

# 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, New York Times, 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 top of the Graham Cluley website. The header includes the site name, navigation links (News, Newsletter, Podcast, Speaking, Sponsor, About), and a search bar. A yellow banner below the header 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." Below the banner is a main article titled "Malware that skims credit card details poisons the websites of eight US cities" by Graham Cluley, dated July 2, 2020. The article features an illustration of a person and a server rack. To the right is a "PODCAST" section for "Smashing Security", including a "LATEST EPISODE" and a "Subscribe" button with links to various platforms.

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 110,000 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 for 'Smashing Security'. It includes the podcast title, a 'PODCAST' label, a 'Smashing Security' logo, and a quote: 'Winner: Best Security Podcast 2018, 2019'. Below this is the 'LATEST EPISODE:' section, which lists episode 195: 'Selene Delgado Lopez is not your friend' from 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. Links for 'More info and show notes.' and 'Subscribe: Apple Podcasts | Google' are also present.

Example of promotional website article related to sponsorship.

## **Rate card as of Jan 2023**

**Sponsorship of grahamcluley.com for one week, \$1275 USD**

**Sponsorship of grahamcluley.com for four weeks, \$4500 USD  
(12% 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](mailto:sponsor@grahamcluley.com).