ITSPMAGAZINE PODCASTS WITH SEAN & MARCO

BROADCASTING IDEAS. CONNECTING MINDS.

A Modern Innovative Multi-Media Platform. A Global Space Where Intellectual Exchange Is Encouraged.

Musing On: Technology | Cybersecurity | Society & Culture | Business | Space | Science Leadership | Environment | Healthcare & Wellness | Storytelling & Storytellers Artificial Intelligence & Generative AI | Ethics & Philosophy | Policy & Regulations Hacking | Software Development | Sociology & Psychology | Founders & Start-Ups Conferences & Events | Mentoring





THE POWER OF THE NETWORK

ITSPmagazine Podcast Network is a modern and innovative multimedia platform that believes in broadcasting ideas and connecting minds. Our goal is to create a global space where intellectual exchange is encouraged and where diverse perspectives thrive.

When you connect your brand to Sean Martin's Redefining CyberSecurity Podcast and Marco Ciappelli's Redefining Society Podcast, you benefit from the full power of both and also through the primary ITSPmagazine podcast channel to reach an even larger audience.



ALL-TIME PODCAST DOWNLOADS

MONTHLY PODCAST

DOWNLOADS

55K+

ALL-TIME YOUTUBE VIDEO PLAYS

MONTHLY VIDEO PLAYS 80K

MONTHLY LINKEDIN* **IMPRESSIONS**

NEWSLETTER* SUBSCRIBERS

Redefining CyberSecurity





LINKEDIN* **FOLLOWERS**

63K

SOCIAL MEDIA*

FOLLOWERS







SEAN MARTIN

OPERATIONS MANAGER

HOST, ANALYST, WRITER, JOURNALIST, SPEAKER, PROFESSOR

Sean has established himself as a leading authority in the cybersecurity field, having recorded and produced thousands of globally published articles and podcasts. His wide-ranging expertise spans security management, hybrid multi-cloud computing, platform engineering, enterprise mobility, application and API security, artificial intelligence, machine learning, and quantum computing. Sean's keen insights frequently cater to industryspecific sectors, including government, finance, healthcare, insurance, law, manufacturing, aerospace, media & entertainment.



SPEAKER. MODERATOR. BROADCASTER.

With over three decades of experience in technology and information security, Sean Martin is a seven-time recipient of the Certified Information Systems Security Professional (CISSP) certification and a respected long-standing member in the community. Sean Martin is the cofounder of the ITSPmagazine Podcast Network, where he serves as the Director of Operations and Programming in addition to being the host of the Redefining CyberSecurity Podcast and author of The Future of Cybersecurity Newsletter. Sean is keenly focused on helping organizations securely grow the business and protect that growth for long-term resiliency and sustainability.

8K

LINKEDIN FOLLOWERS

64%

EXECUTIVE-LEVEL LINKEDIN CONNECTIONS

14K

SOCIAL MEDIA*

FOLLOW ERS

NEWSLETTER SUBSCRIBERS



CERTIFIED INFORMATION SYSTEMS SECURITY PROFESSIONAL

45K

MONTHLY LINKEDIN **IMPRESSIONS**

3.5K

AVERAGE LINKEDIN ENGAGEMENTS









REDEFINING CYBERSECURITY **PODCAST**

A TOP-RANKED PODCAST HOSTED BY SEAN MARTIN, CISSP

"Redefining CyberSecurity is a great podcast about the business side of cybersecurity. The podcast features the best experts in the field to dive into these questions and reflect on the impact our investments have not only on our security but on business growth, customer loyalty, and partner trust."

— Simon Hodgkinson, former CISO, BP / advisor, Semperis



transparency and honesty to the conversations surrounding the methods, services, and technologies upon which businesses rely. If we are going to protect what matters and bring value to our companies, our communities, and our society, in a secure and safe way, we must begin by operationalizing security.

84K

PODCAST DOWNLOADS

TITLES

CEO, BOARD MEMBER, FOUNDER, CISO, COMPLIANCE MANAGER, RISK MANAGER

11K

YOUTUBE VIDEO PLAYS

SENIORITY

SENIOR MANAGER, CXO, DIRECTOR, ENTRY LEVEL, VICE PRESIDENT, ANALYST, RESEARCHER

3K

MONTHLY PODCAST DOWNLOADS

SECTORS

IT SERVICES AND IT CONSULTING, COMPUTER AND NETWORK SECURITY, SOFTWARE DEVELOPMENT



View the page for upcoming topics and guests \searrow



ADVERTISING SPONSORSHIP BENEFITS

A MODERN INNOVATIVE MULTI-MEDIA PLATFORM. A GLOBAL SPACE WHERE INTELLECTUAL EXCHANGE IS ENCOURAGED.

"We want to thank both of you for your incredible partnership! From helping us turn complex stories into engaging discussions to creating an enjoyable interview process for our executives, it has truly been a pleasure to partner and tell stories with you. You make the process easy, efficient, and it's always fun to work with you!"

— Marketing and Communications Team, French Multinational



GLOBAL AWARENESS & ENGAGEMENT

Our job and passion are to create quality content—we're all about telling good stories that educate businesses, consumers, policymakers, citizens, leaders, parents, educators, students, and the whole of society in a way that makes them think. Our audience is interested in the future of humanity, the role of technology within it, and how we can all contribute to building a better society. We strongly believe that every company has many captivating stories to tell, and we cannot wait to help you tell and share yours with our audience. Below are some figures shared from one of our sponsored content and advertising clients.

145K

TOTAL CLICKS ON BRAND LOGOS AND NAMES

80K

TOTAL SPONSORED EPISODE DOWNLOADS 75K

TOTAL CLICKS ON BANNER AD CAMPAIGNS

10K

TOTAL BRAND STORY EPISODE DOWNLOADS 5 K

TOTAL SPONSORED EVENT COVERAGE EPISODE DOWNLOADS

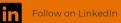
1M+

TOTAL DOWNLOADS ACROSS THE ITSPMAGAZINE PODCAST NETWORK 18K

NETWORK-WIDE LINKEDIN FOLLOWERS

21K

NETWORK-WIDE X (TWITTER) FOLLOWERS







BOOST AWARENESS & ENGAGEMENT

FROM SPONSORING OUR STORIES TO SHARING YOURS, WE ARE CONFIDENT WE CAN HELP YOU PROMOTE YOUR BRAND.

Every company has many captivating stories to tell, and we look forward to telling and sharing yours with our audience: from enterprise executives to small business owners and managers of all level and industries; from hackers to CISOs, founders and investors, and everyone in between; consumers, educators, students, parents, legislators, employees, and even... you!



CREATE. SPONSOR. PROMOTE.

There are many ways to promote your brand on ITSPmagazine, but all start with a good story. When you record a brand story with ITSPmagazine, you get a high quality asset you can repurpose for thought leadership, brand building, analyst relations, funding activities, lead generation, and even sales enablement.

Individual Promotional Brand Story Podcasts



CUSTOM CONTENT → SHOWCASE LEADERSHIP → BUILD AWARENESS → DRIVE ENGAGEMENT

ITSPmagazine will record, produce, and publish a podcast to promote your brand, product, team, partnership, or other thought leadership message.

Annual Brand Story Subscription Program



CONSISTENT LEADERSHIP ★ EXPAND AWARENESS ★ DRIVE ENGAGEMENT ★ MAXIMIZE INVESTMENT

Promotional Brand Stories are available in a convenient monthly subscription with multiple stories throughout the year. This program includes podcast channel sponsorship and a banner ad campaign.

Event Coverage Sponsorship + Brand Briefings



TARGETED AUDIENCE ◆ EVENT-RELATED PROMOTION ◆ PROMOTE EVENT MEETINGS

ITSPmagazine will record, produce, and publish an audio briefing and will include it as part of our event coverage. Briefings can promote your brand, product launches, new partnerships, or other news.







