

# ENIPHER

## BRIEF

### 2025 SPONSORSHIP KIT

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.....

unlocks hidden meaning.

It is a tool for turning white noise into an  
intelligible conversation



The Cipher Brief is the most trusted source of unbiased national and global security reporting, analysis and opinion for the country's most experienced national security professionals and for global leaders in security in the private sector. 

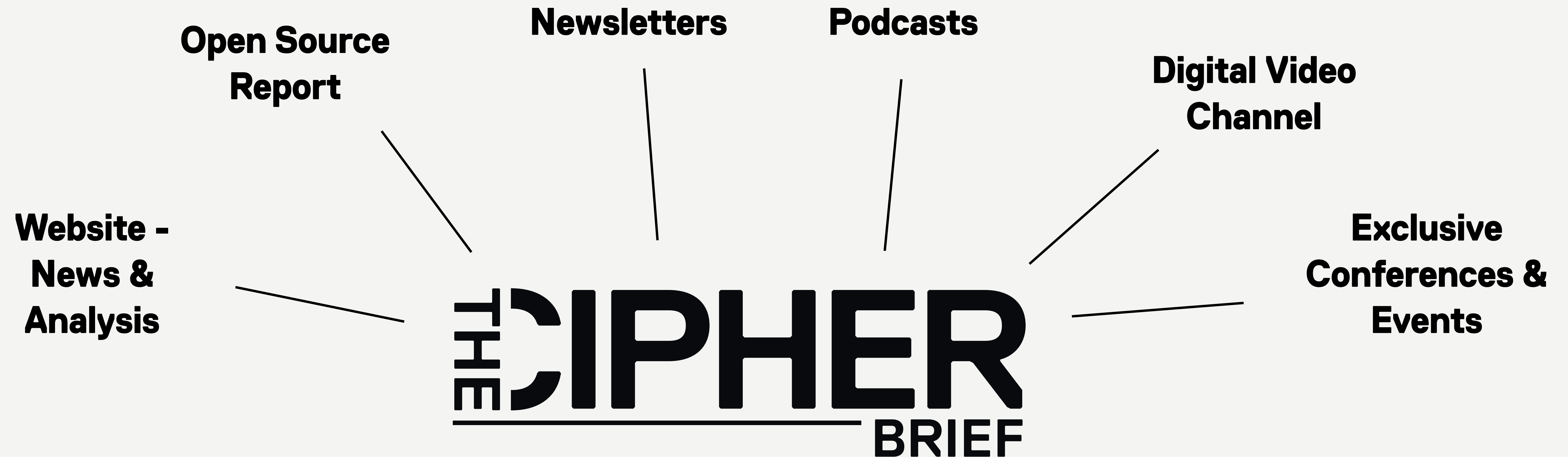
But don't take our word for it.....

*“Overall, we rate the Cipher Brief least biased based on minimal editorializing of content. We also rate them High for factual reporting due to proper sourcing and a clean fact-check record.”*



**We reach the nation's most influential  
decision makers on national security via:**

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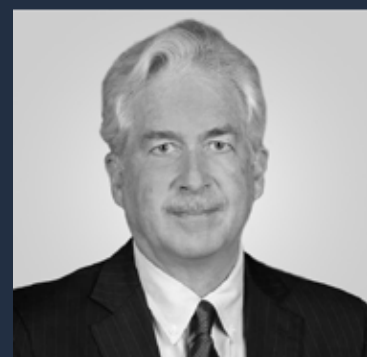




## Want to know who reads us in the Intelligence, Defense and Policy news space? Just ask.

When you advertise with The Cipher Brief, you're not just reaching folks at the upper echelons of government and industry. You're reaching professional, actively-engaged members of the national security world.

*"I would like to express the admiration I have for The Cipher Brief and the way in which you help illuminate for the wider public, the importance of intelligence, the role of intelligence, in ways that are very hard for those of us who are on the inside to do. It's a real credit to you and a real tribute to you and everybody at The Cipher Brief." You have "my admiration for your commitment to courageous journalism."*



**Bill Burns**  
Director, CIA

## BY THE NUMBERS

# 500K+

The Cipher Brief's average monthly reach across all platforms



Top readership in American cities

# ADVERTISING AND SPONSORSHIP OPPORTUNITIES

**7-8** Digital Advertising

**9** Newsletters

**10-11** Podcasts & Video

**12-23** Events



# DIGITAL ADS

## ADVERTISING OPPORTUNITIES

- ◆ **Front Page Banner Ads** put your organization front and center for the CipherBrief's influential readers and deliver a strong sense of credibility
- ◆ **Front Page Right Alley Ads** incorporate your organization's message seamlessly into the daily content that The Cipher Brief publishes.
- ◆ **Open Source Report Ads** are graphic-free, narrative ads that are included in our daily Open Source Report - a 'must daily read' for our influential audience.

## BY THE NUMBERS

100K+ 40K+ 1:31

# Page Views per Month

## Users per Month

## Avg. Engagement Time

THE CIPHER BRIEF

Your Trusted Source for National Security News & Analysis

October 16th, 2024 | 2:37 PM ET

TRENDING: ISRAEL HAMAS MIDDLE EAST UKRAINE RUSSIA TECH/CYBER

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The Open Source Report

Wednesday, October 16, 2024

US trying to rein in Israeli air strikes on Beirut

Russia retakes half of lost Kursk territory in a blow to Zelensky

North Korea has sent 10,000 soldiers to Russia, Western source says.

Zelensky unveils Ukraine's victory plan in parliament

Biden planning to convene 'European Quad' during Germany visit this week, officials say.

Why Europe Is Unprepared to Defend Itself

## How Russia's War Machine Keeps Raking In Money

The Kremlin has found multiple workarounds to a raft of Western sanctions.

DEEP DIVE — More than two and a half years after its full-scale invasion of Ukraine, Russia's economy shows surprising resilience. Despite an unprecedented 2,000 sanctions [...] [More >](#)

## The Experts

Cipher Brief Experts bring context to today's global events

### Could Israeli Attacks Prompt Changes in Iranian Intelligence?

OPINION — Iran's intelligence services, particularly its Ministry of Intelligence (MOIS), must have been awestruck by [...] [More >](#)

October 15th, 2024 by [Steven Ward](#)

### A Fight for the Future of US Special Operations Forces

OPINION — "If the numbers are what they are, then we need to man SOF [...] [More >](#)

October 15th, 2024 by [Walter Pincus](#)

EXPERTS

OPEN SOURCE REPORTS

NEWS & ANALYSIS

OPINION

NEWSLETTERS

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BOOKS

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## Book Reviews

Algorithms of Armageddon

### Preparing Today for Tomorrow's AI Wars

★★★★

Vince Flynn

### A Mitch Rapp Story of the Search for Bin Laden

★★★★

Lessons in Diplomacy

### Lessons in Diplomacy, Or Lack Thereof

★★★★

## THE DEAD DROP

This Week's Dead Drop: November 1

THEY'RE COMING FOR YOUR BRAIN: (well, sort of...)It got our attention this week when former senior CIA officers Dave Pitts and J.D. Maddox made a rather compelling case in The Cipher Brief that U.S. adversaries - including China and Russia - are effectively using cognitive warfare strategies against Americans and that the U.S. needs to get smart on the strategy...real fast. The two define 'cognitive warfare' as "activities conducted across a broad spectrum to achieve specific strategic objectives by influencing individuals, groups, and societies at the cognitive level—through information activities, [...] [More >](#)

Get The Drop

# FRONT PAGE RIGHT ALLEY AD 400 x 550



# Dedicated Open Source Sponsorship

Reach the most dedicated national security professionals by advertising in The Cipher Brief's Open Source report available to subscribers. This M-F report delivers timely news of the day on global events with added expert perspective about what it means.



## The Open Source Report

9:00AM EDT Friday, November 15

The Cipher Brief curates open source information from around the world that impacts national security. Here's a look at today's headlines, broken down by region of the world.

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## WHAT THE EXPERTS SAY

*It is just as good as the President's Daily Brief, having spent a decade reading the PDB. And it's unclassified."*



### Adm. James Stavridis (Ret.)

Vice Chairman, Global Affairs of The Carlyle Group & former Supreme Allied Commander, NATO



### Lt. Gen. Bob Ashley (Ret.)

Former Director, Defense Intelligence Agency

*The Cipher Brief's Daily Open Source Report is an integral part of how I start my day. As Director of the Defense Intelligence Agency, I relied on classified briefings. Since retiring, I have relied on The Cipher Brief's non-political, open source reporting to keep me up-to-date on what's happening in the world of national security."*

# THE NIGHTCAP NEWSLETTER

The Cipher Brief’s Nightcap newsletter is a deeply-informed take on the national and global security events of the day that bring expert insights into what’s happened so we can better understand what it means.

**BEHIND THE U.S. LETTER — AND ULTIMATUM — TO ISRAEL** — As reported here yesterday, a recent letter from **Secretary of State Antony Blinken** and **Secretary of Defense Lloyd Austin** to Israeli leaders outlines firm demands for Israel to improve humanitarian conditions in Gaza. Today we take a *Cipher Brief* “Deep Dive” into this rare case of the U.S. not just asking — but demanding — that Israel change its approach. State and Defense insist the letter was not a threat, but the letter referred to rarely-invoked U.S. law and included warnings that if Israel does not get more aid into Gaza, it may provoke a cutoff of some U.S. aid. Will the U.S. carry through on its threat? And will this make a difference in Gaza? **Elaine Shannon** [reports](#) on the letter and its ramifications in [The Cipher Brief](#).

*A message from our sponsor.*

**YOUR  
MESSAGE  
HERE**

*We can better protect our national security and take a more effective approach to countering gray zone activities. [Find out how.](#)*

**LARGEST ISRAELI STRIKE ON A LEBANESE STATE BUILDING** — An Israeli airstrike in south Lebanon destroyed the municipal headquarters of the city of [Nabatieh](#), a provincial capital. The strike killed 16 people, including the city’s mayor, and wounded more than 50 others, Lebanese officials said. It was the biggest attack on an official Lebanese state building since the start of Israel’s current campaign against Hezbollah. The Israeli military said it hit “**dozens**” of Hezbollah targets in and around Nabatieh. Meanwhile, an overnight strike on [Qana](#) killed three people and injured 50 others. Israel said that strike had been aimed at a local Hezbollah commander.

## ADVERTISING OPPORTUNITIES

- Your organization has the opportunity to contribute a 60-70 word narrative that will appear among the newsletter’s expert take on global events.
- Cipher Brief writers are available to help you create a message that connects and is focused on how your company is helping to address national and global security challenges.

## BY THE NUMBERS

35%

Open rate  
Compared to the industry avg of 23.9%



# THE WORLD DECIPHERED

The Cipher Brief’s digital channel on YouTube brings expert perspective to life via our new weekly talk show The World Deciphered and features other expert interviews with national and global security leaders.

## SPONSORSHIP OPPORTUNITIES

- A 10-second ad at the top of the show that is read by a moderator. (Example: This episode of The World Deciphered is brought to you by xxx, leaders in national security innovation. Find out more at xxx.com”
- A pre-produced 15 second video advertisement within the show

## BY THE NUMBERS

50K+ 2.6m 10:27 12K+

Average  
views per  
month

Impressions  
per month

Average  
Watch Time

Subscribers

Data based on the Cipher Brief’s Youtube Channel November 2024





# PODCASTS



The State Secrets Podcast hosted by Suzanne Kelly, welcomes guests on a variety of national security topics who are considered experts in their field. Innovation, technology and Investment in national security are prominent podcast themes.

**240,402+** Total Downloads



Co-hosted by Bill Harlow and Suzanne Kelly, Cover Stories dives into the books and entertainment side of national security by talking to the authors, television and movie producers and non-fiction writers who are making an impact.

**18,443+** Total Downloads



Currently on hiatus, but returning in 2025 is The Cipher Brief's Open Source Report Podcast with hosts Suzanne Kelly and Brad Christian. The OSR podcast brings you up to speed on the top stories of the day impacting national and global security.

**621,262+** Total Downloads

## ADVERTISING OPPORTUNITIES

- A 10-second ad at the top of the show that is read by a moderator. (Example: This episode of The World Deciphered is brought to you by xxx, leaders in national security innovation. Find out more at xxx.com”
- A pre-produced 15 second audio advertisement in the middle of the podcast.
- A thank you to your company at the end of the podcast.

# EVENTS





CIA Director Bill Burns at  
Threat Conference 2024

THREAT CONFERENCE



2025 THREAT CONFERENCE

Sea Island, GA  
October 18th-21st, 2025

The Cipher Brief Threat Conference is the premier national security event where leaders from the public and private sectors engage on world's most pressing national and global security challenges.

- ♦ Invitation Only
- ♦ 250 guests

So your message is guaranteed to reach some of the most influential decisionmakers in national security





**IT'S NOT ABOUT WHO'S ON STAGE,  
IT'S ABOUT WHO'S IN THE ROOM.  
BE IN THE ROOM.**

As a sponsor of The Cipher Brief's Threat Conference your company can drive and engage in high-level, non-partisan conversations. All sessions are expertly crafted and focused on ways the public and private sectors can most efficiently work together to address key national security challenges.

Outside of brand recognition and placement, your company will be in the room where key leaders are focused on the most pressing issues of our day.

## WHAT THE EXPERTS SAY

*There is literally no better place for you to go and understand what is happening in the world and the solutions that we all have to work on. An absolutely do-not-miss event."*



### **Dmitri Alperovitch**

Executive Chairman, Silverado Policy Accelerator

*I think this is one of the best conferences I've ever been to. Real leaders exchange real ideas on how we can be safer in this cyber world. When we can come together, we can finally deliver on that promise of public-private partnership."*



### **Kelly Bissell**

CVP, Microsoft



## 2025 THREAT CONFERENCE SPONSORSHIP LEVELS

### PLATINUM PLUS

- Opportunity to co-host a private dinner on mutually agreed topic in Washington DC with up to 20 guests (\$25K value)
- Dedicated Sponsorship of one fully customized private event during the conference OR sponsorship of conference-wide Opening Cocktail Reception or Private Experts Dinner OR Conference-wide networking lunch (2 available), private breakfast for up to 20 guests (2 available), sponsorship of private cocktail reception for up to 20 guests (2 available), Registration table sponsor (first-come, first-serve basis).
- 6 passes to conference (\$28K value)
- Opportunity to purchase up to 6 additional passes at discounted rate of \$3800 each (potential savings of \$6K)
- 6 invitations to Private Experts Dinner
- Speaking opportunity on agreed upon topic (LiveAction OpEd or panel format at discretion of The Cipher Brief).
- Speaking opportunity during first full day conference welcome session - join Cipher Brief experts as we weigh in on top threats (2-3 minute remarks delivered from the audience).
- Opportunity to publish three thought leadership columns at [thecipherbrief.com](http://thecipherbrief.com) within the effective date of signed contract
- Premium logo representation throughout the conference and on the conference website.
- Opportunity to contribute to the Cipher Brief Swag table (with items available to participants throughout the conference).

## 2025 THREAT CONFERENCE SPONSORSHIP LEVELS

### PLATINUM

- Dedicated sponsorship of your choice of premium event: (first-come, first-serve basis): Conference-wide networking lunch (2 available), private breakfast for up to 20 guests (2 available), sponsorship of private cocktail reception for up to 20 guests (2 available).
- 4 passes to conference (\$19,200 value)
- Opportunity to purchase up to 4 additional passes at discounted rate of \$3800 each (potential savings of \$4K).
- 4 invitations to Private Experts Dinner
- Speaking opportunity on agreed upon topic (LiveAction OpEd or panel format at discretion of The Cipher Brief).
- Speaking opportunity during second-full day welcome session - join Cipher Brief experts as we weigh in on top threats (2-3 minute remarks delivered from the audience).
- Opportunity to publish one thought leadership column within the effective date of signed contract at thecipherbrief.com
- Logo representation throughout the conference and on the conference website.
- Opportunity to contribute to the Cipher Brief Swag table (with items available to participants throughout the conference).



## 2025 THREAT CONFERENCE SPONSORSHIP LEVELS

### **PREMIUM**

- Dedicated sponsorship of coffee break (4 available), or registration table.
- 2 passes to conference (savings of \$8,400)
- Opportunity to purchase an additional 2 passes at discounted rate of \$3,800 each (potential savings of up to \$2K).
- 2 invitations to Private Experts Dinner
- Speaking opportunity - a 2-3 minute 'Top of Mind' comment delivered from the audience - timing at the discretion of The Cipher Brief
- Logo representation throughout the conference and on the conference website.
- Opportunity to contribute to the Cipher Brief Swag table (with items available to participants throughout the conference).

## 2025 THREAT CONFERENCE SPONSORSHIP LEVELS

### SUPPORTING

- 1 conference pass included (\$4800 value)
- Opportunity to purchase 1 additional pass at \$3800 (potential savings of \$1K).
- 1 invitation to Private Experts Dinner
- Logo representation throughout the conference and on the conference website.
- Opportunity to contribute to the Cipher Brief Swag table (with items available to participants throughout the conference).

### EMERGING

- Logo representation throughout the conference and on the conference website.
- Opportunity to contribute to the Cipher Brief Swag table (with items available to participants throughout the conference).

# HONORS DINNER



**Ritz Carlton, Washington D.C.  
April 18th, 2025**

The Cipher Brief HONORS Dinner recognizes professionals who have made significant contributions to the national and global security dialogue across a range of areas including government, the private sector, journalism and entertainment.

The award is given to those who have challenged us to think differently, those who have fought for transparency and inspired innovation and investment in future national and global security.

Howard Gordon and Gen. Michael  
Hayden at Honors Dinner 2024





2025 Honorees to be announced in December 2024

## 2024 HONOREES



**BILL BURNS**

Intelligence & Diplomacy Award



**THE HON. SUSAN GORDON**

Inspiring Innovation Award



**AMB. OKSANA MARKAROVA**

Messenger for Freedom Award



**WALTER PINCUS**

Impact Through Journalism Award



**HOWARD GORDON**

Impact Through Storytelling Award

## SPONSORSHIP OPPORTUNITIES

### Director's Circle -

- Opportunity to make 2-3 minutes of comments onstage about the importance of a relevant national security related issue relevant to the evening's theme. The Cipher Brief will work with you on final topic.
- One prominently placed table for 8 guests
- 8 passes to the VIP reception
- Dedicated slide logo representation with message included to display during evening slideshow presentation

### Executive -

- One table for 8 guests
- Logo representation included in evening slideshow presentation and in pre-dinner slideshow

### Mission Table Only -

- One table for 8 guests (can be placed anywhere in the room at discretion of The HONORS Dinner)

Custom Sponsorship Opportunities also available. Contact us at [info@thecipherbrief.com](mailto:info@thecipherbrief.com) for more information.





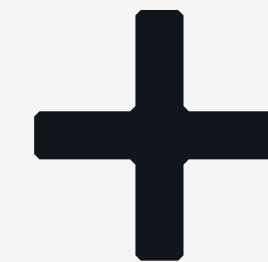
# Cyber Initiatives Group

learn more at [www.cyberinitiativesgroup.com](http://www.cyberinitiativesgroup.com)

The Cipher Brief's Cyber Initiatives Group (CIG) is changing the way we collaborate when it comes to cybersecurity by convening high-caliber, productive engagements for a discerning public-private cyber community. The CIG is co-chaired by a group of CIG Principals with deep public and private sector experience.

## Quarterly Virtual Events

These are expert-led summits on the cyber and tech issues that are top-of-mind for leaders in the cyber-tech space



## Weekly Newsletter

The most compelling cyber and tech weekend read that summarizes the leading stories and adds in expert quotes around trends, challenges and opportunities in cyberspace and technology.

**55%**  
Open Rate

### BY THE NUMBERS

**100% 10K+ 92%**

Survey respondents rated CIG speakers and Excellent

Virtual attendees welcomed to date

Survey respondents rated CIG summits as among the best or the best cyber events they have ever attended



# SPONSORSHIP OPPORTUNITIES

## Platinum Plus Level

- Opportunity to assign one delegate to the CIG Principal's Group to participate in agenda planning sessions
- Opportunity to moderate or offer expert-level speakers during virtual summits
- Premium ad placement on the CIG website
- Ad placement in every weekly CIG newsletter
- Summit attendee lists with names and contact information from attendees who opt in to receive third-party information

## Platinum Level

- Opportunity to moderate or offer expert-level speakers during virtual summits
- Premium ad placement on the CIG website
- Ad placement in every weekly CIG newsletter
- Summit attendee lists with names and contact information from attendees who opt in to receive third-party information

## Premiere Level

- Speaking opportunities during at least two quarterly virtual summits per year
- Premier ad placement on the CIG website
- Ad placement in 2 CIG newsletters per month

## Start-Up Level

- Logo representation during virtual summits
- Ad placement on the CIG website
- Ad placement in one CIG newsletter per month

Email [info@thecipherbrief.com](mailto:info@thecipherbrief.com) for pricing



COMING SUMMER 2025

# THE CIPHER BRIEF CONVERGENCE CONFERENCE

*The intersection of national security and emerging technology*

The Cipher Brief Convergence Conference is a premier gathering of leaders from government, defense, private industry, and the investment community. This unique event convenes influential voices in cutting-edge fields—such as artificial intelligence, space technology, quantum encryption, and unmanned systems—to discuss the future of security in an increasingly interconnected world.

Through dynamic keynotes, in-depth panels, and collaborative breakout sessions, participants will gain critical insights into the innovations shaping national security and the opportunities and challenges these advancements present.

Join us to be part of the conversation that drives forward-thinking solutions for the most pressing security issues of our time.

For more information, email [info@thecipherbrief.com](mailto:info@thecipherbrief.com)

CIPHER

# THANK YOU

SEND INQUIRIES TO [INFO@THECIPHERBRIEF.COM](mailto:INFO@THECIPHERBRIEF.COM)