

2022 Media Kit

Gain Audiences. Build Your Brand. Generate Demand and Leads.

ThinkLogic is a demand-generation company armed with variety of solutions to cater to the needs of enterprise technology marketers in Asia Pacific.

We help enterprise technology solution providers grow by driving demand and awareness through our niche online publications and bespoke marketing methodology.



OUR NICHE TITLES

Our **Enterprise Technology** websites



feature the latest technology trends and news, strategy guides and tips, case studies, and expert opinions on top-of-mind issues related to the **Cybersecurity, Digital Economy and Martech** in Asia Pacific.

Competitive Advantage

Thinklogic
MEDIA GROUP



THINKLOGIC'S MEDIA TITLES AT A GLANCE

131.7K

Users

*last count on June 2022



Launch date
01 Sept 2019

Editorial focus by theme:



Digital Marketing Responses

365.8K

Pageviews

7.79%

EDM
Average
Open Rate

7,248

Banner ad
Average
impressions

Ave. Social media Engagement
Rate



16.01%



4.87%



16.85%

121.4K

Users

*last count on June 2022



Launch date
30 Sept 2019

Editorial focus by theme:



Digital Marketing Responses

363.9K

Pageviews

4.48%

EDM
Average
Open Rate

10,218

Banner ad
Average
impressions

Ave. Social media Engagement
Rate



16.60%



3.96%



15.76%

40.8K

Users

*last count on June 2022



Launch date
01 July 2021

Editorial focus by theme:



Digital Marketing Responses

57.9K

Pageviews

5.45%

EDM
Average
Open Rate

5,793

Banner ad
Average
impressions

Ave. Social media Engagement
Rate



15.06%



4.80%



14.74%



CYBERSECasia

Asia's most trusted enterprise cybersecurity information portal

cybersecasia.net

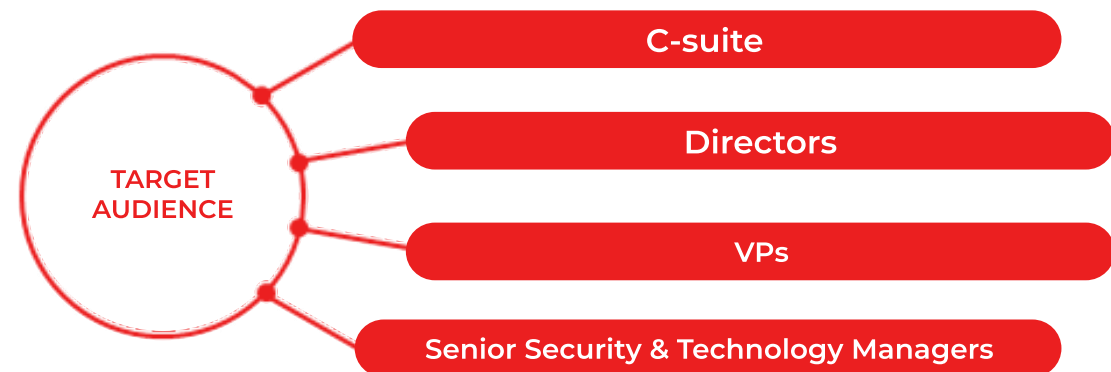


Digital transformation is a top-of-mind issue at the Board and C-suite levels for organizations across all industry sectors in the Asia Pacific region.

Along with the pressing need to transform businesses to meet customer and stakeholder demands in the digital economy, history has shown that organizations cannot treat cybersecurity as an afterthought in their transformation journey.

Which is why cybersecurity, together with digital transformation, are key issues organizations have to plan for in a fast-evolving threat and technology landscape.

CybersecAsia's team of highly experienced media professionals compile, create and curate the most relevant information and available tips/tools for leaders and decision makers in organizations across Asia so you can make better informed decisions and craft the right security strategies in the never-ending transformation journey.



Panel of Advisors

www.cybersecasia.net

08



Cybersecasia.net



VICTOR NG

Editor-in-Chief
CybersecAsia



KEN SOH

CIO, BH Global Corp
Ltd
Founding CEO
Athena Dynamics Pte
Ltd



MICHAEL ANG

President, ATIS
CEO, Infosec APAC,
Infosec Ventures



ANTHONY LIM

Board Member, Centre
for Strategic Cyberspace
+ International Studies
Fellow, Singapore
University of Social
Sciences Principal
Consultant, Asia Pacific,
Fortinet



STEVE LEDZIAN

VP, CTO - APAC at
FireEye, Inc



**YEO SIANG
TIONG**

General Manager for
Southeast Asia at
Kaspersky



PROF ALEX SIOW

Director, Advanced
Computing for Executives
National University of
Singapore
President, Cloud Security
Alliance, Singapore
Chapter



**ALAGAPPAN
KARUPPIAH**

Head of APAC Partner
Operations, Discover
Financial Services
(Former Head of IT, Cybersecurity
& Digital Transformation, Diners
Club International)

Key Topics



Cyberthreat
landscape



Network &
Infrastructure
Security



Data
Breaches



Data
Protection



Data
Privacy



Information
Security



Governance &
Compliance



Risk
Management



Malware and
Ransomware



Network
Security



Cloud
Security



Mobile
Security



IoT
Security



Critical
Infrastructure
Protection



Cyber
Terrorism



Cyber
Warfare



Cyber
Intelligence



Cyber
forensics



Website
protection



Identity theft &
online fraud



Email
security



Software
Development
Lifecycle security



White, black
and grey hat
hackers



Security
awareness &
education



Cybersecurity
training &
certification



Security
trends &
developments



Cybersecurity
strategies



Cybersecasia.net

Story Types

NEWS

- Latest cyber-attacks
- Industry movers & shakers
- Customer wins
- Launch of govt or industry initiatives

STRATEGIES/GUIDES

- Tips & Tricks
- How-to's & best practices
- Step-by-step guides

FEATURES

WHITEPAPERS

- Industry trends, research findings & analysis
- Cybersecurity strategies & best practices
- Case studies

EXPERT OPINIONS (bylined contributions)

- Best practices
- Industry trends & developments
- Future of cybersecurity



Cybersecasia.net

SUBSCRIBERS *(As of June 2022)*

By Job Title

Technology Manager 26.3%

VP 14.6%

Senior Manager 15.7%

CXO 10.1%

Director 26.9%

Others 6.4%

Country	Count	% Breakdown
Australia	12639	9.59%
Hongkong	12488	9.48%
India	11785	8.94%
Indonesia	12975	9.85%
Malaysia	15439	11.72%
New Zealand	11206	8.51%
Philippines	13732	10.42%
Singapore	17586	13.35%
Thailand	11383	8.64%
Vietnam	12521	9.50%
TOTAL		131,752 ↑ 38% 100.00%

Last data count on 1st Jan 2022: 69,694



SUBSCRIBERS *(As of June 2022)*

By Employee Size

0-99 13.9%

500-999 38.0%

100-499 22.0%

>1,000 26.4%

Industry	% Breakdown
Banking / Finance / Insurance	9.0%
Business / Professional Services / Consultancies	9.5%
Construction / Property / Real Estate	4.1%
Government / Public Services / Military	5.0%
Healthcare	4.7%
Education	2.9%
IT / Computing / Internet / Networking	15.8%
Manufacturing	18.0%
Media / Entertainment	3.8%
Retail / Wholesale / Import & Export	8.0%
Telecommunications	5.9%
Transportation	4.2%
Travel / Hotels / Hospitality	3.6%
Utilities (Gas / Water / Electricity / Oil)	5.5%
TOTAL	100.00%





DIGICONasia
Asia's leading business media for the digital economy
digiconasia.net

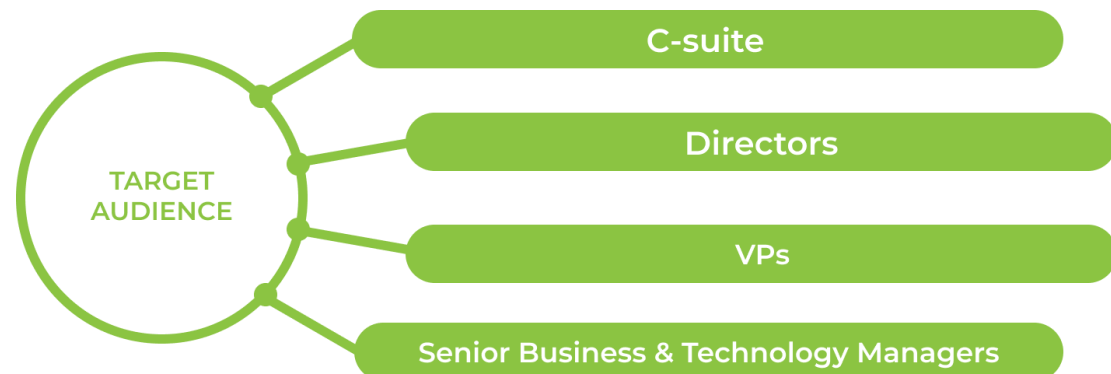


Digital transformation is a top-of-mind issue at the Board and C-suite levels for organizations across all industry sectors in the Asia Pacific region.

Central to the transformation that has taken hold of organizations in the digital economy - where data is the currency and apps are the engines of digital enterprises - are the advances in financial, e-payment, cloud, mobile and data management technologies.

These digital technologies are rapidly reshaping markets, blurring sectoral boundaries, transforming the workplace and paving the way business is done in the global marketplace.

DigiconAsia's team of highly experienced media professionals compile, create and curate the most relevant information and available tips/tools for leaders and decision makers in organizations across Asia so you can make better informed decisions and craft the right innovation strategies in the never-ending transformation journey.





Digiconasia.net



VICTOR NG

Editor-in-Chief
DigiconAsia



KEN SOH

CIO, BH Global Corp
Ltd
Founding CEO
Athena Dynamics Pte
Ltd



**CLAUS
MORTENSEN**

Principal Consultant,
Digital Transformation
and Cloud Computing,
Ecosystem



JOANNE WONG

Vice President,
International Marketing
(APJ & EMEA)
LogRhythm



PETER HUM

Managing Director
StrateValue Pte Ltd



PROF ALEX SIOW

Director, Advanced
Computing for Executives
National University of
Singapore
President, Cloud Security
Alliance, Singapore
Chapter



**ALAGAPPAN
KARUPPIAH**

Head of APAC Partner
Operations, Discover
Financial Services
(Former Head of IT, Cybersecurity
& Digital Transformation, Diners
Club International)

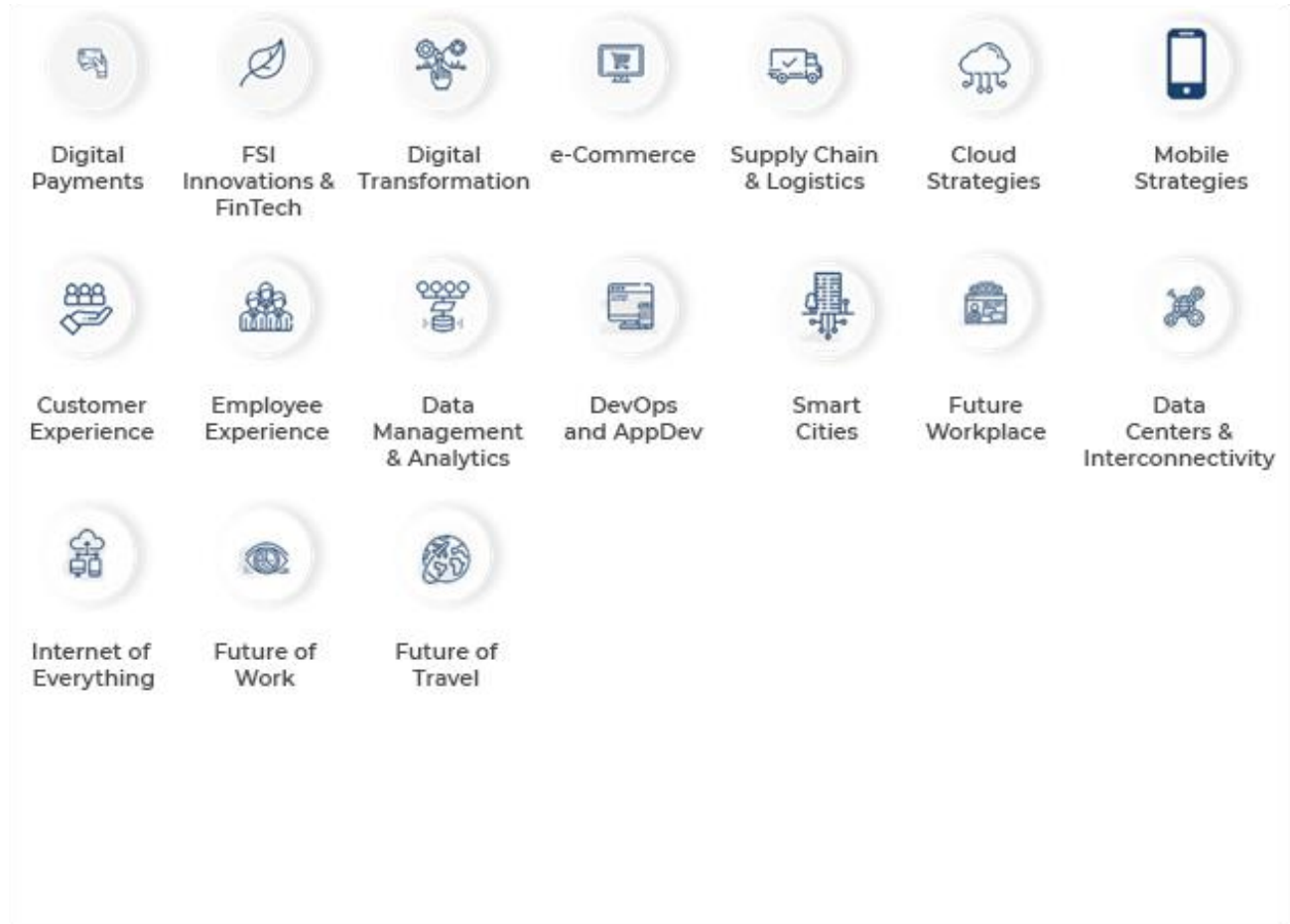
Key Topics

www.digiconasia.net

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Digiconasia.net



Story Types



Digiconasia.net

NEWS

- Emerging digital tech & apps
- Industry movers & shakers
- Customer wins
- Launch of govt or industry initiatives

STRATEGIES/GUIDES

- Tips & tricks
- How-to's & best practices
- Step-by-step guides

FEATURES

WHITEPAPERS

- Trends, research findings & analysis
- DX strategies & best practices
- Case studies

EXPERT OPINIONS (*bylined contributions*)

- Best DX practices
- Industry trends & developments
- Future of DX, CX, EX and digital marketing
- Future of app development & DevOps
- e-Payment, digital banking, logistics for the digital economy

SUBSCRIBERS *(As of June 2022)*

By Job Title

Technology Manager 28.0%

VP 12.0%

Senior Manager 20.5%

CXO 13.1%

Director 18.0%

Others 8.0%

Country	Count	% Breakdown
Australia	10413	8.58%
Hongkong	10024	8.25%
India	10590	8.72%
Indonesia	12460	10.26%
Malaysia	16268	13.40%
New Zealand	9010	7.42%
Philippines	11902	9.80%
Singapore	20713	17.06%
Thailand	9141	7.53%
Vietnam	10910	8.98%
TOTAL	121,428 ↑ 18%	100.00%

Last data count on 1st Jan 2022: 91,371

SUBSCRIBERS *(As of June 2022)*

By Employee Size

0-99 7.4%

100-499 24.0%

500-999 46.6%

>1,000 22.0%

Industry	% Breakdown
Banking / Finance / Insurance	12.1%
Business / Professional Services / Consultancies	7.1%
Construction / Property / Real Estate	2.1%
Government / Public Services / Military	9.8%
Healthcare	5.0%
Education	2.8%
IT / Computing / Internet / Networking	12.0%
Manufacturing	13.3%
Media / Entertainment	3.5%
Retail / Wholesale / Import & Export	13.0%
Telecommunications	8.0%
Transportation	3.9%
Travel / Hotels / Hospitality	4.6%
Utilities (Gas / Water / Electricity / Oil)	2.8%
TOTAL	100.00%



Digiconasia.net

➔ Your ad banner display here
970x90 Super Leaderboard

TOP STORIES

martechasia
Asia's leading information portal for marketing technology
martechasia.net



Rakuten releases guide to help advertisers tackle wasted advertising spend
By Zafar Anjum | Apr 19, 2021

← Your ad banner display here
728x90 Leaderboard

SEARCH ...

➔ Your ad banner display here
250 Medium Rectangle

WHITEPAPERS

- The Foxconn Move: Digital operations platforms for services businesses
[Read More >](#)
- Whitepaper: Unlocking a skills-based workforce
[Read More >](#)

ADVERTISEMENT

➔ Your ad banner display here

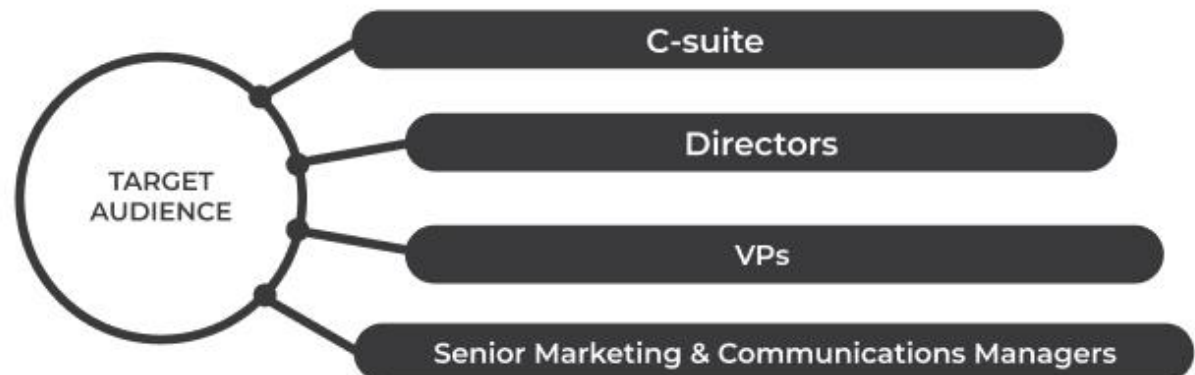


The world has witnessed a Martech boom over the last decade and has streamlined the industry in multiple ways, bringing in efficiency and scalability in marketing activities like never before. Asia is one of the fastest growing regions of the world and the businesses in this region have also embraced the Martech revolution.

However, there has been a gap in the market in terms of a credible hub of information where all things related to Martech could be found under one url in Asia.

ThinkLogic Pte Ltd. has stepped in to fill this gap in the region with MartechAsia. This specialist portal aims to cover martech technologies such as adtech, marketing intelligence, content marketing, social media marketing, SEO and SEM and sales tech, among others.

Our team of highly experienced media professionals compile, create and curate the most relevant information and available tips/tools for leaders and decision makers in organizations across Asia so you can make better informed decisions and craft the right future-proofed strategies to achieve success in your marketing efforts.





Victor Ng

Editor-in-Chief
Martechasia

Victor has some 30 years' experience in business and technology media and has launched several technology and business publications and portals for leading media organizations in Asia Pacific.

He is currently Editor-in-Chief of www.cybersecasia.net, www.digiconasia.net and www.martechasia.net. Prior to this, he served in various leading content roles in Questex Media Group as its S E Asia Bureau Chief, and Editor-in-Chief of NetworkWorld Asia and Enterprise Innovation. He was also previously the Regional Editorial Director overseeing the content development teams responsible for CNET and ZDNet content sites across the region.

Over the last 15 years, Victor has sat on the panel of judges for leading technology awards programmes, as well as chaired, moderated and spoken at many events catered to C-levels and senior ICT and cybersecurity professionals in Asia Pacific.

Victor holds a BA in social sciences and an MBA with distinction in strategic management. He ran a leading boutique media consultancy for more than 12 years and has served as an adjunct lecturer in top Singapore universities and polytechnics. He also held C-level positions and sat on the boards of media and technology startups, as well as various non-profit and educational organizations, over the last 20 years.



Zafar Anjum

Editor
Martechasia

Zafar Anjum is a journalist, writer, and filmmaker, and has been active in the media space for over 20 years.

He has worked with reputed media companies such as Fairfax Business Media (Australia), Executive Networks Media (Singapore), MediaCorp (Singapore) and Encyclopaedia Britannica (India), among others.

For eight years, he led the online editorial team at Southeast Asia's top enterprise IT publications: Computerworld Singapore, Computerworld Malaysia, CIO Asia, BankIT Asia and MIS Asia.

Zafar has written extensively on technology and business in publications across the world and authored two business books, *The Resurgence of Satyam* (Random House) and *Startup Capitals: Discovering the Global Hotspots of Innovation* (Random House).

AdTech



Advertising



Display Advertising



Supply-side Platform



Ad Exchange



Programmatic Ad Buying



Creative Management Platform



Programmatic Advertising



Ad Networks



Data Management Platform



Header Bidding



Demand-side Platform



Dynamic Creative Optimisation

Marketing Intelligence



Marketing Automation



Marketing Intelligence



Marketing Clouds



Predictive Marketing



Marketing Tools



Marketing Strategy

Analytics & Data



Data Management Platforms



Tag Management



Analytics Tools



Data Protection Regulations



Leadership & Management



Martech Strategy



Event Management

Social Media



Social Media



Search Engine Marketing



Search Engine Optimization

Content Marketing



Video Marketing



Machine Learning



Email Marketing



AR



VR



Content Management Platforms



AI

Sales Tech



Lead Generation



Customer Relationship Management



Account-based Marketing



NEWS

- Emerging marketing technologies and apps
- Industry movers and shakers
- Customer wins
- Launch of govt or industry initiatives

STRATEGIES/GUIDES

- Tips & tricks
- How-to's & best practices
- Step-by-step guides

FEATURES

- Vertical industry innovations
- Interviews with Martech experts
- Interviews with end-user organizations
- Trends, research findings and analysis

WHITEPAPERS

- Trends, research findings and analysis
- Martech strategies and best practices
- Case studies

EXPERT OPINIONS *(bylined contributions)*

- Best Martech practices
- Industry trends and developments
- Future of Martech and digital marketing

SUBSCRIBERS (As of June 2022)

By Job Title

Marketing Manager 26.3%

VP Marketing 15.1%

Senior Marketing Manager 23.9%

CMO 14.0%

Director of Marketing 16.0%

Others 4.7%

Country	Count	% Breakdown
Australia	2397	5.87%
Hongkong	3004	7.36%
India	4607	11.29%
Indonesia	5838	14.31%
Malaysia	3369	8.26%
New Zealand	3572	8.75%
Philippines	2954	7.24%
Singapore	2650	6.49%
Thailand	6508	15.95%
Vietnam	5902	14.47%
TOTAL	40,801 ↑ 21%	100.00%

Last data count on 1st Jan 2022: 32,301

SUBSCRIBERS (As of June 2022)

By Employee Size

0-99 20.1%

500-999 33.7%

100-249 19.0%

>1,000 27.2%

Industry	% Breakdown
Banking / Finance / Insurance	3.12%
Investment	1.90%
Business / Professional Services / Consultancies	5.00%
Construction / Property / Real Estate	5.60%
Government / Public Services / Military	5.70%
Healthcare	4.90%
Education	4.80%
IT / Computing / Internet / Networking	13.00%
Manufacturing	10.90%
Media / Entertainment	13.10%
Retail / Wholesale / Import & Export	10.60%
Telecommunications	4.00%
Transportation	3.23%
Travel / Hotels / Hospitality	3.51%
Utilities (Gas/Water/Electricity/Oil)	11.00%
TOTAL	100.00%



MARKETING OPPORTUNITIES



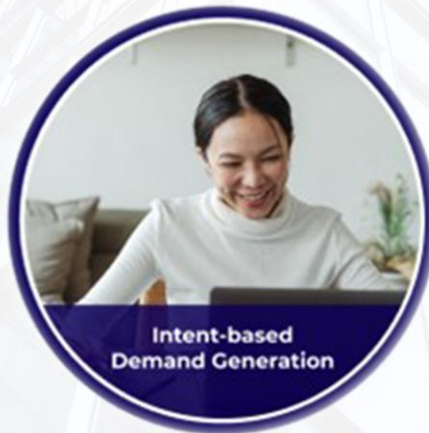
The screenshot shows the DIGICONasia homepage with various content placements. At the top, there's a banner for EPICOR. Below it, a 'TOP STORIES' section features a large image of a network diagram. To the right, there's a sidebar with 'Sponsored' content. At the bottom, there's a section for 'Content Placements on homepage'.

Content Placements on homepage



The screenshot shows the DIGICONasia eNewsletter. It features a header with the DIGICONasia logo and a 'Download this NVIDIA DGX A100 technical white paper today' button. Below this, there's a 'This Week's Highlight' section with a quote from Yip Cheung, Co-Founder and CEO of Mule. At the bottom, there's a section for 'eNewsletter' with the text 'Coming to grips with the dark'.

eNewsletter



Intent-based
Demand Generation



The screenshot shows the DIGICONasia Remote Work-From-Home Cybersecurity Report. It features a header with the ThinkLogic logo and a photo of a man working on a laptop. The main text describes the impact of COVID-19 on remote work and cybersecurity. At the bottom, there's a section for 'eDM'.

REMOTE WORK-FROM-HOME CYBERSECURITY REPORT

January 2020: The impact of COVID-19 intensified and became a pandemic. WHO suggested that citizens work from home, and avoid using public transportation and office environments as a precaution to mitigate the spread and risk of infection.

February 2020: In response, governments across the globe began advising and requiring citizens to shelter in place and cease on-premise work for all but essential services.

March 2020: Companies across Asia Pacific initiated immediate actions to expand and facilitate remote work from home (WFH) capabilities.

Today, with companies heavily dependent on digital technologies, and a hybrid mode combining off-site and on-site arrangements for most of the workforce.

eDM



The screenshot shows the DIGICONasia Whitepaper: Cloud transformation for financial institutions. It features a header with the DIGICONasia logo and a photo of a document. The main text describes the whitepaper. At the bottom, there's a section for 'Asset Download' with a form to download the asset.

Whitepaper: Cloud transformation for financial institutions

Please complete the form to download the asset.

First Name: Last Name:

Business Email:

Company Name:

Phone No:

Job Title:

Country:

How contacted:

Asset Download

DEMAND GENERATION METHODOLOGY

Our Methodology is aligned with inbound sales methodology that supports prospects in their buying journey.



SOLUTIONS

We help enterprise technology companies grow by driving product demand and awareness through our niche online information portals and bespoke marketing methodology



MEDIA



**CONTENT
SOLUTIONS**



**INTENT - BASED
LEAD GENERATION**



EVENTS

MEDIA

ThinkLogic comes with decades of B2B publishing and events experience. The team behind ThinkLogic has been responsible for launching and growing the region's top B2B IT publications and has deep and extensive contacts within the enterprise IT and Martech sectors in the Asia Pacific region.

Our niche titles  , 
and  deliver the latest content on issues related to Cybersecurity, Digital Economy, and Marketing Technologies in Asia Pacific.

With a subscriber base of over 80,000 IT, Business and Marketing Professionals in the Asia Pacific Region, you are on the right platform to reach your target audience.

MEDIA

Create brand awareness and presence through our Display Advertising Solutions.

PREMIUM PLACEMENT

Our online banner placements are specifically positioned on our websites, where readers can see your message.

EXTENDED REACH

Your ads will appear to online users who have similar content consumption behaviour, geo, look-a-like, who is browsing contents within our partner network sites.

BANNER AD SIZES

Super Leaderboard (970x90)

Leaderboard (728x90)

Big Box Banner 300 x 250

- Mobile version: 336x 280, 250x250

Half Page 300x600

- Mobile version: 320x50, 468x60



MEDIA

HOW IT WORKS



Reading the premium contents on Cybersecasia or DigiconAsia

Reader Data Analysis

- Interested in Cybersecurity
- From Singapore
- Look-a-like
- Read similar content
- Frequent Visitor

The result is matched with data from the site network

Native Ads appear to thousands of relevant readers within the site network

OUR GUARANTEE

- We commit to deliver a number of impressions according to your budget allocation.
- Regular optimization tactic to achieve a minimum of 0.05% CTR.
- Three months placement per campaign
- Minimum of 33% share of voice on CybersecAsia, DigiconAsia or MartechAsia
- Brand Safety

EXECUTIVE ROUND TABLE DISCUSSION

ThinkLogic's Executive Roundtables are intimate, closed-door discussions focused on specific challenges faced by Technology and Business decision-makers in today's cybersecurity, digital economy and marketing technology landscapes.

Executive Round Table Discussion

Moderated by one of ThinkLogic's Editors and hosted over breakfast, lunch or dinner.

Executive Roundtables provide technology and business professionals the opportunity to share their own experiences with an intimate group of peers and emerge with new strategies they can immediately put to work in their own organizations. Sponsors establish their thought leadership on the chosen topic, as hosts of the roundtables.

- Event RSVP
- Promotion via Newsletters, Display Ads, eDM blast
- Venue and Event Management
- Moderation
- Event Report with full distribution rights written by one of our executive editors



CUSTOMIZED CLIENT EVENT

From panel discussions to customer-designed gatherings, ThinkLogic can organize and host your event - focusing on hot topics of interest for CXO's, VPs, Directors and Technology Managers - and give you ample time and opportunity to position your brand as a market and thought leader.

Customized Client Event

- Event RSVP
- Promotion via Newsletters, Display Ads, eDM blast
- Venue and Event Management
- Moderation
- Event Report with full distribution rights written by one of our executive editors



CONTENT SOLUTIONS

80% of buyers research online before they start to engage with a brand.

Establish your organization and spokespeople as thought leaders and influence your buyers from the early stages of their buying journey through content marketing that leverage our reputable media sites.

HOT TOPIC CENTRE

Stand-out from your competition. Attract and engage your prospects by having a dedicated thought leadership section within ThinkLogic technology sites.

- Dedicated thought leadership section
- Syndicated, shared and commissioned content
- Premium banner placements on CybersecAsia, DigiconAsia and MartechAsia
- GDN/DBM/Programmatic, Remarketing Banner Ad Placements
- Social media (Linkedin Banner Ads)
- Regular e-newsletter updates
- Regular eDM promotions
- Featured content on CybersecAsia, DigiconAsia and MartechAsia main pages

HOT TOPIC CENTRE

OUR GUARANTEE

- Minimum of 200 opt-in contact details segmented based on their buying journey stage
- Up to 200,000 online banner impressions
- 6 months' unlimited whitepaper hosting
- 12x eDM blast to CybersecAsia, DigiconAsia or MartechAsia subscribers
- 4-6 new articles per month for 6 months (branded and non-branded)



WHITEPAPER CONTENT SYNDICATION

Syndicate your contents through ThinkLogic technology sites.

- Promote thought leadership and awareness
Whitepapers are promoted on homepage and regular newsletters
- Generate leads through gated contents
- Up to 3 whitepapers for 90 days



EGUIDES + SURVEY REPORT

Carried out independently by CybersecAsia, DigiconAsia and MartechAsia research editors, our authoritative eGuides and industry surveys on the hottest trends and niche topics offer you a way to reach and connect with readers as a thought leader and strategic partner.



INTENT-BASED LEAD GENERATION

Identify buyers in the market through their content consumption. Our technology spots buying signals and triggers our system to deliver relevant content to buyers and help them through their buying journey. Once they have moved down the funnel, our team of marketing specialists follow up to qualify them further before passing their details to our partners.

MEDIA SYNDICATION

HOW IT WORKS



Sales Inquiry

Rein Decina

Managing Director

rein@thinklogicmediagroup.com

+65 6715 8453

Dexter Low

Regional Business Development Director

dexter@thinklogicmediagroup.com

+65 9178 7551

Editorial Inquiry

Victor Ng

Editor-in-Chief

victor@thinklogicmediagroup.com

+65 9655 3730

Zafar Anjum

Editor

zafar@thinklogicmediagroup.com

+65 8779 3510

THANK YOU!

Thinklogic
MEDIA GROUP

www.thinklogicmediagroup.com

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 [@thinklogicmg](#)

 [@ThinkLogicMG](#)


 [ThinkLogic Media Group](#)

CYBERSECasia
Asia's most trusted enterprise cybersecurity information portal

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 [CybersecAsia](#)

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Asia's leading information portal for marketing technology

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 [MartechAsia](#)

DIGICONasia
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 [DigiconAsia](#)