



**CYBERTALK**

# WHAT IS CYBERTALK

Available in hard copy and online, **CyberTalk is the leading multi-disciplinary voice** in Cyber Security.

CyberTalk provides a **unique, unparalleled** and **unrivalled** forum for thought leading debate on the issues of the information Age.

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 **10,000** with a potential readership of up to **35,000** both in hard copy and online at:

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

which currently receives an average of over **3,000** 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. Tailor-made advertising packages can also be arranged.

## FULL PAGE ADVERT

£2,000: Inside back / front cover  
£3,000: Double page centre spread  
£2,500: Double page advert  
£1,500: Internal page

Included in all CyberTalk full page advertising packages is:

- Your advert
- Individual email sent to the SBL database on behalf of your company
- Promotion on SBL and CyberTalk SocialMedia Accounts

## ALTERNATIVE ADVERTISING OPTIONS

£750: Half page (A5)  
£500: 1/3 page column  
£300: Spot ad  
£150: Job advert  
£100: Your event in the Almanac of Events  
£375: Advert in email sent to database

In house advertisement design services and images available upon request, price on application

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**



CYBERTALK

Articles within CyberTalk do not necessarily reflect the opinions of SBL or of 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.

Cyber security specialist SBL has over 25 years' experience helping some of the most sensitive areas of government to secure its valuable assets, and is widely recognised as a leader in information assurance.

In addition to our software, hardware, training and professional services solutions, our innovations in Cloud Services will support the Government Cloud Strategy to transform the public sector ICT estate into one that is agile, cost effective and environmentally sustainable.

Tel:

01347 812100

Email:

CyberTalk@softbox.co.uk

Web:

softbox.co.uk/cybertalk

Facebook:

/cybertalkmagazine

Twitter:

@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 online and actively promoted for a minimum of 3 months. Back issues can be viewed at all times. There will be continued marketing activity surrounding the magazine throughout the period between issues.

In house advertisement design services and images available upon request, price on application, please email [cybertalk@softbox.co.uk](mailto:cybertalk@softbox.co.uk) for more information.

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 contact [cybertalk@softbox.co.uk](mailto:cybertalk@softbox.co.uk) for more information.

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



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