2018**  
Magazine Publication Date: **4/10/2018**

Print copy distributed  
at **RSA and  
SecureSummit DC**

July/August 2018 *InfoSecurity Professional* magazine focus:

## Pen Testing Using Red Teams and Blue Teams

Magazine Ad Reserve Date: **5/18/2018**  
Magazine Ad Materials Date: **5/25/2018**  
Magazine Publication Date: **7/10/2018**

September/October 2018 *InfoSecurity Professional* magazine focus:

## Incident Response: What Have We Learned Since the Equifax Breach about Handling an Incident?

Magazine Ad Reserve Date: **7/20/2018**  
Magazine Ad Materials Date: **7/27/2018**  
Magazine Publication Date: **8/31/2018**

Print copies  
distributed at  
**(ISC)<sup>2</sup> Security  
Congress**

November/December 2018 *InfoSecurity Professional* magazine focus:

## How to Give (and Receive) a Performance Evaluation

Magazine Ad Reserve Date: **9/28/2018**  
Magazine Ad Materials Date: **10/5/2018**  
Magazine Publication Date: **11/2/2018**

### Advertising/ Sponsorship Sales

For more information, contact a sales representative in your region:

#### NORTH AMERICAS

##### SPONSORSHIP INFORMATION

Phone: 781.460.2103  
Fax: 978.824.2301  
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*InfoSecurity Professional* magazine  
editorial calendar

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# INSIGHTS

Our e-newsletter, *Insights*, provides the same quality of content as our magazine, *InfoSecurity Professional*. Each e-newsletter contains a feature article provided by professional journalists and (ISC)<sup>2</sup>® members. In addition, each e-newsletter contains an expanded version of *InfoSecurity Professional*'s column "Lead In," which is a Q&A with (ISC)<sup>2</sup> members and experts focused on leadership and project management.

Six annual text-based e-mail newsletters will be published on a staggered schedule from the magazine's publication dates. (ISC)<sup>2</sup> will distribute the newsletters to approximately 71,000 opt-in members and approximately 69,000 opt-in leads.

## February *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **1/16/2018**  
E-newsletter Ad Materials Date: **1/23/2018**  
E-newsletter Publication Date: **2/6/2018**

## April *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **3/15/2018**  
E-newsletter Ad Materials Date: **3/22/2018**  
E-newsletter Publication Date: **4/5/2018**

## June *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **5/16/2018**  
E-newsletter Ad Materials Date: **5/23/2018**  
E-newsletter Publication Date: **6/5/2018**

## August *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **7/17/2018**  
E-newsletter Ad Materials Date: **7/24/2018**  
E-newsletter Publication Date: **8/7/2018**

## October *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **9/17/2018**  
E-newsletter Ad Materials Date: **9/24/2018**  
E-newsletter Publication Date: **10/8/2018**

## December *Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **11/9/2018**  
E-newsletter Ad Materials Date: **11/16/2018**  
E-newsletter Publication Date: **12/6/2018**

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# Cloud Security INSIGHTS

*Cloud Security Insights* is our newest e-newsletter, focused on various aspects of cloud security. We'll feature at least one primary article of original content related to cloud security trends and perennial topics that assist all security professionals.

Six annual text-based e-mail newsletters will be published. (ISC)<sup>2</sup> will distribute the e-newsletters to approximately 71,000 opt-in members and approximately 69,000 opt-in leads (North America only).

## January *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **12/20/2017**

E-newsletter Ad Materials Date: **1/4/2018**

E-newsletter Publication Date: **1/18/2018**

## March *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **2/26/2018**

E-newsletter Ad Materials Date: **3/5/2018**

E-newsletter Publication Date: **3/15/2018**

## May *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **4/24/2018**

E-newsletter Ad Materials Date: **5/1/2018**

E-newsletter Publication Date: **5/17/2018**

## July *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **6/29/2018**

E-newsletter Ad Materials Date: **7/9/2018**

E-newsletter Publication Date: **7/19/2018**

## September *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **8/23/018**

E-newsletter Ad Materials Date: **8/30/2018**

E-newsletter Publication Date: **9/20/2018**

## November *Cloud Security Insights* e-newsletter deadlines:

E-newsletter Ad Reserve Date: **10/25/2018**

E-newsletter Ad Materials Date: **11/1/2018**

E-newsletter Publication Date: **11/15/2018**

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# SPECIFICATIONS

## InfoSecurity Professional magazine

Reach the entire global (ISC)<sup>2</sup>® membership of more than 125,000! InfoSecurity Professional magazine is published six (6) times a year (January/February; March/April; May/June; July/August; September/October; November/December), and distributed electronically as a PDF, flipbook, ePUB and Mobi to all members of (ISC)<sup>2</sup>.

Every issue includes the following regular features:

- **Feature Articles** – Deeper dives into topics that every information security professional confronts during their career, from the latest threats and solutions to how to manage members of a security operations center.
- **Executive Letter** – A top-level look at what is happening within (ISC)<sup>2</sup> and in the IT security industry.
- **Field Notes** – (ISC)<sup>2</sup> news and updates about what is happening in the (ISC)<sup>2</sup> community, including credential programs and scholarship opportunities.
- **#nextchapter** – Highlighting an (ISC)<sup>2</sup> chapter and other chapter-related news and events.
- **Advocate's Corner** – Column contributed from (ISC)<sup>2</sup>'s Director of Cybersecurity Advocacy.
- **Center Points** – A focus on fostering good will, education and research initiatives.
- **Lead In** – A Q&A with (ISC)<sup>2</sup> members focused on leadership and project management.

## InfoSecurity Professional ad dimensions

Magazine trim size: 8" x 10-7/8"

Full page with bleed: 8-1/4" x 11-1/8" (print only)\*

Full page, no-bleed: 7-1/2" x 10-3/8"

1/2 page horizontal: 7-1/2" x 5-7/16"

\*On Print Issues, please allow for bleeds, but do not include crop marks. Print issues require a CMYK file and no spot colors are allowed. Please provide RGB files for Digital Issues.

All six issues are distributed electronically (PDF, flipbook, ePub, Mobi). In addition, a limited print run is available for the May/June 2018 issue to be distributed at RSA Conference and Secure Summit DC, and the September/October 2018 issue to be distributed at (ISC)<sup>2</sup> Security Congress.

## InfoSecurity Professional digital ad materials

Ad Format: Required file format is PDF/X-1a, 300 dpi (print)

All fonts and images should be embedded

Digital PDFs optimized for Fast Web View

Color Space on Digital Issues: RGB

Color Space on Print Issues: CMYK

URL: Please note that your print ad may also run in a digital version of the magazine. If you would like your digital advertisement's URL to hyperlink to a website, please make sure that the URL is embedded in the ad as a text field (and not an image). If including a link on ad, please note that only text links are accepted, no hot spots. The entirety of the text link must be visible on the ad, i.e., [www.textlink.com](http://www.textlink.com).

## Insights and Cloud Security Insights e-newsletters

Providing the same quality of content as the magazine, six (6) annual e-newsletters will be published. The e-newsletters are a text-based e-mail production. All content is provided by professional journalists and (ISC)<sup>2</sup> members. (ISC)<sup>2</sup> will distribute the e-newsletters to approximately 50,000+ opt-in members and approximately 125,000 opt-in leads. The sponsor will have a logo, URL, link and 50-75 words of copy.

## Insights and Cloud Security Insights e-newsletter specifications

Sponsor should provide the following: 200 x 200 logo; 50-75 words of copy; URL; link; and artwork for 200 x 150 banner plus 100 character text for the web page.

The e-newsletter is in HTML format. Sponsor should provide their file as a Word document and their logo/banner in .jpg format.

\*Sponsors can track ad metrics/CTR through their internal tracking URLs. (ISC)<sup>2</sup> does not allow for third-party banner management programs to be added to the website.

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# RATE CARD

## InfoSecurity Professional magazine

	1x insertion	2x insertion	4x insertion	6x insertion
Full page ad	\$6,000	\$5,000	\$4,000	\$3,500
Half page ad	\$4,000	\$3,000	\$2,500	\$2,000

### Additional Fees for Premium Placement:

- Cover 2 (inside front cover) – \$1,250
- Cover 3 (inside back cover) – \$1,000
- Cover 4 (back cover) – \$1,500
- Opposite Table of Contents – \$1,750
- Opposite page one of Field Notes – \$750
- Opposite Editor's Note – \$750
- Half right hand page guaranteed – \$500
- Center Spread – Pricing provided upon request for this position

## Insights e-newsletter

Insights e-newsletter sponsorship is a flat \$5,000 per issue.

## Cloud Security Insights e-newsletter

Cloud Security Insights e-newsletter sponsorship is a flat \$5,000 per issue.

## About (ISC)<sup>2</sup><sup>®</sup>

(ISC)<sup>2</sup> is an international nonprofit membership association focused on inspiring a safe and secure cyber world. Best known for the acclaimed Certified Information Systems Security Professional (CISSP<sup>®</sup>) certification, (ISC)<sup>2</sup> offers a portfolio of credentials that are part of a holistic, programmatic approach to security. Our membership, over 125,000 strong, is made up of certified cyber, information, software and infrastructure security professionals who are making a difference and helping to advance the industry. Our vision is supported by our commitment to educate and reach the general public through our charitable foundation – The Center for Cyber Safety and Education<sup>™</sup>. Visit [www.isc2.org](http://www.isc2.org).

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[Insights e-newsletter](#)

[Cloud Security Insights e-newsletter](#)

[Magazine and e-newsletter specifications](#)

[Pricing](#)