

# OCTOBER 2023 THE AUSTRALIAN

## CYBER SECURITY REPORT OCTOBER 17

### EDITORIAL DIRECTION

On Tuesday October 17, *The Australian*, supported by The Australian Information Security Association (AISA), will publish a Cyber Security report on the opening day of the Australian Cyber Conference to be held at the Melbourne Convention & Exhibition Centre.

Australia's leading cyber security commentators will highlight key conference themes, challenges, and major advancements being made in the industry.

### CYBER SECURITY REPORT THEMES TO INCLUDE

- + The rising danger of ransomware driving preservation and protection of data
- +Governance and oversight of AI. The potential impacts; both good and bad of manipulating content
- + As social media platforms come under greater scrutiny, they remain the most direct route to access vulnerable individuals
- + University cyber security degrees- are they fit for purpose and what are the gaps?

+The global disruption posed by cyber threats

+The rising power & leverage of leading data management corporations

+ A push for professional sector certification, effectively shifting responsibility from companies to individuals

### PRINT OPPORTUNITY

The October 17 Cyber Security report will be written by leading Australian industry journalists, and commentators, providing a highly targeted marketing platform that will reach our audience of 390,000 influential readers including senior government and industry decision makers. In addition bulk copies will be available at the Australian Cyber Conference.

### DIGITAL FORMAT

A digital edition will be published in front of *The Australian's* subscriber paywall and all advertisers will be invited to supply a promotional banner or video link for the creation of a video gallery to be displayed in story pages.

### DELIVERABLES



Brand print ad aligned to dedicated special edition

Video gallery or brand reveal inclusion in digital version

Promotion of print & digital edition by *The Australian*

### OCTOBER 17 CYBER SECURITY REPORT

This edition provides our clients with a highly targeted and contextual environment to advertise to our affluent national Tuesday readership of *The Australian* which includes\*-

390,000 READERS | 95,000 BUSINESS DECISION MAKERS | FEDERAL GOVERNMENT DECISION MAKERS

BOOKING DEADLINE: SEPT 27 | MATERIAL DEADLINE: OCT 4

#### SPECIAL EDITION RATES ^

	Casual Rate	Cyber Security Report
Half Page	\$34,543	\$20,035
Quarter Page Portrait	\$17,272	\$10,018
Medium Strip	\$15,353	\$8,905

^Edition Rates include 42% discount and GST exclusive

Specific client discounts applicable on casual rates

Supported By



### INQUIRIES

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\*Source- Roy Morgan Research Single Source, 12 months ending Mar 2023