

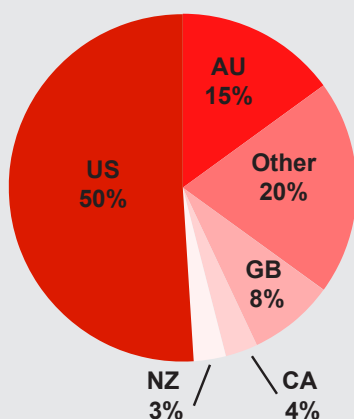
Subscriber Stats & Demographics

Habits

17,000-20,000 downloads per weekly show episode

- 80 - 120k monthly downloads
- 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

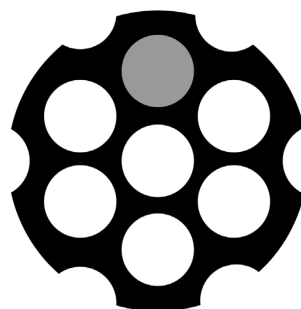
Company Sizes & Budgets

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.BIZ
It's a jungle out there

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 industry news and trends.

Each hour-long episode provides insight into the latest security news and trends with exclusive, in-depth interviews with major industry leaders and covers the major news stories of the day so listeners don't have to. *Risky Business* is the discerning professional's can't-miss industry briefing.

“ 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

Why Market With Risky Business?

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 complete an entire 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 17,000 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

"*Risky Business* is a great forum to discuss security technologies and challenges with industry luminaries. I've personally met CISOs and security leaders who've come back with questions on topics that I've discussed on air with Patrick.

On top of this, the *Risky Business* podcasts are followed by the elite security pros in the security industry. **If you want to get a voice 'above the noise,' you should definitely consider [sponsoring] this show.**"

—Rahul Kashyap, Chief Security Architect, SVP Security & Solutions Engineering, Bromium

Industry Recognition & Accolades

- Won five **MediaConnect Awards** for Excellence in IT Journalism
- Winner Best podcast, RSA 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, 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, 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, former CSO: Yahoo, Twitter

2018 Risky Business Sponsors Include:

