

Graham Cluley

Media pack

About Graham Cluley and grahamcluley.com

Graham Cluley is one of the most well-known experts of the computer security industry – having worked in senior technical roles at the likes of Sophos, McAfee and Dr Solomon’s since the early 1990s, and made many international media appearances (including BBC, Sky, Fox, CNN, Mashable, TechCrunch...) offering expert opinion.

Graham Cluley writes regularly on the latest computer security issues on grahamcluley.com, receiving **hundreds of thousands of views each month***, and is regularly quoted and linked to by the press.

In addition, Graham Cluley and his website have won [many awards](#) including “**Best Security Blog**”, “**Most Educational Security Blog**”, “**Most Entertaining Security Blog**”, “**EMEA CyberSecurity Educator of the Year**” and “**Tech Blogger of the Year**”.

Grahamcluley.com has an established international readership that is steadily growing month on month.

Although the website is particularly popular with audiences in the United States, UK and India, it is read by IT professionals the world over, drawing its readership from large multi-national corporations, some of the world’s largest banking and financial service providers, government organisations, as well as educational institutions and SMEs.

** Stats from Koko Analytics*

Sponsorship opportunities

A week-long site-wide sponsorship of grahamcluley.com is available. There is only one slot available per week.

The sponsorship promotion is displayed as a text-based link on every single page of the website, including the main page, for the entire week – linking to the sponsor’s website or specific promotion.

The screenshot shows the website header with the name "Graham Cluley" and the tagline "Computer security news, advice, and opinion". A search bar is located in the top right. Below the header, a yellow banner reads: "This week's sponsor: Download Immersive Labs's free eBook today to discover how it is reframing the cyber skills gap with MITRE ATT&CK." The main article is titled "Malware that skims credit card details poisons the websites of eight US cities" and is dated July 2, 2020. An illustration shows a person with a sad face and a person with a mask, representing a victim and a cybercriminal. The article text begins with "Beware if you're paying your bills for local government services – the payment information you type into that web form may be heading straight to cybercriminals." On the right side, there is a "PODCAST" section for "Smashing Security", which is the "Winner: Best Security Podcast 2018, 2019". The latest episode is "195: 'Selene Delgado Lopez is not your friend'" from Sep 10 2020. Below the podcast section, there is a "Subscribe:" link for Apple Podcasts, Google Podcasts, Spotify, and RSS, and a "Support the podcast:" link.

Example of sponsorship promotion on main website

In our experience, using a text-based link rather than a graphical banner is preferable as it not likely to be filtered by ad blockers.

The sponsor promotion is equally prominent on mobile devices.

Graham Cluley MENU

This week's sponsor: Download Immersive Labs's free eBook today to discover how it is reframing the cyber skills gap with MITRE ATT&CK.

The inside story of the Maersk NotPetya ransomware attack, from someone who was there

 **Graham Cluley** • [@gcluley](#)
1:48 pm, June 25, 2020



The shipping conglomerate Maersk, hit by the NotPetya ransomware in

We are happy to advise on what wording we believe would be most successful for your promotion.

In addition, the weekly sponsor receives an item in the site's RSS feed (with text that can either be boilerplate copy or something Graham writes for you), an item written by Graham and posted to the full site at the end of the week, an item in GCHQ (Graham Cluley's Security Newsletter) sent to over 17,000 subscribers, and a tweet thanking the sponsor from Graham's personal Twitter account (currently over 100,000 followers).

The screenshot shows the top of the Graham Cluley website. The header is dark blue with the name 'Graham Cluley' in white, followed by the tagline 'Computer security news, advice, and opinion'. Navigation links for 'News', 'Newsletter', 'Podcast', 'Speaking', 'Sponsor', and 'About' are on the right. A search bar is located below the navigation. Below the header is a yellow banner with the text: 'This week's sponsor: Download Immersive Labs's free eBook today to discover how it is reframing the cyber skills gap with MITRE ATT&CK.'

Free ebook: Aligning cyber skills with the MITRE ATT&CK framework

6:02 pm, September 13, 2020



*Many thanks to the great folks at **Immersive Labs**, who have sponsored my writing for the past week.*

Attacks and breaches are a fact of life. They happen. What's most important is how well your organisation responds. And technology isn't enough. Your staff must be ready too.

The image shows a podcast player interface. At the top, it says 'PODCAST'. Below that is the title '"Smashing Security"' and a small logo for 'SMASHING SECURITY'. It mentions 'Winner: Best Security Podcast 2018, 2019'. Under 'LATEST EPISODE:', it lists '195: "Selene Delgado Lopez is not your friend"' dated 'Sep 10 2020'. A short description follows: 'The Gadget Show's Jon Bentley joins us to discuss the mystery of a Facebook friend you never requested, software updates for the Mercedes S-Class, and risks in the online classroom.' At the bottom, there is a play button, a progress bar at 0:00, and a volume icon. Below the player, it says 'More info and show notes.' and 'Subscribe: Apple Podcasts | Google'.

Example of promotional website article related to sponsorship.

Rate card as of Jul 2020

Sponsorship of grahamcluley.com for one week, \$1000 USD

**Sponsorship of grahamcluley.com for four weeks, \$3500 USD
(12.5% saving)**

Dates of currently available sponsorship slots are listed at
<https://grahamcluley.com/sponsorship/>

Contact

To schedule a sponsorship, or for further information, contact
Graham at sponsor@grahamcluley.com.