



CXO PRIORITIES MEDIA KIT



PROVIDING INTELLIGENT INSIGHT AND ANALYSIS FOR CXOS

INTRODUCTION

CXO Priorities is an Intelligent Global Media brand dedicated to providing intelligent insight and analysis for C-level decision-makers across our regions. It's where we bridge data and creativity to make an impact.

Featuring market research reports, videos, podcasts and thought leadership content aimed at CxOs, CXO Priorities provides industry leaders with knowledge about key trends and priorities to help in your decision-making process.

WHAT WE CAN OFFER

Perhaps you're looking to do things differently. Your marketing budget isn't infinite and you need to demonstrate ROI – but you also want to make an impact. We offer a creative, results-driven approach to marketing challenges to deliver impactful content to your target audience and generate quality leads.

Through our CXO Priorities strategic content services we can help you create content ranging from thought leadership articles to case studies, from video interviews to data-rich bespoke reports.

Given exposure across our global technology brands, it's content which isn't just great for brand awareness, it also delivers results as we can use it in our integrated lead generation campaigns.



OUR PACKAGES

SURVEYS AND REPORTS

Despite its many advantages, Digital Transformation poses numerous challenges for the C-suite. Where to channel investment, which technologies to watch out for, how to recruit new talent and, critically, how to keep everything – and everyone – secure?

Now, more than ever, IT leaders need a trusted source to lean on, in order to make informed, insightful decisions.

By commissioning a bespoke report, you are positioning yourself as that trusted source and establishing yourself as a leader in your field.

Our packages offer a 360° solution for clients, combining thought leadership, brand awareness and the delivery of quality leads. This means you will be in receipt of a complete, holistic marketing solution which creates long-lasting impact for the all-important end user.

	LITE	STANDARD	TECH REPORT	ANNUAL REPORT
NUMBER OF RESPONDENTS:	50	50	250	500
DESIGN TYPE:	Template	Template	Bespoke	Bespoke
NUMBER OF QUESTIONS:	8-10	10-12	12-15	Unlimited
CONTENT:				
CXO Vision video interview to discuss report findings.	✗	✓	✓	✓
One piece of thought leadership to feature in relevant magazine.	✗	✓	✓	✓
An original blog created for client's own marketing purposes.	✗	✗	✓	✓
A single-page infographic featuring key findings.	✗	✗	✓	✓
Cover story to feature in relevant Intelligent Global Media title.	✗	✗	✗	✓
BRAND AWARENESS:	N/A	Full page advert to run in relevant publication for one month. Adverts to feature on relevant websites and newsletters for one month.	Full page advert to run in relevant publication for two months. Adverts to feature on relevant websites and newsletters for two months.	Full page advert to run in relevant publication for three months. Adverts to feature on relevant websites and newsletter for three months. Intelligent Global Media to create bespoke graphics to promote report.
TIMEFRAME:	8 weeks	8 weeks	12 weeks	12 weeks
LEAD NUMBERS:	0	50	100	200
ADDITIONAL LEADS CPL:	\$65	\$55	\$50	\$45
TOTAL COST:	\$12,000	\$18,000	\$25,000	\$40,000



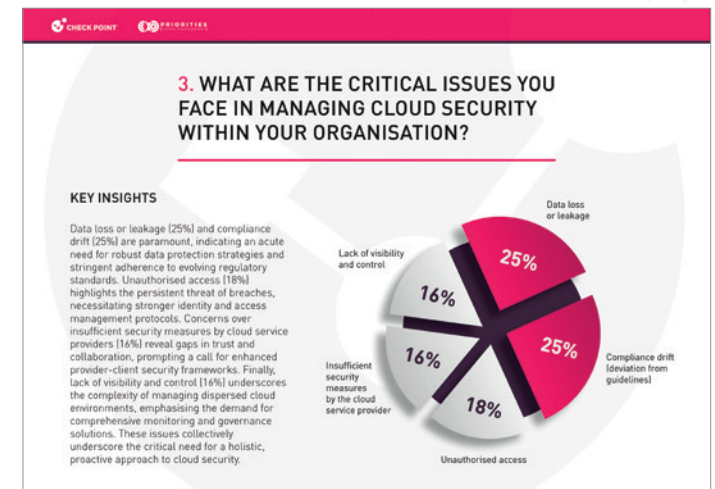
OPTIONAL EXTRAS

Item	Pricing
Cover story of relevant brand	\$5,000
Bespoke infographics	\$6,000
Local language translation	\$5,000

Enhance your report by adding local language versions, infographics that deep dive into key geos or feature a key executive in a cover story of one of our publications.

INFOGRAPHICS PRICING

DELIVERABLES	OPTION 1	OPTION 2	OPTION 3	OPTION 4
DESIGN	Template	Template	Bespoke	Bespoke
TIMEFRAME				
Please note, time frames are indicative and subject to client approvals	4-6 weeks	4-6 weeks	6-8 weeks	8-10 weeks
Survey questions	4	5	6	8
Survey respondents	30	50	80	120
Lead generation	N/A	N/A	20	50
Content	N/A	N/A	Video interview to discuss findings, with optional QR code to feature in the report and/or infographic	Video interview to discuss findings, with optional QR code to feature in the report and/or infographic
Mini-report	N/A	4 pages	6 pages	8 pages
TOTAL COST:	\$6,000	\$8,000	\$10,000	\$12,000



CASE STUDIES

CLIENT NAME: Proofpoint

CAMPAIGN DESCRIPTION: Proofpoint was looking to gain insights into the company's target markets in Sweden and the Netherlands. We worked with the Proofpoint and agency team to create a bespoke survey for 75 C-level executives in each country to learn more about organisations' security culture and security awareness training. Localisation was central to Proofpoint's objectives with this campaign and the surveys were translated into the local languages before we commenced the data capture element.

Once all data insights had been received, the strategic content team completed analysis and worked with the design team to create both interactive and PDF reports which outlined the key findings. These were also translated into local languages and we complemented the reports with the creation of video interviews with key executives from Proofpoint to create additional awareness. This was a highly targeted campaign that resulted in valuable data insights, the creation of original local content assets and complemented by tailored awareness activities.

proofpoint.

Scan the QR code to view the report



CLIENT NAME: Fortinet

CAMPAIGN DESCRIPTION: Fortinet wanted to create original content that would resonate with its target market and opted for a series of videos that would position key executives as experts and provide a new engagement tool.

The Intelligent Global Media team worked with the client and agency to prepare questions for three Q&A videos that would unlock the campaign's key messaging. The virtual interviews comprised of one-to-one interviews as well as a Digital Forum featuring two of the client's key speakers.

We then used the video content to generate 180 leads based on the client's chosen criteria. Once the lead generation element was complete, the interviews were subsequently shared on social media and used to create thought leadership content that ran across the relevant brand magazine, website and newsletters.

FORTINET®



Scan the QR code to view the video

STRATEGIC CONTENT SERVICES

Our strategic content services offer organisations the chance to add that little bit 'extra' to their content – whether it's enhancing a piece of thought leadership, connecting with existing or potential new customers, or communicating your key messaging to decision-makers across the IT industry – we work with clients to provide added value.

Our team aims to deliver data-rich campaigns and generate content with a unique edge, tailoring it in line with your strategic approach and delivering a return on investment. Each campaign we work on is bespoke and tailored to clients' own goals, creating content that best connects with their target audience.

WHAT WE CAN OFFER

CASE STUDY AND LICENSING

Case studies offer clients the opportunity to tell their story and showcase their products and services by discussing how they have enhanced their customer's digital capabilities. We position the story on the cover of one of our leading IT publications – generating brand awareness and appealing to a broad scope of IT professionals. The content is then published across our social media channels. There is also the option to 'license' the copy which is a great marketing tool, allowing you to distribute the story as a standalone piece rather than as part of the magazine.

CAMPAIGN CONTENT

We work with you to craft compelling thought leadership content that is then placed in the relevant brand publication as well as across our website(s)

and on social media. We collaborate with you in the initial stages to craft questions that will serve as the backbone of your article. We then conduct either a written Q&A or a video interview to ensure we communicate your passion project / area of interest in a way that is most effective and compelling for our readership.

VENDOR COVER STORY

This is a chance to position your company's chosen spokesperson on the cover of one of our magazine publications. Again, we would work with you to tailor questions that best suit the spokesperson in line with their job title and role at the company, as well as their career background. This opportunity offers the chance to spotlight your company and its market movements within the IT industry as well as emphasise that all-important brand awareness element. This is a unique opportunity in itself as we do not usually feature vendors on the cover of our publications.

PREMIUM FEATURES

Our premium feature slots can be a strategic investment for businesses looking to increase visibility, credibility and reach their target audience more effectively. These features enable clients to further promote their organisation.

CONTENT HUBS

A dedicated hub for your content hosted on our relevant website. Feature videos, thought

leadership, blogs, news articles or company updates and keep readers informed about why they should be considering your services to help address their challenges.

CONTENT SERIES

Sometimes, you can't say everything you need to in just one article. We can help plan a content series over three, six or even 12 months, that allows you to dive deeper into the key areas you want to explore, aligning with your key message and overall objectives to ensure ROI.

INTERACTIVE ASSETS

We understand the importance of making an impact – and sometimes that requires more than words. Our team can help create interactive whitepapers and assets that encourage interaction. That whitepaper you've been thinking of drafting? Our team can create an interactive version that is bold and visually appealing to readers, leaving a lasting impression.

EVENTS

Whether you are looking to bring key decision-makers together to share knowledge in an intimate round table or spread the message more widely in an interactive webinar, our team can build event packages based around individual requirements. We provide B2B event services from conceptualisation to delivery and can help bring your vision to life.

CASE STUDIES

CLIENT NAME: SpiderSILK

CAMPAIGN DESCRIPTION: SpiderSILK sought a solution that would enable the company to reach key decision makers at SMEs in the Middle East via original, compelling content.

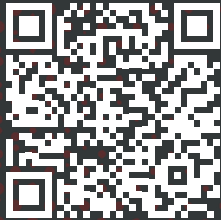
The Intelligent Global Media team worked with the client and agency to pre-prepare a series of questions

> **spiderSilk;**

aligned with the key messaging for the campaign. We conducted a video interview online, with the content then transcribed for the cover of *Intelligent SME.tech's* October edition – which was distributed to the client's target market in physical form at GITEX Technology Week, as well as digitally.

The campaign included a total of two articles published in *Intelligent CIO Middle East* and *Intelligent SME.tech*, with all content promoted on supporting websites and newsletters. All content was also shared across social media channels to ensure maximum impact.

Scan the QR code to view the video



DEEP DIVE



Rami El Malak
Co-founder, spiderSilk



ENABLING VISIBILITY: HOW SPIDERSILK HELPS CUSTOMERS FIND THE 'UNKNOWN UNKNOWN'S'

WATCH NOW



MEET THE TEAM AND GET IN TOUCH

We're a team of journalists, marketers and event specialists who are all passionate about helping our clients to make an impact through content.



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Jess Abell, Chief Content

Officer: Hailing from a background in local journalism, as a rookie journalist Jess cut her teeth on traditional news gathering such as high-profile court cases, public affairs and human interest. After joining Intelligent Global Media in 2018, she edited *Intelligent CISO* and *Intelligent Data Centres* before launching the strategic content services in 2020. For Jess, the 'story' is at the heart of her approach to content creation – to make an impact you need to have a compelling narrative and she will work with you to unpick this.



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Alix Pressley, Director, Strategic Content

Alix's passion for content came about after a short stint at *The Guardian* and *Observer* newspapers as an impressionable teenager on work experience. Fast-forward to more recent events when she launched *Intelligent CIO Europe* in 2018 and edited *Intelligent CISO* and *Intelligent Data Centres* thereafter, she attended trade shows globally to catch a glimpse of product launches and gather news hot off the press. More recently, she moved into the Strategic Content team to help clients achieve their desired content goals and unpick their key messaging to help them stand out in a crowded market.



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Krishan Parmar, Senior Content Strategist:

Krishan is an experienced content creation specialist. Having worked across a diverse range of industries his strategic-led approach, balances business and user needs. He supports the strategic content team with operations, production and CXO report delivery, ensuring campaigns run on time and that all deliverables are met.



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