

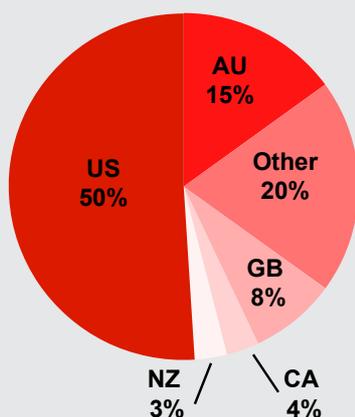
Subscriber Stats & Demographics

Habits

23,000-26,000 downloads per weekly show episode

- 130-180k podcast downloads monthly
- 81.7% listen **weekly** to **every** show
- 3.2% binge-listen to catch up!

Global Distribution



Profiles

Decision Authority: 30% CSOs and other C-level Executives, Security Directors, Architects, Managers or above

- 21.3% directly authorize or approve purchase

Decision Influencers: 24.2% are Engineer or Developers (excluding Analysts, Sysadmins, etc)

- 70.9% directly specify, recommend, or evaluate

44.2% of listeners say Risky Business directly influences investment strategy, purchases, and evaluations

27.5% contact vendors for more information after hearing them on the show

Company Sizes & Budgets

50k+ employees: 16.3%
50k-10k employees: 14.4%
10k-1k employees: 19.6%
<1k employees: 50%

\$100M+: 4.4%
\$5M-\$100M: 7.9%
\$1M-\$5M: 8.1%

THE RISKY BUSINESS PODCAST:

THE SECURITY INDUSTRY'S LEADING PODCAST NEWS SOURCE



Risky Business is the professionally-produced weekly podcast hosted by Patrick Gray, featuring industry news and commentary from security luminaries. Launched in 2007, the podcast speaks directly to a target audience of tech-minded managers and executives who are short on time and rely on *Risky Business* for the latest security news and trends.

Each weekly episode features in-depth interviews with security leaders and covers the major news stories of the week. *Risky Business* is the discerning professional's can't-miss industry briefing.

Why Market With Risky Business?

“ The security industry's most informative podcast, hosted weekly by Australian Patrick Gray, offers a news roundup with the right blend of snark and insight from top infosec pros.

— WIRED Magazine

Our highly-engaged audience wants to hear from you. The technical content and practical focus of the hosts means engagement and loyalty are high. Audience feedback tells us listeners not only welcome, but enjoy hearing about new products and technology in a forum that is open and dynamic.

You'll reach security professionals with buying power. When you market with *Risky Business* you aim with precision. Your message of brand awareness and value proposition is delivered to our audience of executives and decision makers, maximizing access to influential mind-share and market opportunity.

sales@risky.biz

Fast turnarounds means you can speak to your target audience quickly and easily. It takes less than a single working day to participate in an episode of *Risky Business*. Content preparation and recording take just a few hours, we take care of the rest for you.

As a benchmark, think of a single *Risky Business* podcast as a keynote presentation to an audience of at least 23,000 information security professionals, every single week. That's a powerful opportunity to share your message.

Sponsoring *Risky Business* Brings Results

"Our first appearance on *Risky Business* was just before we headed to the US to try our hand at fundraising. Once we got here I quickly lost count of the number of executives who recognized our name and already understood Bugcrowd's story from the podcast. **At that point signing up as a *Risky Business* sponsor was a no-brainer, and Pat's ability to communicate as a trusted voice into the executive suite continues to help us grow today.**"

-- Casey Ellis, CEO & Founder, BugCrowd

"**We've been thrilled with our *Risky Business* sponsorships in all three formats.** They've helped us not only reach the right audience, but do so with a nuanced, compelling conversation rather than a simplistic marketing message."

-- Ryan Kalember, SVP, Cybersecurity Strategy, Proofpoint

"After appearing in a Snake Oilers edition on *Risky Business*, we experienced a large increase in product enquiries across multiple countries and market segments. **As a start-up, *Risky Business* provided us with invaluable exposure, enabling us to reach customers that we would otherwise be unable to.** We regard *Risky Business* as an invaluable part of our product marketing strategy."

-- David Cottingham, co-founder, Airlock Digital

Industry Recognition & Accolades

- Winner Best Podcast, RSA blogger awards, three of the last four years (Including 2019)
- Winner of five **MediaConnect Awards** for Excellence in IT Journalism
- Winner Best Podcast, European Security Blogger Awards, 2016
- Named the #1 "**Must Follow Security Feed**" by **WIRED Magazine**, Sept. 2015

"Good luck cybersecurity czar Rob Joyce' from podcast #472, said with a wicked grin, is my new ringtone!"

—Rob Joyce, former White House Cybersecurity coordinator and deputy homeland security advisor to the US President

"I listen every week, it's a part of my commute in gridlocked traffic on 101... I'm a big fan."

—Alex Stamos, former CSO, Facebook

"I discovered the podcast in early 2011 and I've listened to every episode since."

—Brad Arkin, CSO, Adobe Systems

"*Risky Business* is the first podcast I recommend to people looking to stay current with the top issues in security. It has exactly the right mix of technical depth, analysis of trends, and humor. I listen every week."

—Bob Lord, CSO, Democratic National Convention)

2019 *Risky Business* Sponsors Include:

