

The logo for Lynchpin Media, featuring the word "Lynchpin" stacked above "Media" in a white, sans-serif font. A thin white vertical line runs through the center of the letter 'i' in "Lynchpin". The logo is positioned on a dark blue triangular background that points towards the bottom right.

Lynchpin
Media

The background of the slide is a vibrant, abstract composition of glowing, multi-colored lines (blue, orange, pink, green) that curve and flow across the frame, creating a sense of motion and digital connectivity. A semi-transparent grey keyhole icon is visible in the upper right corner, and a vertical grey bar is on the right side.

CREATE | ENGAGE | DELIVER

Using client content to generate industry insight and deliver targeted campaigns



WHO WE ARE

Lynchpin Media is a boutique IT publisher built on targeted intelligence and research-driven data. We help to increase awareness, develop and target key accounts and capture vital information on regional trends.



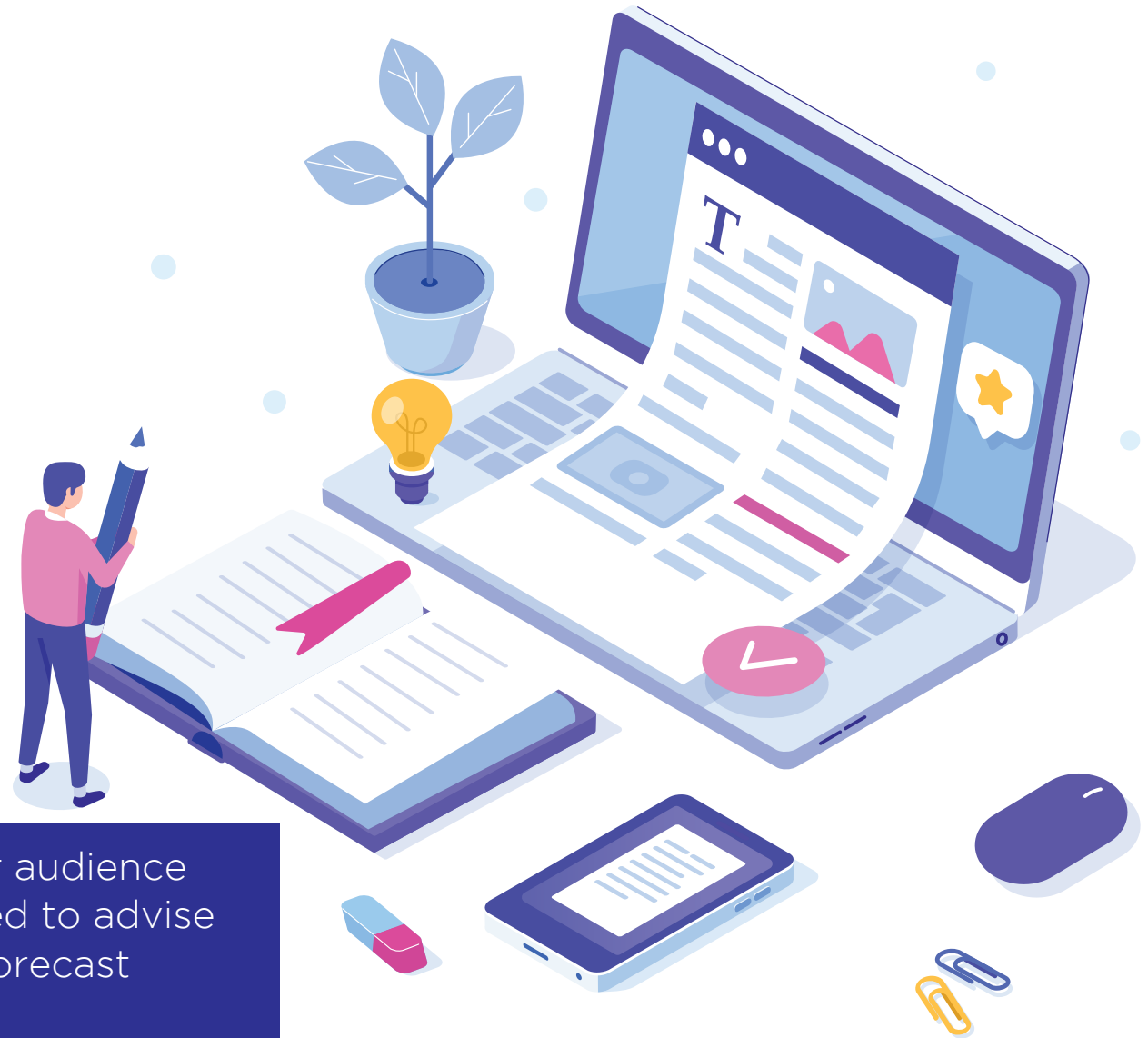
Based in the United Kingdom and United Arab Emirates, Lynchpin Media is an international publisher that has a wealth of experience delivering global campaigns on behalf of clients. Our integrated campaigns provide exposure and quality leads that can be nurtured and deliver organisations a genuine 'Return On Investment'.



WHAT WE DO

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements. In a nutshell, we:

- **Create** original, thought-leading content
- **Engage** senior IT and business leaders globally
- **Deliver** powerful campaigns and targeted leads



By understanding our audience we are better informed to advise our clients and help forecast market trends.



OUR BRANDS

Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

Intelligent Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.

Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

Intelligent Health.tech

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

Intelligent Build.tech

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

INTELLIGENT CIO

Intelligent CIO is a technology intelligence platform aimed at the enterprise IT sector to provide targeted updates and research-driven data. As part of Lynchpin Media, this platform gives complete and unparalleled advice to the regional technology community.

CIOs are increasingly required to demonstrate the business value of their projects and embrace the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for IT plans to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

Intelligent CIO strives to bridge this gap between the traditional role of the CIO and the new-age demands weighing in on this pivotal business role.

Spreading our resources across print, digital and events, *Intelligent CIO* endeavours to guide CIOs of EMEA, APAC, North America and LATAM with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the voice of the IT industry, encompassing the voice of vendors, distributors and resellers, right down to the end-user.

With social media supporting all of the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



Middle East



North America



APAC



Africa



Europe



LATAM





INTELLIGENT CISO

Intelligent CISO is a technology brand that encompasses various intelligence platforms aimed at the enterprise sector looking for updates and research-driven data about cybersecurity. As part of Lynchpin Media, this digital medium gives unparalleled advice to the EMEA, APAC, North America and LATAM cybersecurity community.

CISOs face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve. Against this backdrop, there is also a growing need for cybersecurity strategies to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in

isolation. *Intelligent CISO* strives to bridge this gap between the traditional role of the CISO and the new-age demands weighing in on this pivotal, high-pressure role.

Spreading our resources across print, digital and events, *Intelligent CISO* endeavours to guide CISOs across the globe with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the cybersecurity industry, encompassing the voice of vendors, distributors, resellers and the all-important end-user. With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.





INTELLIGENT DATA CENTRES

Intelligent Data Centres is a technology brand that encompasses various intelligence platforms aimed at the enterprise IT sector to provide targeted updates and research-driven information.

As part of Lynchpin Media, this digital medium gives unparalleled advice to the data centre industry within the EMEA, APAC, North America and LATAM regions.

Data centre managers, practitioners and technical teams face the constant challenge of deciding where to prioritise investment, while demonstrating the business value of their projects and embracing the strategic benefits their businesses are striving to achieve.

Against this backdrop, there is also a growing need to include strong business justifications alongside the well-worn IT metrics that typically examine application delivery in isolation.

Intelligent Data Centres strives to bridge this gap between the traditional role of the data centre manager and the new-age demands weighing in on this pivotal role as enterprises continue to progress their Digital Transformation strategies.

Spreading our resources across print, digital and events, *Intelligent Data Centres* endeavours to guide its readers across the globe with thought leadership, industry expertise, knowledge sharing and practical platforms from which to better understand the views of the data centre industry, encompassing the voice of vendors, distributors, resellers and the all-important end-user.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.





INTELLIGENT TECH CHANNELS

Intelligent Tech Channels (ITC) is an online, digital and print publication, targeted at the enterprise channel community across EMEA, APAC, North America and LATAM. The focus of the content is to keep the channel community up to date with:

- Recent vendor and channel tie-ups
- Road shows
- Promotions
- People announcements
- Vendor partner programmes
- Partner certifications
- Partner awards
- Training and skills development
- Solution implementations
- Product descriptions
- Product analyses
- Independent write-ups

The publication aims to cover the primary regions of IT industry business, including countries within EMEA, APAC,

North America and LATAM. The *Intelligent Tech Channels'* web portal carries:

- News
- Analysis
- Features
- Blogs
- Profiles
- Infographics
- White papers

All of which are relevant to the regional IT channel industry. It also highlights business, industry and institutional announcements that have a direct impact on the adoption of technology across EMEA, APAC, North America and LATAM.

The web portal carries a rich mix of media to enhance the reader experience. This includes external and internal hyperlinks, picture and graphic slide shows, video clips and links to relevant infographics.



INTELLIGENT CXO

Intelligent CXO is an intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with business profiles and expert insight from C-level executives.

Intelligent CXO aims to offer unparalleled advice to the business community and guide business leaders with thought leadership, industry expertise, knowledge sharing

and the latest innovations. It will provide expert insight for intelligent business leaders. There is also industry news from the global business landscape and a space to celebrate business growth.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.





INTELLIGENT SME.TECH



Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM.

As digitalisation sweeps across the globe, SMEs have more opportunities than ever to use technology solutions that enable them to scale and deliver positive customer experiences. But this is not without its challenges, as SME business leaders have fewer resources and less available budget than their enterprise counterparts which means navigating the technology landscape can be difficult.

Throw in the added problem of increased cyberthreats and malicious actors and it can be hard to know where to channel investment. *Intelligent SME.tech* aims to bridge this gap, offering unparalleled advice to the SME community and guiding SME business leaders with thought leadership, industry expertise, knowledge sharing and the latest innovations.

With social media supporting all the above, our content is delivered across all platforms and enables industry professionals to discover and read this on their preferred device.



INTELLIGENT HEALTH.TECH

Intelligent Health.tech is a technology intelligence platform aimed at the healthcare sector across EMEA, APAC, North America and LATAM.

The industry is emerging as a leader in technology, with rapid advancements being made across all sectors, such as dentistry and nursing. It can be hard to keep track of the latest innovations and for CIOs and their wider teams to know how to prioritise their investments.

With technology now aiding the recovery of healthcare organisations – through improved communication and experience for patients, automation and robotics in surgeries, Augmented Reality in digital therapies and the further emergence of telehealth – *Intelligent Health.tech* aims to help decision-makers navigate digitalisation in the healthcare sphere. Our technological insights are all on one platform, keeping decision-makers informed with thought leadership and industry expertise.

INTELLIGENT FIN.TECH

Intelligent Fin.Tech is a technology intelligence platform aimed at the financial sector across EMEA, APAC, North America and LATAM.

As more financial institutions move operations online, the need for technology has never been greater and for CFOs, it can be difficult to balance competing businesses requirements. Technology is now vital for businesses, and CFOs must embrace it to fully achieve autonomous finance.

On this platform, *Intelligent Fin.Tech* aims to educate CFOs, their teams and the wider C-suite (CEOs, CIOs) about technology and offer a range of resources so financial services can be streamlined and automated, as well as helping decision-makers navigate the digital finance space.



INTELLIGENT BUILD.TECH

Intelligent Build.tech is a technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

Construction has always been a key vertical focus for our publications, so we have launched a dedicated brand focused on this sector. This industry is a leader in technology, with rapid advancements constantly developing within this space. It can be difficult for decision-makers to keep track of all of the changes.

Intelligent Build.tech aims to calm the storm by gathering the latest information across the vertical and presenting it on one platform. Subsequently, this will inform key decision-makers through thought leadership and industry expertise, ultimately allowing senior executives to form well-rounded conclusions.



OUR REACH

NUMBER OF
REGIONS WE
COVER

NUMBER OF
COUNTRIES
WE REACH

165

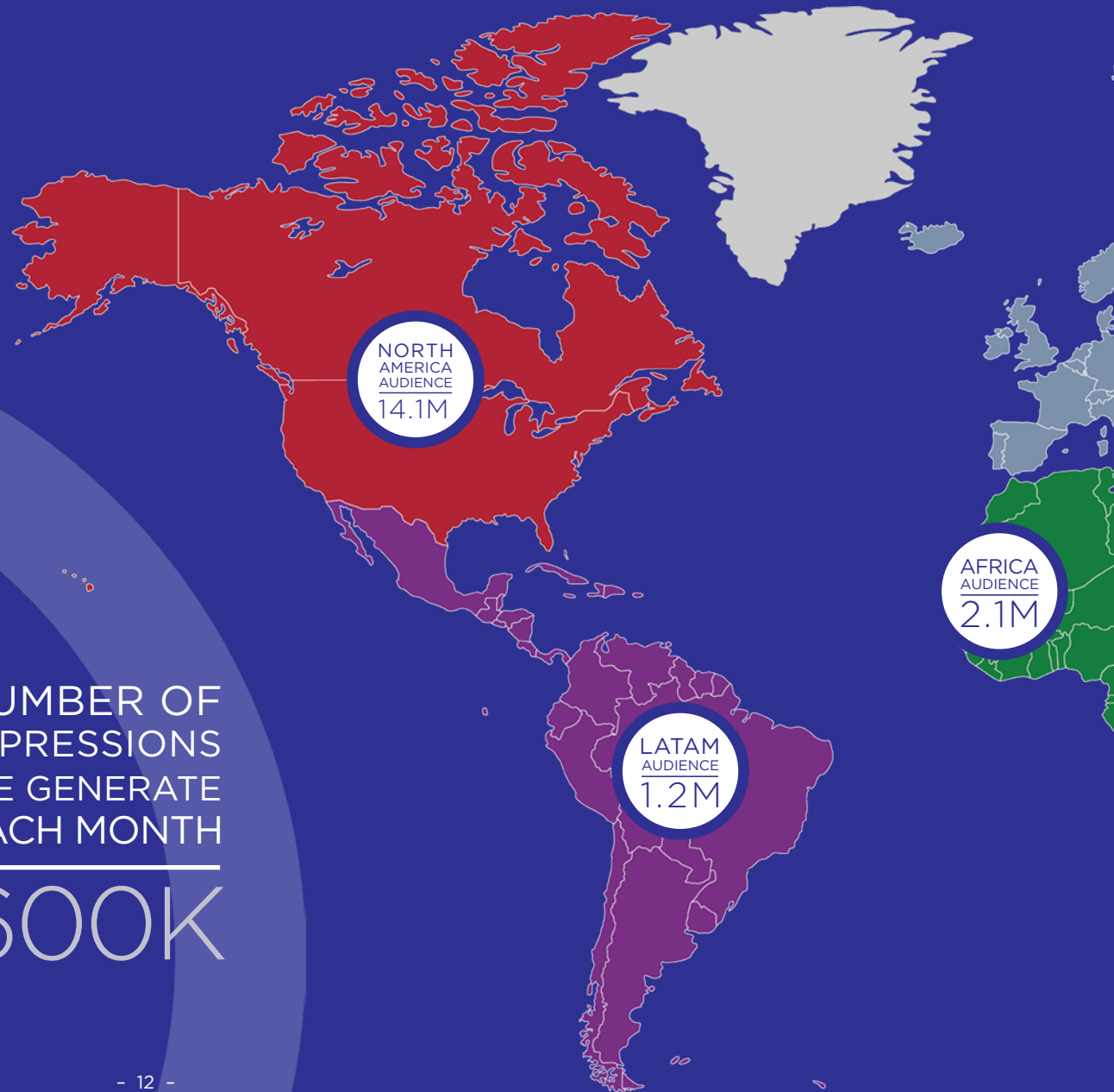
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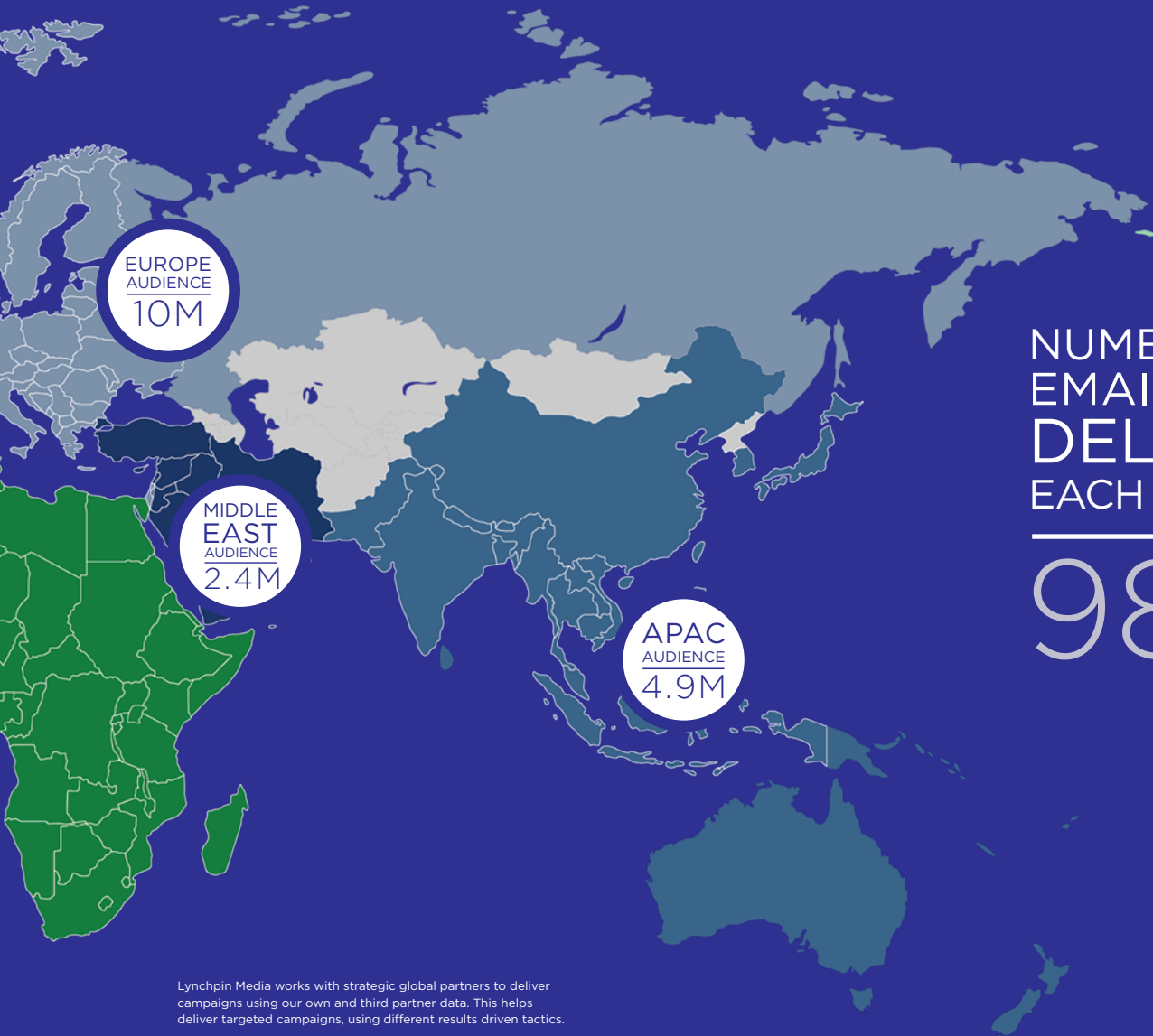
NUMBER OF DIGITAL
MAGAZINES
WE DELIVER EACH
MONTH

990K

NUMBER OF
IMPRESSIONS
WE GENERATE
EACH MONTH

600K





Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.

NUMBER OF
EMAILS WE
DELIVER
EACH MONTH

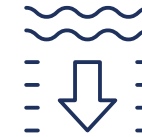
98M

NUMBER OF
NEWSLETTERS
WE DELIVER EACH
MONTH

2.1M

NUMBER OF INDIVIDUALS
WITH WHOM WE CAN ENGAGE

128 MILLION



CXO VISION

There is no doubt that video content has become a staple for marketers. It's a powerful digital medium, revered for its ability to engage, entertain and provide accessible, interactive content for target audiences.

We understand the increasing value of video, which is why we created our own video brand.

CXO Vision

Through our range of video solutions, we are offering clients a chance to connect with prospective customers while presenting themselves as thought leaders and experts in their field, promoting their brand and providing rich analytics to boot.

Whether you are looking to showcase one of your experts in a Q&A interview, invite partners to join you in a digital forum or spread the message even further with an interactive webinar, we have a solution to fit.

And if you can't see what you're looking for, just get in touch as our strength lies in creating bespoke packages based on individual client needs.



CXO PRIORITIES

IT leaders today face more pressure than ever before as the rate of Digital Transformation has accelerated in light of a shift in working practices.

'Digital' is now the beating heart of many organisations, enabling innovation and productivity across the many business functions while also securing critical data and enabling efficiencies through automation.

As organisations continue to look to digital tools for business benefits, the march to digitalisation does not appear to be ending anytime soon.

Our supplements and bespoke reports allow us to dive deeper into some of the many subject areas relevant to today's IT leaders as they navigate this complex digital environment.

From regional focuses to cyber trends and the skills shortage crisis, our portfolio of supplements and reports will enable us to get a better glimpse of life for all involved in the sector today. Click below to see an example.

<https://www.cxopriorities.com/Reports/Palo-Alto/2024%20LATAM%20CXO%20Priorities%20Report/index.html>





SOLUTIONS: LEAD GENERATION



Account-based marketing

Targeting leads from a specific set of accounts provided by the client. For clients without account lists we can combine intent campaigns to create ABM lists that can also exclude any existing customer base.



BANT qualification

Obtain specific information from targeted leads with additional data collection.



Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.





Our range of publications allows us to deliver client content with relevant brand messaging that engages their target audience.



SOLUTIONS: CONTENT AND AWARENESS



Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.



Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.



Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.



Events

Create a variety of events, of any size, to promote face-to-face engagement, either in-person or virtually.



Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.



Programmatic display

The perfect omnichannel tactic which can be combined with, and used to enhance, any marketing tactic or stand alone as its own key driver of brand uplift and engagement.



STRATEGIC CONTENT SERVICES

Our strategic team can help client content stand out from the crowd.



Customer case studies

Our case study cover stories will feature across both print and digital editions, as well as across our social media channels.



Supplements and ebooks

We can build bespoke packages around individual requirements and promote content across all channels.



Case study licensing

We create and share our clients' content across our publications and they are then free to use it for their own marketing purposes.



Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.



Customer and client cover stories

Through our cover stories, customers and clients will be positioning themselves as thought leaders in their field.



Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.



Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.



Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.





INTEGRATE

Lynchpin Media believes in providing the best quality leads. Our partnership with Integrate amplifies and adds depth to top-of-funnel marketing. Because it uses almost every kind of asset, content syndication is the richest and most varied of programmes, helping you break out from the noise and tap the white space in your market to meet pipeline or revenue goals. The Integrate solution verifies the leads and confirms every lead meets the strict campaign criteria outlined.



The Integrate software provides the tools you need to scale your operations and meet clients' growing demands for fast, actionable lead data and higher conversions. The Integrate platform helps us deliver leads promptly and if you're an Integrate partner, your leads can be uploaded into your own dashboard, helping clean and normalise data and track realtime analytics.

bombora

BOMBORA

Our association with Bombora helps deliver targeted campaigns and more holistic media strategies utilising Bombora's Audience Solutions.

With Bombora's Audience Solutions, you build your target audience online using a comprehensive database of attributes and intent signals in order to reach your audience consistently across channels through built-in integrations, and measure the effectiveness of your campaigns.

The B2B buying process is a group activity taking place across multiple channels and devices. Our Intent campaigns help B2B marketers to precisely and consistently identify, reach and engage with these buyers across disparate channels.

Intent data is collected about business web users' observed behaviour, specifically web content consumption. It provides insights into a user's interests and, from this, indicates potential intent to take an action.



6SENSE

6sense curates the most relevant B2B dataset available, arming revenue teams with the right information to engage with the right accounts, with the right messages, at the right time.



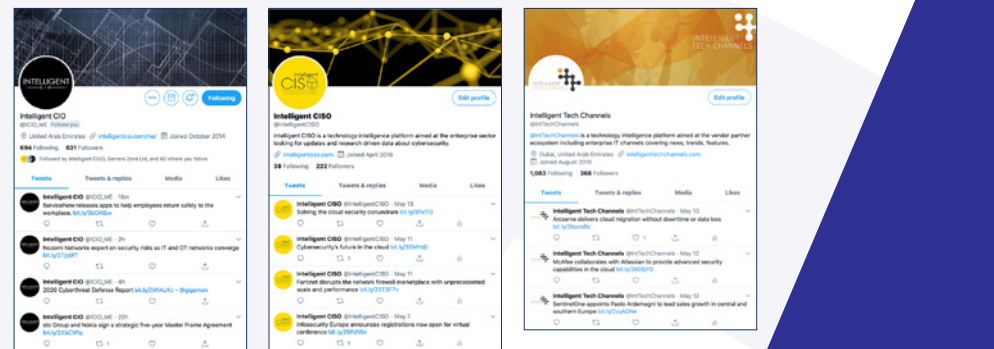
Intent data is collected about business web users' observed behaviour, specifically web content consumption. It provides insights into a user's interests and, from this, indicates potential intent to take an action.



CAMPAIGN INTEGRATION

Our campaigns integrate across several platforms helping to deliver a better ROI for our clients.

Newsletters



Social media channels



Websites

Magazines



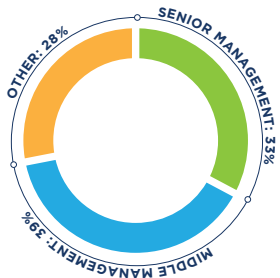


OUR AUDIENCE

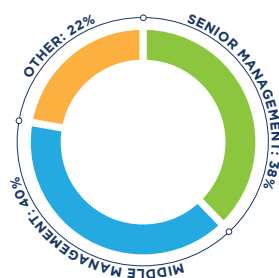
Our audience consists of senior IT and business professionals from predominantly mid to large-sized enterprises.

retains an engaged, targeted audience. This allows us to maintain the highest quality of lead and demand generation.

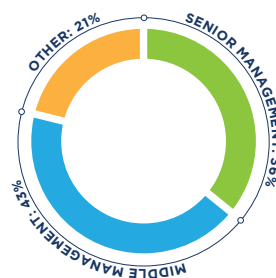
Through our intelligent brands, we deliver original, thought-leading content, which



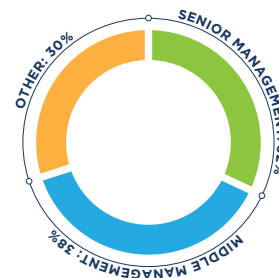
EUROPE



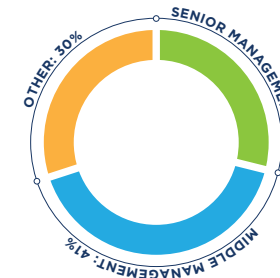
MIDDLE EAST



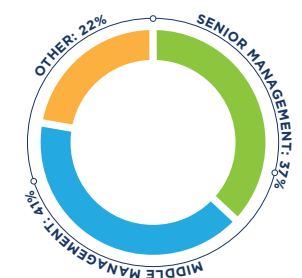
AFRICA



APAC



NORTH AMERICA



LATAM



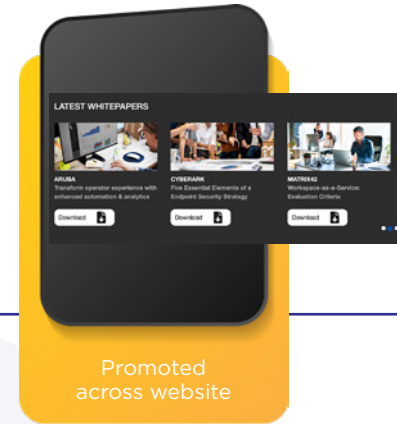
HOW WE GENERATE LEADS

Phase one

White paper and content syndication campaign. We promote your white paper through multiple touch points.



Shared by email



Promoted across website



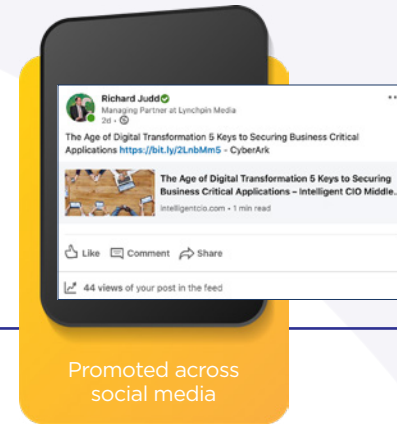
White paper catalogue



Newsletter promotion



Promoted in the magazines



Promoted across social media



Promoted across social media



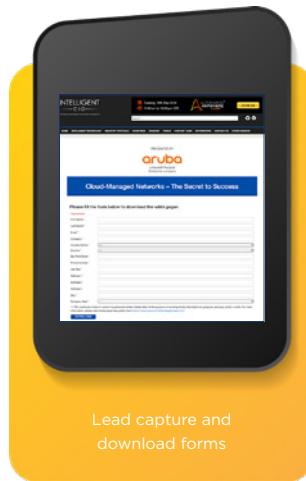
HOW WE GENERATE LEADS

Phase two

Host white paper and generate the end user's interest.

Phase three

A lead capture form needs to be completed.





Lynchpin Media is a boutique publisher registered in the United Kingdom. Company number 8096230
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OUR BRANDS

INTELLIGENT CIO

Providing Unparalleled Technology Intelligence



GET IN TOUCH

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MEET OUR FULL LYNCHPIN MEDIA TEAM



Other Lynchpin Media documents:



CXO Vision



CXO Communities



CXO Priorities

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www.intelligentdatacentres.com | www.intelligenttechchannels.com
www.intelligentcxo.com | www.intelligentsme.tech | www.intelligentfin.tech
www.intelligenthealth.tech | www.intelligentbuild.tech

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