Audience Demographics: Cybersecurity

ActualTech MEDIA

"Our cybersecurity audience is comprised of core security executives, managers, analysts and specialists from companies of all sizes and industries across North America. They are actively making or influencing new cybersecurity technology purchases and deployments. If you are a security solutions vendor, this is the audience you want to speak to."
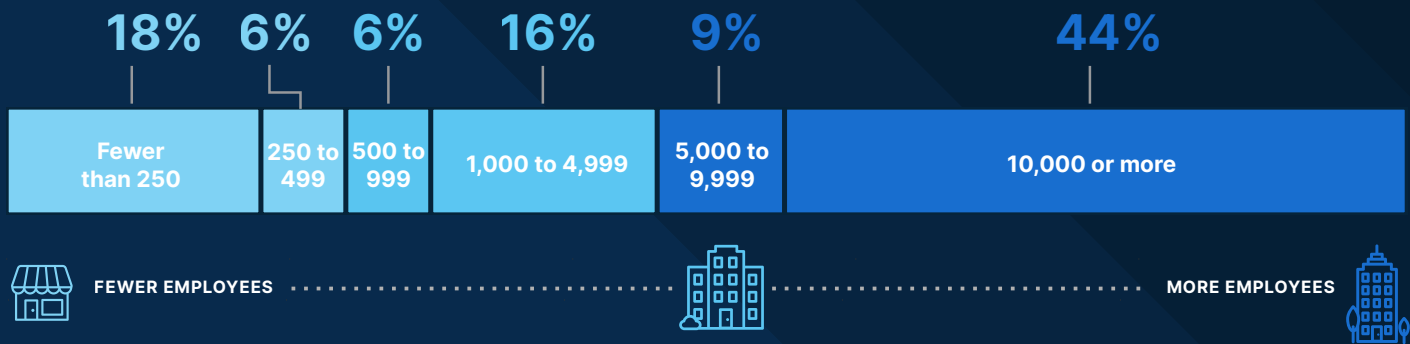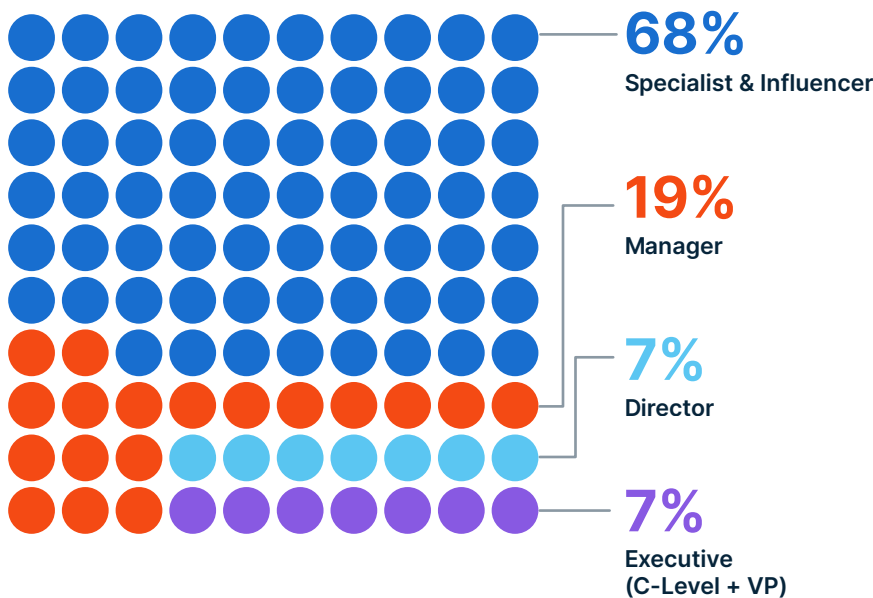
—**Scott D. Lowe, CEO, ActualTech Media**
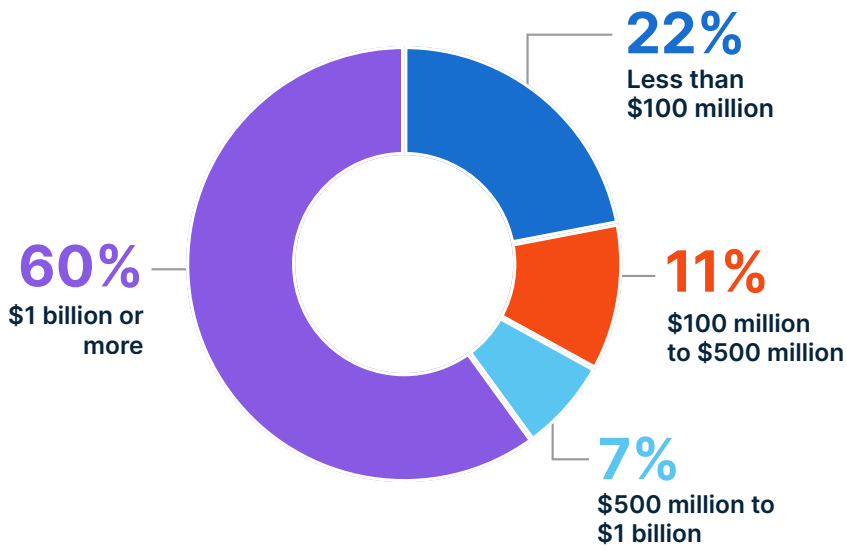
141,423
Full Cybersecurity Audience Size

Company Size

18%	6%	6%	16%	9%	44%
Fewer than 250	250 to 499	500 to 999	1,000 to 4,999	5,000 to 9,999	10,000 or more

FEWER EMPLOYEES · MORE EMPLOYEES

Roles

68%
Specialist & Influencer

19%
Manager

7%
Director

7%
Executive
(C-Level + VP)

Company Revenue

22%
Less than
$100 million

11%
$100 million
to $500 million

7%
$500 million to
$1 billion

60%
$1 billion or
more

Number of Hats Audience Members Wear

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.

39%
1 role

29%
2 to 4 roles

20%
5 to 8 roles

11%
9 or more roles
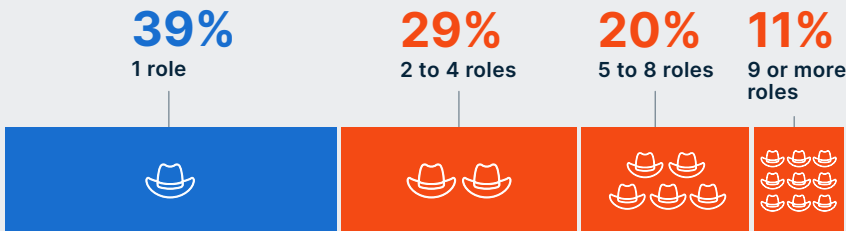
> We are now using more than 10 tools that we learned about on ActualTech Media's webinars.

Reddy K. – *Sr. Associate, Capital One*

> ActualTech Media's MegaCasts and EcoCasts give us the ability to see similar vendor offerings to compare and contrast with minimal effort. This gives us familiarity with different product offerings in a short period of time.

Gijo G. – *Principal Systems Engineer, City of Philadelphia*

COMPANY HIGHLIGHTS
(North America only)

Cargill	CommonSpirit Health
Weyerhauser	Wells Fargo
Foster Farms	Wells Fargo
Enbridge	Chevron
M&T Bank	Manulife Global
US Bancorp	Emerson
T-Mobile	3M
Ernst & Young	McDonald's
Deloitte	Prudential
Harvard University	Eli Lilly
Charles Schwab	eBay
Bank of America	Abbott
Blue Cross & Blue Shield	Finserv
Westgate Resorts	General Dynamics
BNY Mellon	TD Bank Group
Estee Lauder	Honeywell
US Air Force	Marsh McLennan
Chubb	Capital One Financial
NASA	BAE Systems
Office Depot	Raymond James
PSEG	Rabobank
Northwestern Mutual	Allstate

40,359
security webinar registrations in the last 12 months

51%
average attendance rates