

# CYBERTALK



Media Pack

CyberTalk #10  
Media Pack 2018

# What is CyberTalk?

Available in hard copy and online, **CyberTalk** is the leading multi-disciplinary voice in Cyber Security. CyberTalk features a wealth of opinion from some of the leading names in **technology, psychology, philosophy** and **beyond**.

CyberTalk provides a **unique, unparalleled** and **unrivalled** forum for thought leading debate on the issues of the Information Age. The magazine marks a first, practical, step towards an **expression** of the growing **realisation** that we must move **beyond** our suspicion of the cyber domain and our fear of our **dependence** upon it, and offers a platform upon which a truly interdisciplinary approach to the safety and security of the **human experience** of the cyber domain can be developed.

Produced in conjunction with a wide range of global academic institutions, CyberTalk is an **accessible** yet **thought-provoking** resource to scholars and professionals alike.



# Readership

The circulation of each issue of CyberTalk is over **20,000** with a potential readership of up to **30,000**.

CyberTalk is available in hard copy and also available for you to read online at:

**[www.softbox.co.uk/cybertalk](http://www.softbox.co.uk/cybertalk)**

which currently receives an average of over **5,000** visitors each month.

The magazine is also circulated in various institutes and centres for learning across the **UK, USA** and **Europe**

# Advertising

CyberTalk has numerous customisable advertising packages available, to suit all budgets.

Tailormade advertising packages can also be arranged.

## **FULL PAGE ADVERT**

**£1,250:** Inside back / front cover

**£2,000:** Double page centre spread

**£1,750:** Double page advert

**£1,000:** Internal page

**Included in all CyberTalk full page advertising packages is:**

- Your advert
- Promotion on SBL and CyberTalk Social Media Accounts

## ALTERNATIVE ADVERTISING OPTIONS

**£700:** Half page (A5)

**£300:** Spot ad

**£150:** Job advert

**£100:** Your event in the Almanac of Events

**£375:** Advert in email sent to database

If you would like to book an advert in the next issue of CyberTalk, please email

[CyberTalk@softbox.co.uk](mailto:CyberTalk@softbox.co.uk) or telephone 01347 812100

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Articles within CyberTalk do not necessarily reflect the opinions of SBL or its employees. While every effort has been made to ensure all information in both CyberTalk magazine and this media pack is correct, SBL holds no responsibility for errors made.

SBL is a vendor independent, enterprise level specialist in the supply of security and software solutions, hardware and professional services including training and consultancy. SBL have particular expertise in cyber security and over 30 years' experience helping customers to address their IT challenges.

As cyber security specialists, SBL work closely with academia, government, vendors and customers to understand how the IT landscape and our engagement with technology is evolving.

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**Twitter:**

[@CyberTalkUK](https://twitter.com/CyberTalkUK)

The number of pages dedicated to advertising in CyberTalk is strictly limited to <33% of the total pages. Advertising is sold on a first come, first served basis.

Each issue of CyberTalk magazine is available online. Back issues can be viewed at all times.

There will be continued marketing activity surrounding the magazine throughout the period between issues.

All advertising is subject to the approval of the CyberTalk Editorial Board before publication.

Advertising deadlines follow the same schedule as that for features. Please refer to the publishing schedule which is available from the CyberTalk Team.

Advertising is to be supplied to us as a high resolution PDF or Jpeg (resolution of 300dpi). Alternatively, a press ready PDF or EPS (with a resolution of 300 dpi & fonts and images embedded) will be accepted.



Trusted with Tomorrow

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