

Media Kit 2024

The Hacker News

**#1 Trusted Cybersecurity
News Platform**

For any further queries, contact us at bizdev@thehackernews.com

The Hacker News – #1 Cybersecurity Publication

The Hacker News (THN) is a leading independent news source in the field of cybersecurity journalism. Staying at the forefront, it covers the latest and most pressing breaking news, providing valuable and comprehensive insights into emerging threats, and offering actionable solutions.

Over the past decade, The Hacker News has emerged as one of the most influential names in the cybersecurity industry. We attract more than 50 million cyber-focused readers each year, all with a strong interest in information security news, cutting-edge security products, and technical solutions.

5.1M+
monthly page views

2.1M+
monthly unique visitors

3.6M+
social media followers

125K+
newsletter subscribers

Most Visited Cybersecurity Publication

At The Hacker News, we proudly have the widest reach in the B2B cybersecurity market, surpassing all other cybersecurity publications. In fact, our closest competitor receives less than half of the traffic that we do.



Over 125,000 Active Newsletter Subscribers

Our publication has more than 125,000 active newsletter subscribers. We are not only committed to delivering trustworthy information in a timely manner but also dedicated to establishing a dynamic and lasting connection with each and every one of our readers. That's why we strongly believe that email subscriptions are a powerful and efficient means of communication.



Largest Social Presence

The Hacker News has the largest social media presence among all B2B cybersecurity news websites. With a significant following on all major social media platforms, we proudly hold the title of the most popular news website in the field of information security. Our platform is highly trusted by cybersecurity professionals worldwide, making it an ideal advertising platform for those targeting this market.



575,000 Followers



1,880,000 Followers



920,000 Followers



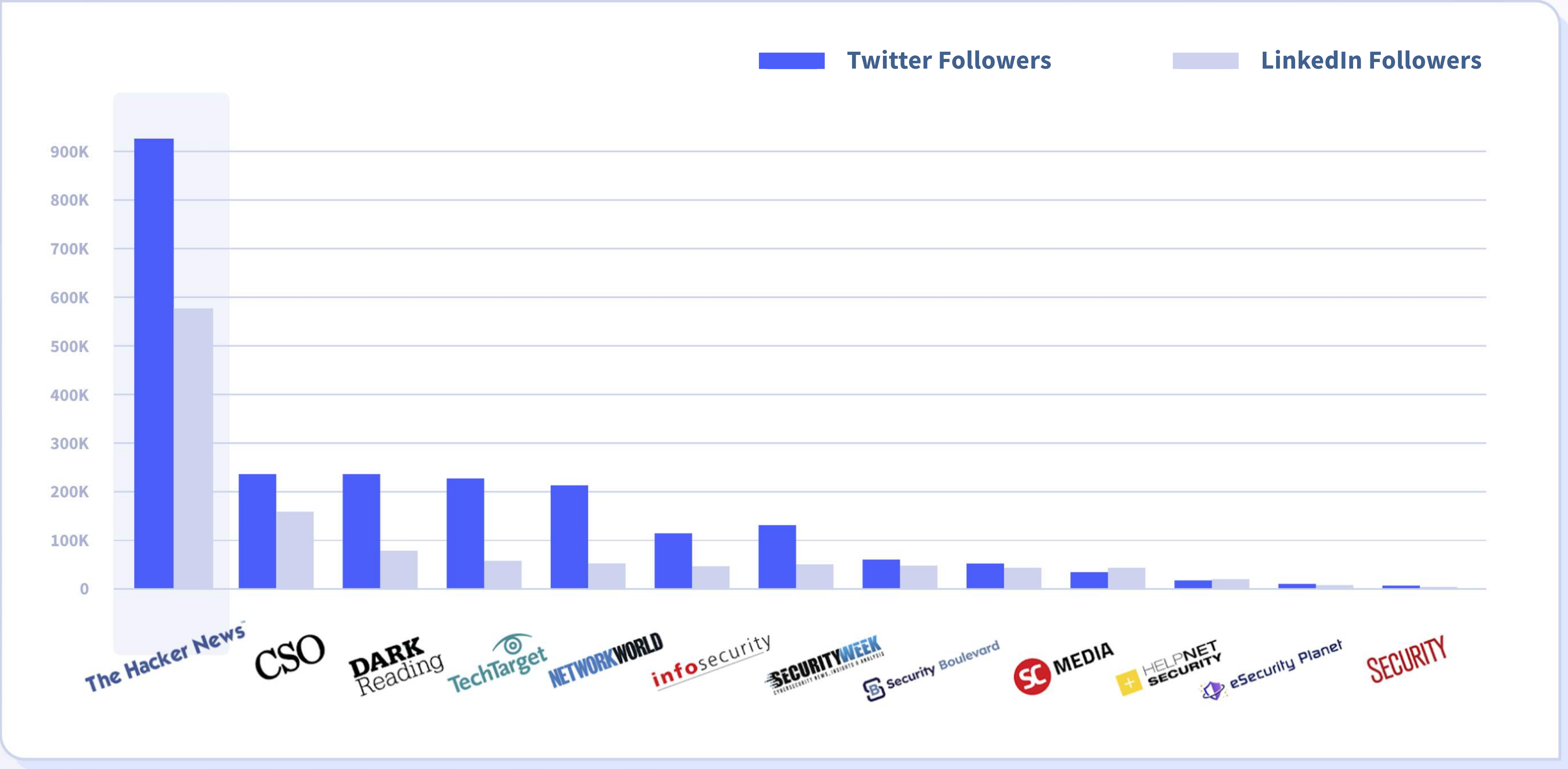
22,200 Subscribers



147,000 Followers

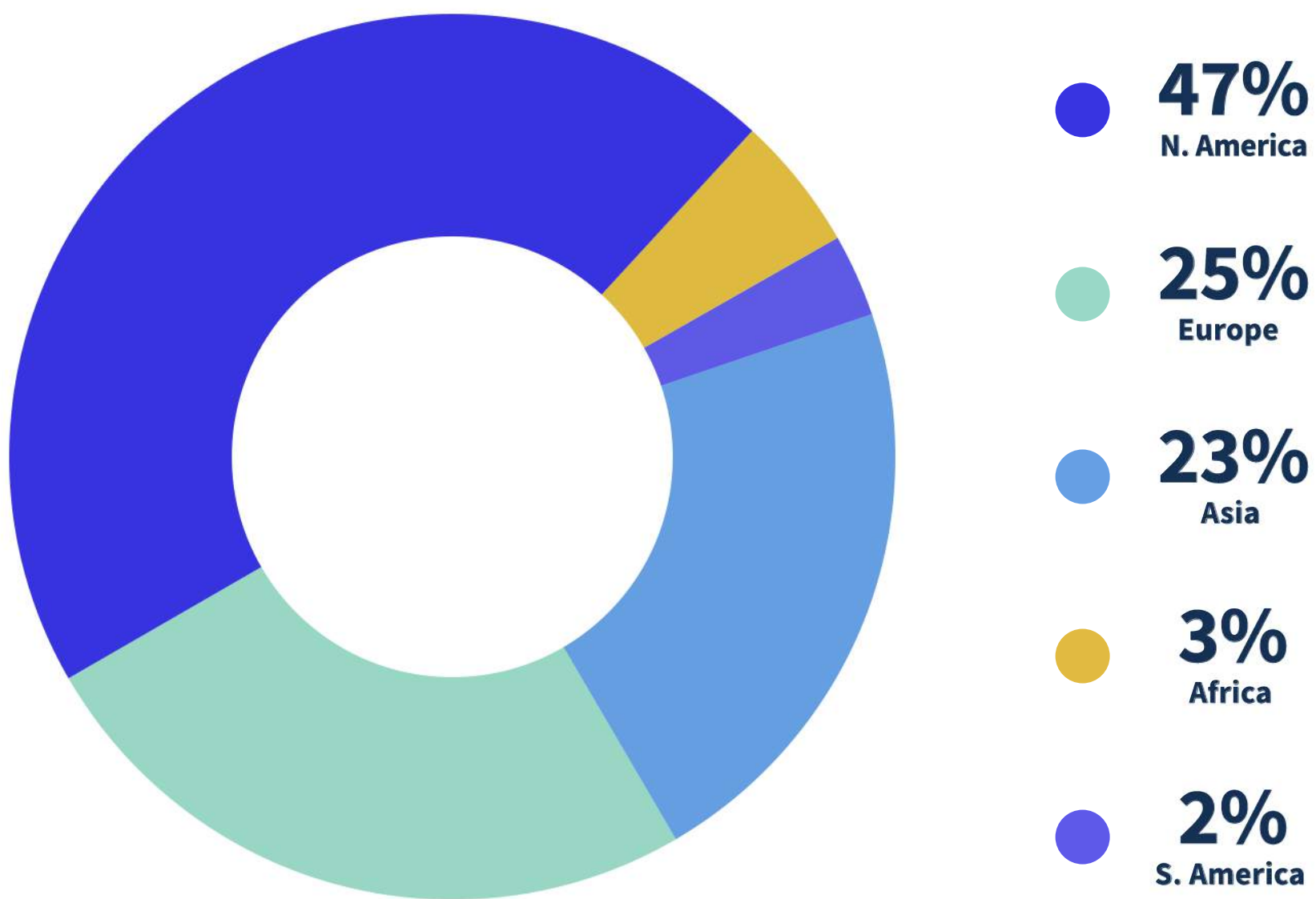


125,000 Subscribers



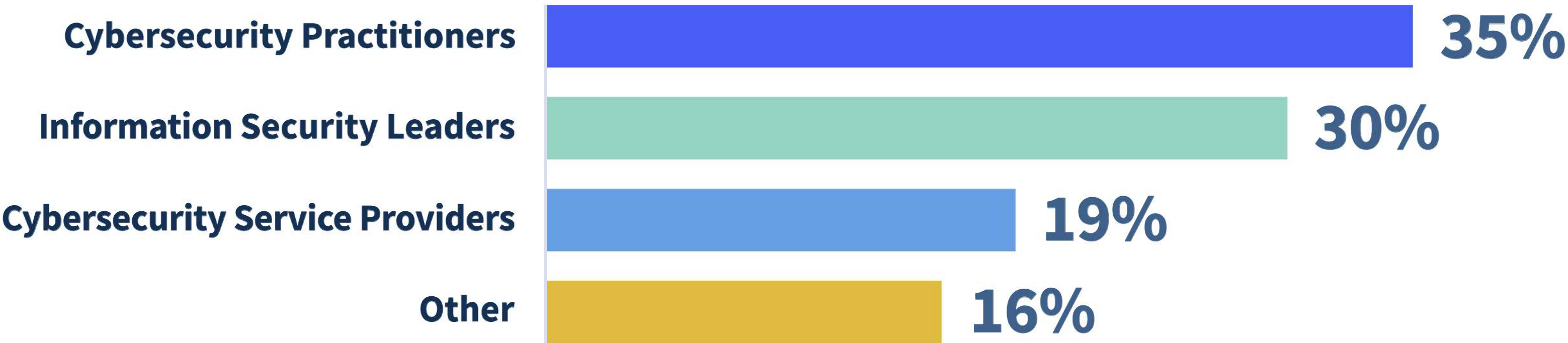
Audience Breakdown

The Hacker News exclusively covers cybersecurity news and publishes related content. As a result, our readership consists entirely of professionals who are 100% focused on information security across various key sectors.



Top 10 Industries

- 1. Financial Services
- 2. Healthcare
- 3. Technology
- 4. Retail
- 5. Manufacturing
- 6. Government
- 7. Telecommunications
- 8. Critical Infrastructure
- 9. Media & Internet
- 10. Education



Advertising Opportunities

At The Hacker News, we understand that one size doesn't fit all when it comes to advertising. Each brand is distinct, and your message deserves to shine in the format that suits it best. That's why we offer a diverse range of advertising options to ensure your message resonates with the right audience in the most effective way.

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Our Approach:

Our publication is dedicated to balancing editorial integrity and promotional content. To achieve this, we've thoughtfully established a limited inventory for each advertising option. For instance, we strictly limit the publication of sponsored articles to one per day, regardless of demand.

This approach enhances the quality of our platform and ensures that your ad stands out, rather than being overshadowed in a flood of advertisements.

Steps to Launch Your Campaign:

- 1. Review Media Kit:** Explore advertising options. Our team can help you choose the best format for your goals.
- 2. Set Budget & Campaign Duration:** Specify your budget and duration of your ad campaign.
- 3. Slot Selection:** Pick campaign dates from a list of available slots we will provide and sign the Insertion Order (IO) to secure them.
- 4. Ad Material Submission:** Submit ad materials according to [guidelines](#) at least 5 days before the scheduled slot.
- 5. Content Review & Optimization:** Collaborate with our team to optimize deliverables for optimal performance.
- 6. Campaign Launch:** Your ad campaign will go live on the agreed-upon date.

Write an article, and we'll publish it on our site as organic content, without labeling it as sponsored or contributed content, giving your message the unparalleled organic exposure it deserves.

By writing your article, you can control your brand's narrative and generate buzz to attract new leads. The article can include up to three "dofollow" links to your website or any other web destination of your choice.

Here are some different forms of articles for your reference that other vendors have published with us.

- **Product Walkthroughs:** [Article 1](#), [Article 2](#), [Article 3](#), [Article 4](#)
- **Listicles:** [Article 1](#), [Article 2](#), [Article 3](#), [Article 4](#), [Article 5](#)
- **Event/Webinar Coverage:** [Article 1](#), [Article 2](#), [Article 3](#), [Article 4](#)
- **How-to Guides:** [Article 1](#), [Article 2](#), [Article 3](#), [Article 4](#), [Article 5](#)
- **Research, Survey Results and Case Studies:** [Article 1](#), [Article 2](#)

How We Promote Your Article

Upon publication, your article will be featured on our homepage, receiving the same exposure as any other organic news piece.

3. THN Social Media Accounts:

We will create dedicated posts to promote your promotional article on all of our social media accounts.

2. THN Daily Newsletter:

Your article will be featured in our daily newsletter,
reaching over 125,000 subscribers on the day of publication.

4. Site-wide Native Ad

After your article leaves the homepage, we promote it by featuring your main landing page's direct URL in a sidebar section that appears on all pages of our website for a week.

Pricing

* To help advertisers reach their target audience, we offer the ability to add LinkedIn and Google remarketing pixels to our article pages for a period of 30 days. By doing this, you can capture all visitors who read your article and then serve them with targeted ads. This can help you convert more leads and improve your advertising performance. We do not accept pixel from any other third-party marketing services or JavaScript wrappers.

To read organic article guidelines and terms & conditions, [click here](#)

02 Homepage News Feed Placement

Boost traffic to your desired landing page and generate potential leads by placing your advertisement (and not tagged as sponsored) in one of the top articles on THN's homepage.

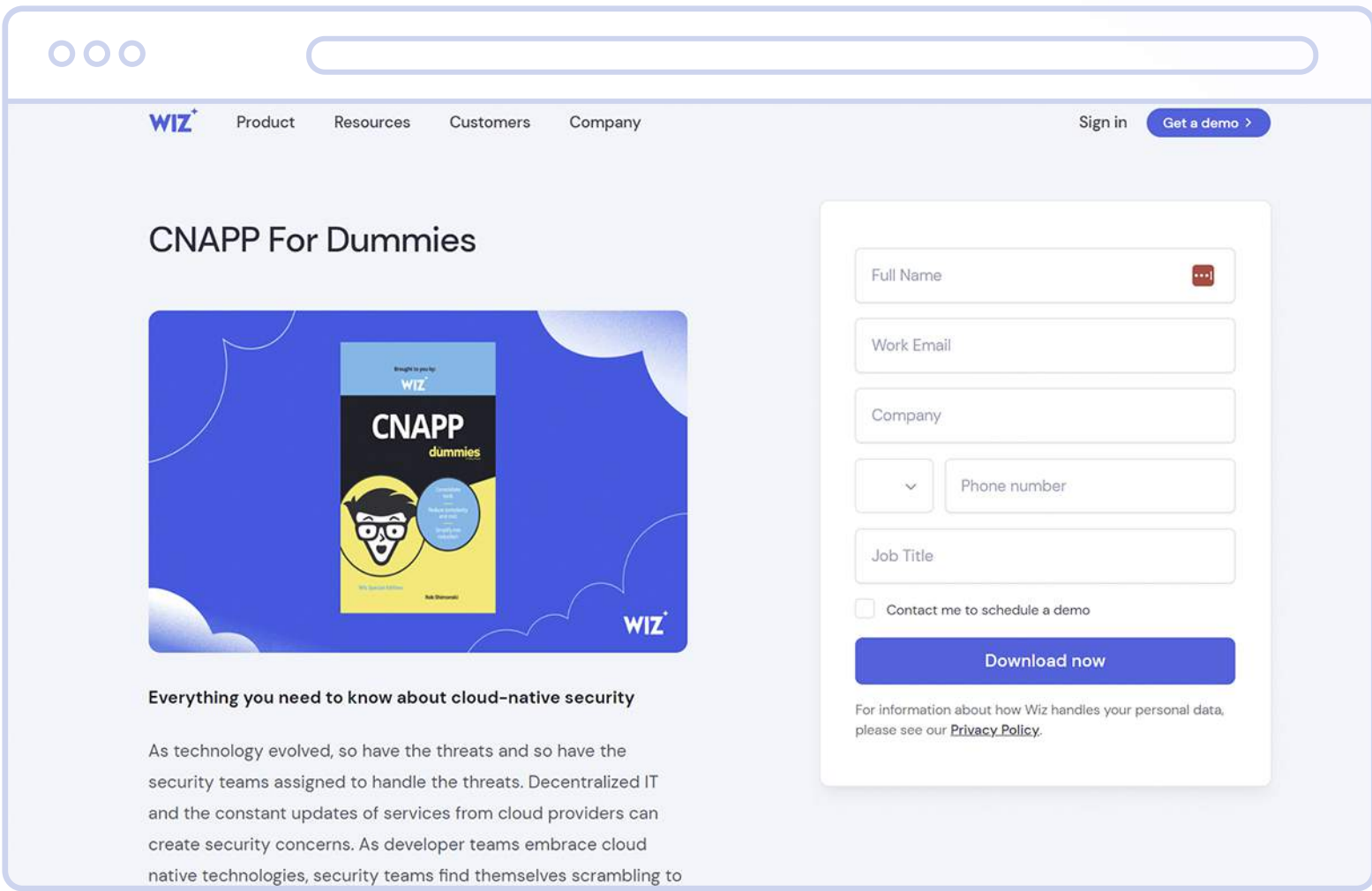
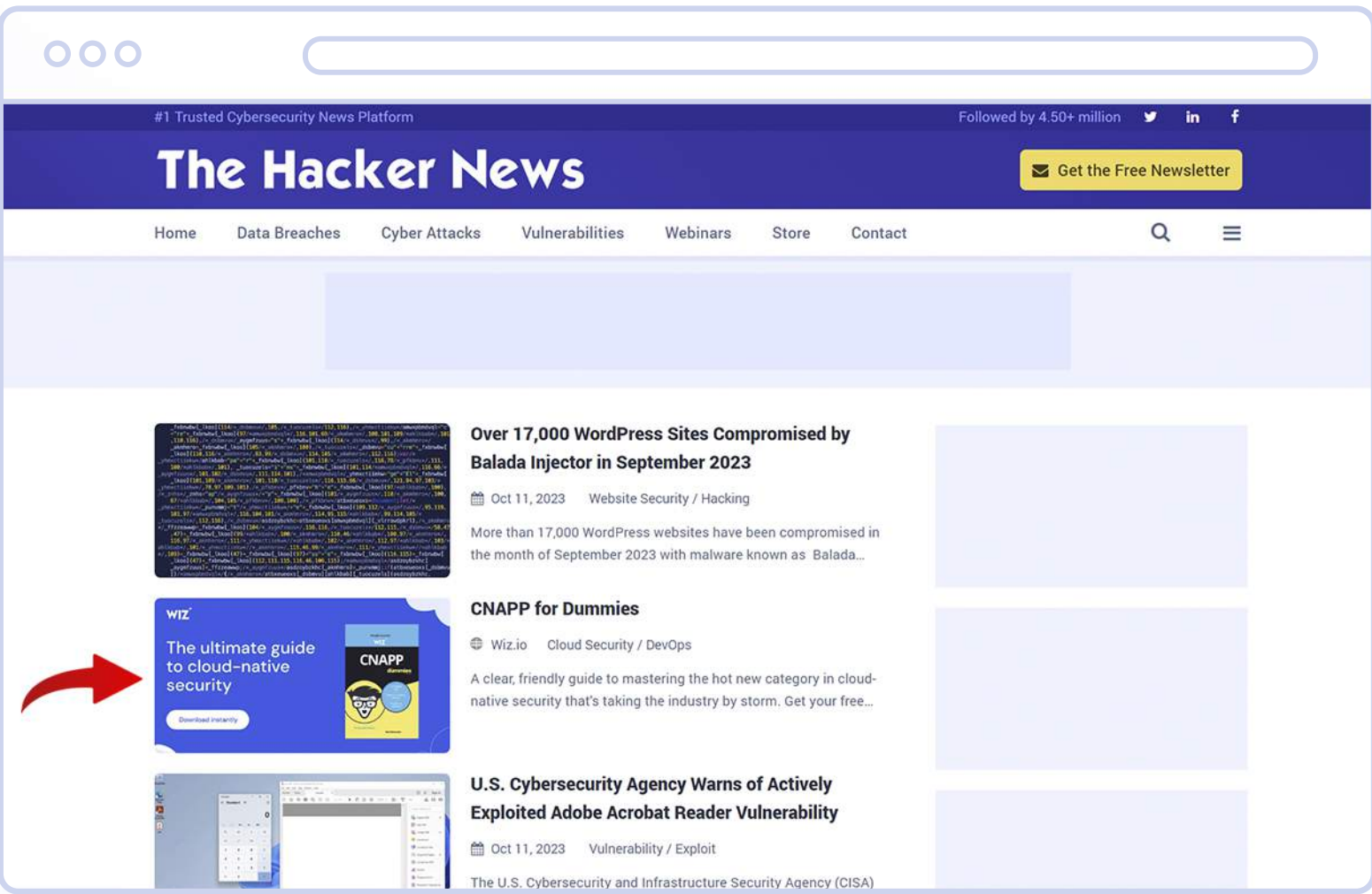
Strategically designed to look like a regular article item, this placement randomly appears as the second, third, or fourth article on our homepage's newsfeed, seamlessly blending with the other articles and significantly increasing its exposure and engagement. Moreover, It appears not only on the homepage but also on all thousands of subsequent index and category pages.

You have the option to run your campaign for either a week or a month, promoting any content to reach a broader audience and boost brand engagement.



Important to know

- **Average viewable impressions** - 350,000 per week
- **Average CTR** - 1.6%
- **Share of voice (SOV)** - 100%
- **Boost Engagement** - switch up to 3 creatives/week
- **Bypass Ad-blockers** - maximize your reach



Pricing

For 1 week (100% SOV)	\$5,800
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To read Newsfeed Native Placement guidelines and terms & conditions, [click here](#)

03 Expert Insight Spotlight (Article/Video)

The "Expert Insight" section, appearing on the THN homepage and across all other pages, features 4 placements featuring either videos or articles contributed by advertisers. Each placement includes the expert's picture, name, company logo, headline of the article/video, and a link to view the full content on a dedicated page that will remain on the THN website indefinitely.

This section provides a platform for your experts to directly share their unique perspectives, insights, and expertise with our engaged audience, establishing them as trusted authorities in the industry while simultaneously enhancing your brand.

Each article page will prominently feature your expert as the author, along with their title, company name, and picture. The content can include up to 2 links. [See here an example article page.](#)

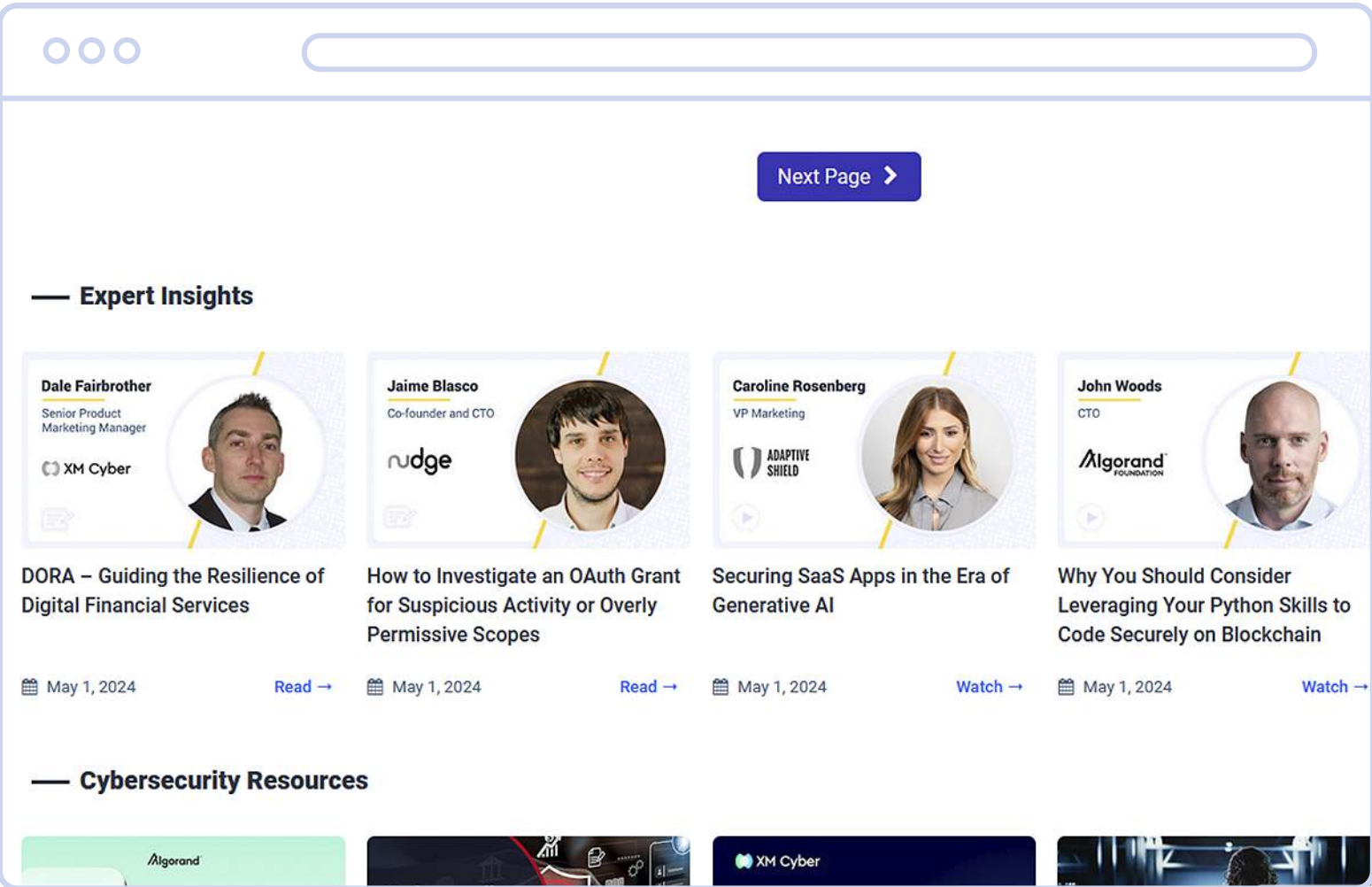
For video content, each page will showcase an embedded video of your expert speaking. Below the video, a brief summary (provided by you) will offer insight into its contents for readers who prefer a summary before watching. The content can include up to 2 links. [See here an example video page.](#)

THN will actively promote each article or video page through dedicated posts on our social media profiles, ensuring maximum exposure and engagement.



Important to know

- **7-day spotlight** – displayed on the “Expert Insight” section on the homepage and all article pages.
- **Articles and Videos** stay on the site permanently.
- **Organic reach** – indexed by search engines.
- **Social Promotion** via post on our LinkedIn (550K+), Twitter (900K+), and Facebook (~2M) pages.
- **Permanent listing:** On the Expert Insight library.



Pricing

Contributed article/video on the “Expert Insight” section –
Featured 7 days on THN homepage and all pages (including a dedicated post on THN Social media profiles), and then listed permanently on THN Expert Insight library

\$2,450

04 THN Hosted Webinars

Position your brand as a thought leader, educate potential buyers and generate new leads by having your topic and speaker’s on one of THN’s exclusive webinars.

You can view all our past webinars [here](#).






Here's how it works:

- **You Choose the Topic:** Decide on the topic of the webinar and what you want to present, and let us handle the rest — from registrations and moderation to marketing efforts.
- **Expert Speaker:** Feature an expert/s from your company in a 45-minute to 1-hour webinar session. You set the agenda, be it a panel discussion, presentation, demo, or more.
- **Engaging Sessions:** Our moderator, CISO James Azar, will host and actively engage with your speaker(s) to ensure a smooth and interactive experience.
- **Pre-Recorded but Live Feel:** While our webinars are pre-recorded for convenience, they are broadcasted four times over a 3-day period, giving attendees a "live" experience.
- **Engage via Polls and Q&A:** Enhance audience engagement with polls and interactive Q&A via emails.

4-Week Promotional Campaign:

We begin our promotional efforts at least 4 weeks before the webinar's scheduled date, aiming for maximum sign-ups,

We'll promote it through:

- **A dedicated organic article**
- **Custom eBlasts**
- **Display/native ads**
- **Daily newsletters**
- **Engaging social media posts**

All registrants will receive a reminder before the webinar, ensuring they won't miss it. After the webinar, a replay link will be provided, maximizing attendance and engagement.

Once the campaign wraps up, the advertiser will receive the registrants' data and is free to use the webinar recording for any future marketing efforts.

Contributed article promoting the webinar



Webinar registration page



Pricing

This campaign guarantees a minimum of 150 registrants and there is no additional cost if the number of registrations exceeds this number.

	One time webinar
<div>THN Webinar<ul style="list-style-type: none">• Hosting• Moderation• Promotion• Lead Collection</div>	\$15,000

To read THN Hosted webinars guidelines and terms & conditions, [click here](#)



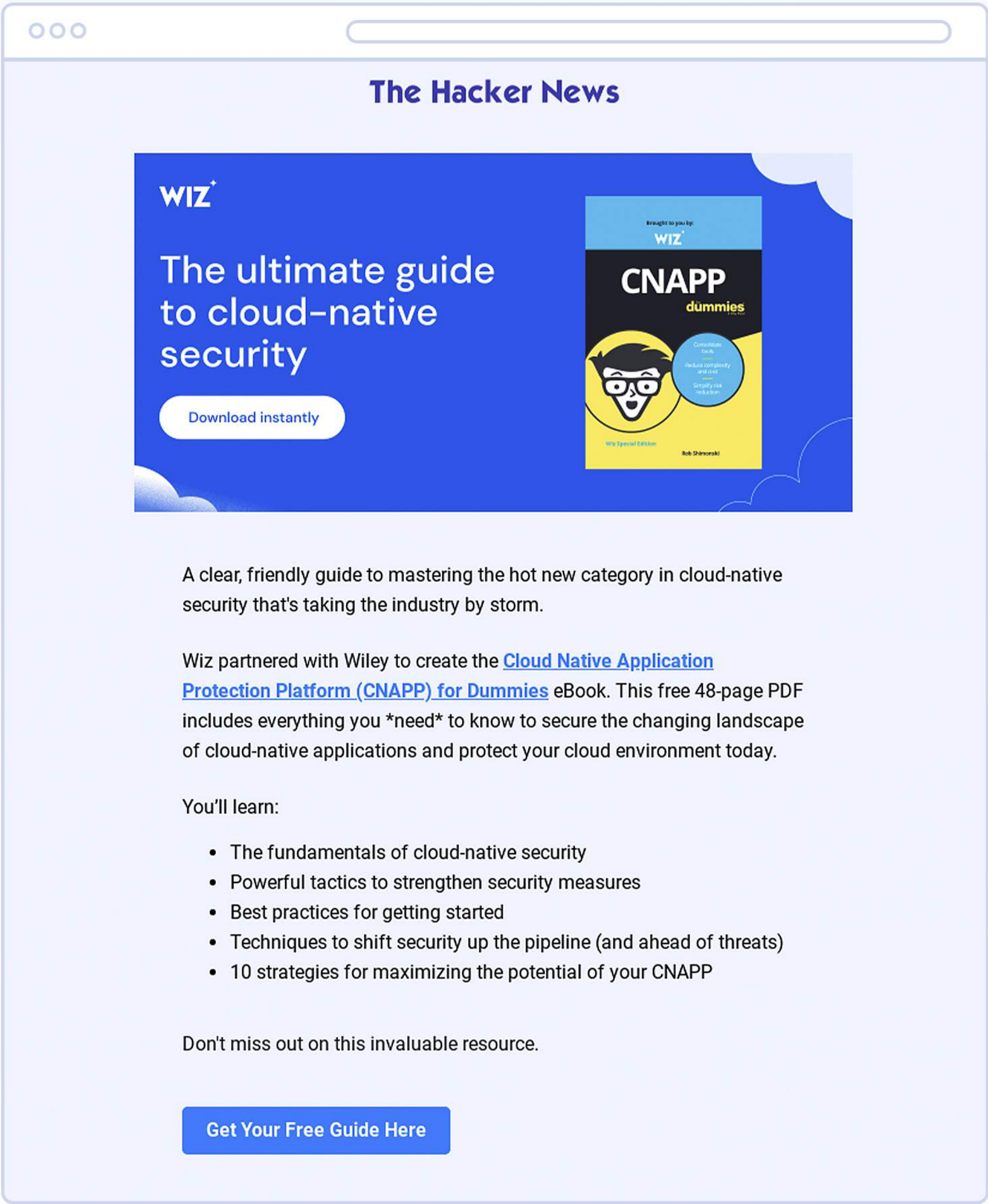
Important to know

- **Minimum Guaranteed Registrants** - 150
- **Average Registrants** - 150-250
- **Average Attendance Rate** - 45%
- **On-Demand Webinar** - Available indefinitely on THN
- **Use Webinar Recording** as your want

05 Dedicated Email Blast

Make a significant impact where it truly matters – right in your targeted audience's inbox – with our dedicated email campaigns.

Get your message in front of a highly targeted audience of cybersecurity professionals with our active email subscribers, offering unparalleled access to over 125,000 engaged enthusiasts.



Important to know

- **Number of Active Subscribers** - 125,000+
- **Average Open Rate** - 31.4%
- **Average CTR** - 4.25%



Direct access to 125,000+ cybersecurity pros



Generate leads with offers, events and resources



Use our high-converting, focused email template

05 LinkedIn Newsletter eBlast

Welcome to the dawn of a new era in marketing – LinkedIn Newsletter eBlasts are here to transform your campaigns. With this powerful advertising opportunity, your message doesn't just land in someone's feed – it arrives directly in their inbox, ensuring that it's seen and remembered.

The LinkedIn newsletter is an innovative marketing feature on the platform that allows us to publish eBlast-like content as articles on the official page. Unlike regular social posts, LinkedIn newsletter posts are sent directly to subscribers' registered email inboxes, as well as through push notifications and in-app alerts.

It's important to note that not all LinkedIn page followers automatically become subscribers of a LinkedIn newsletter. Users voluntarily opt-in, demonstrating their interest in receiving updates via email, similar to subscribing to any other email-based newsletter.

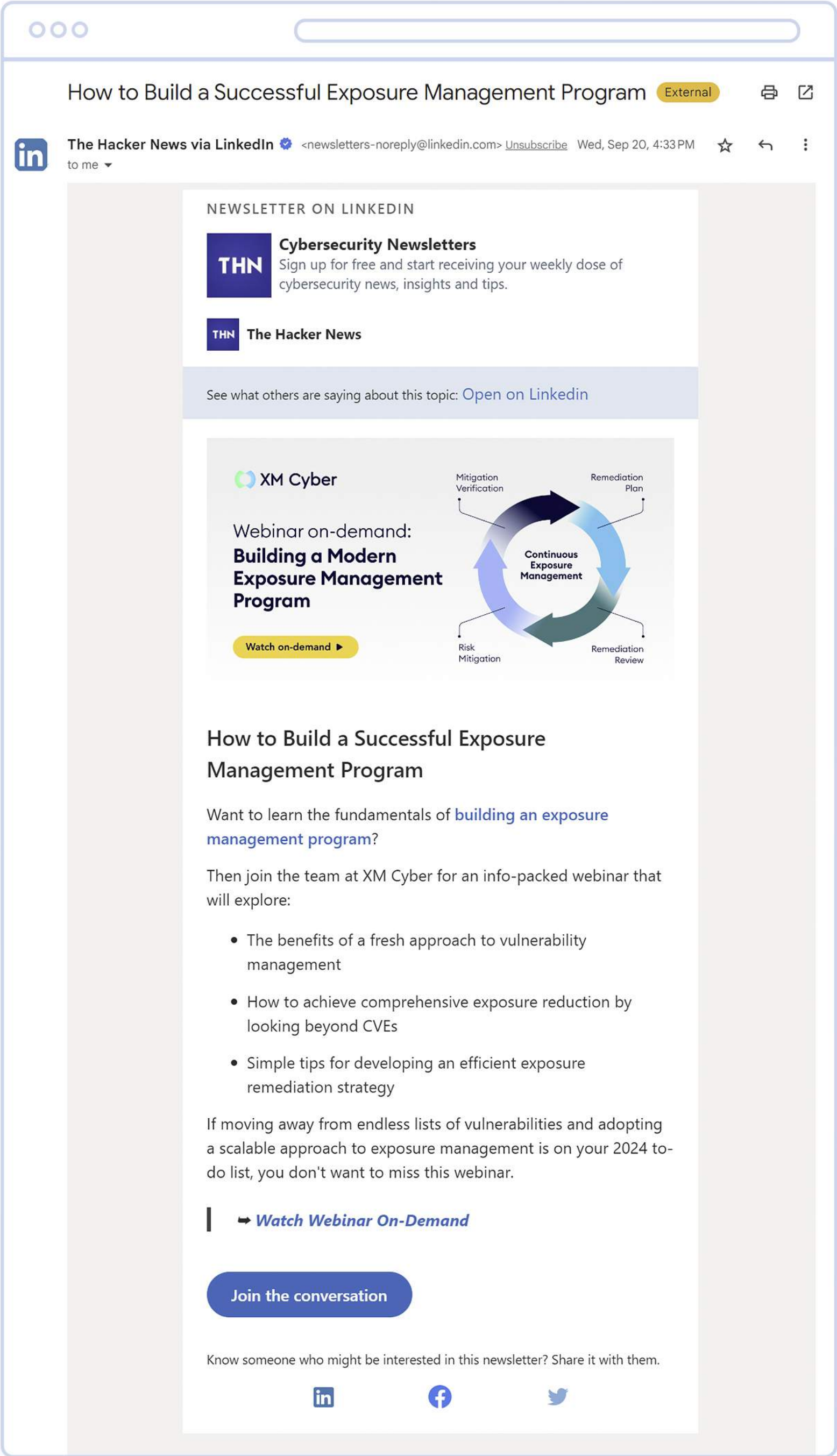
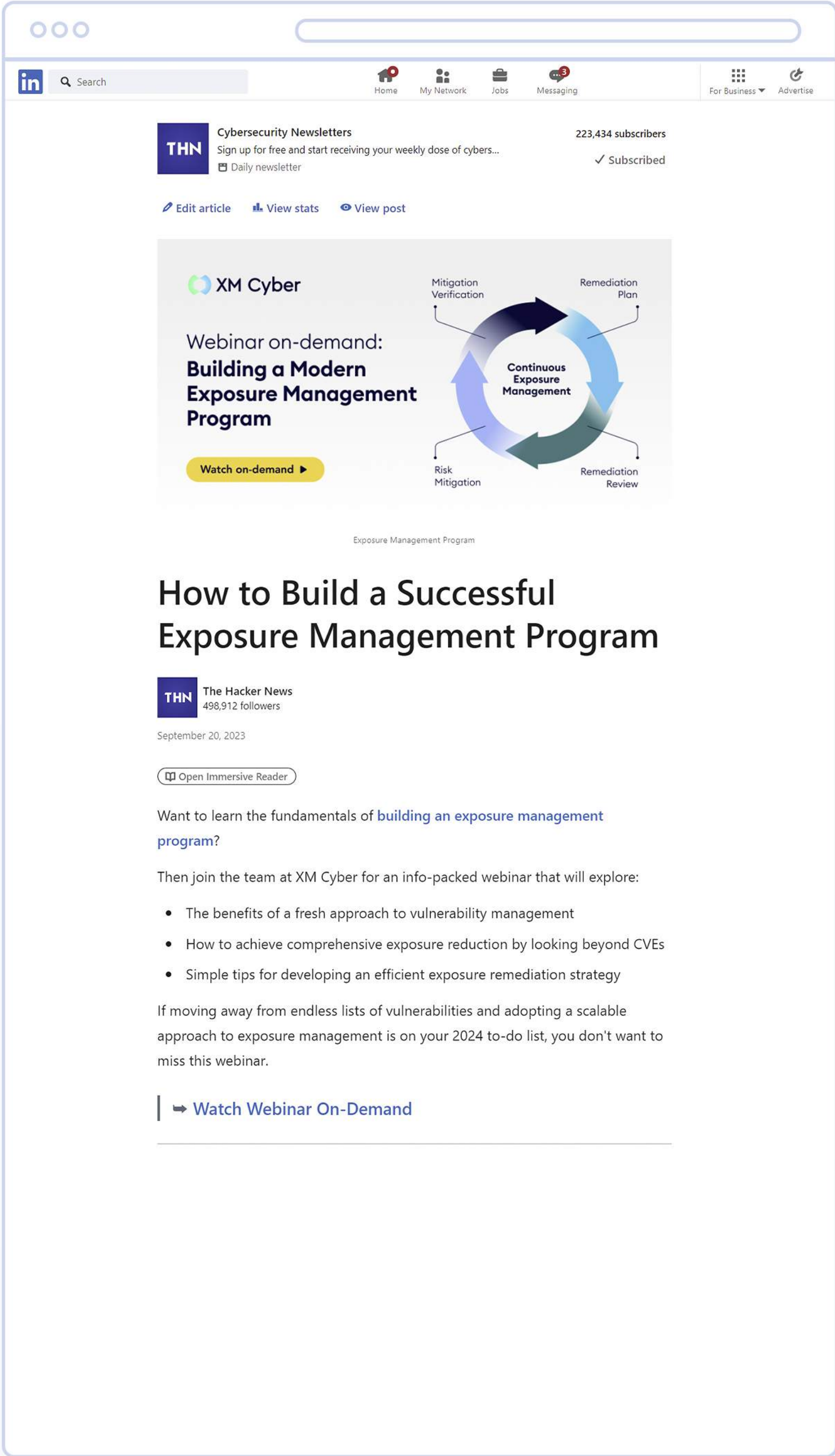
The Hacker News has an impressive following, with nearly 575,000 LinkedIn page followers and over 300,000 LinkedIn newsletter subscribers—the largest among all information security publications.

You can check out [THN's LinkedIn newsletter](#) here.



Important to know

- **LinkedIn Page Followers** - 575,000+
- **LinkedIn Newsletter Subscribers** - 300,000+
- **Share of voice (SOV)** - 100%
- **LinkedIn Metrics** - lacks Open Rate and CTR data



Pricing

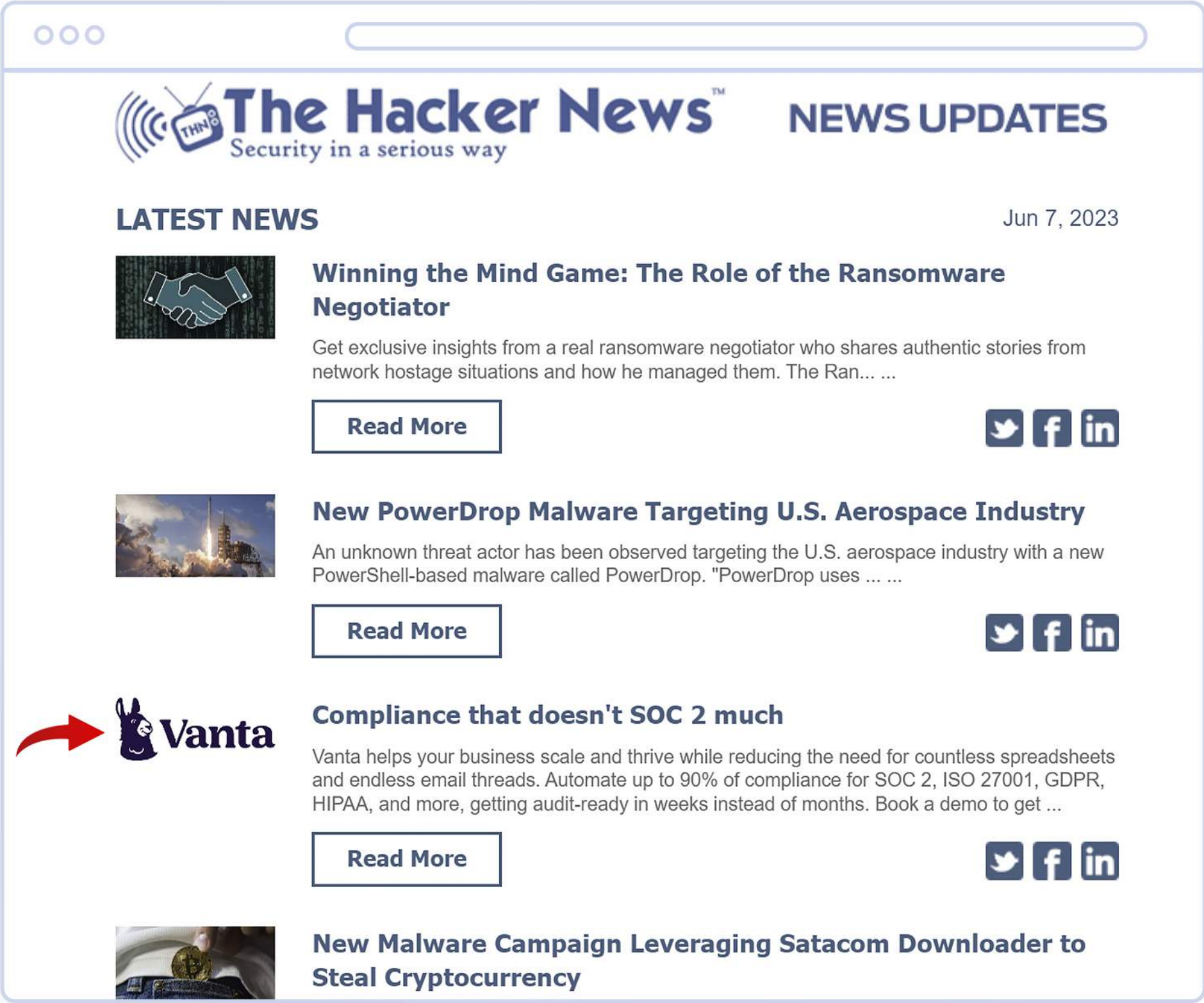
Dedicated Email Blast (125,000+) + LinkedIn Newsletter eBlast (300,000+)	\$6,500
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06 Daily Newsletter Native Placement

Feature your content on our widely-read daily newsletter.

We deliver the latest headlines directly to the inboxes of over 125,000 active subscribers every morning who are always eager to stay updated on the latest cybersecurity news and trends.

Strategically designed to look like other organic news updates, your content will be featured as the third article in the newsletter, driving users straight to your landing page.



Important to know

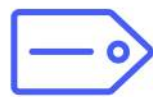
- **Featured Organically** - in our daily newsletter
- **Number of Active Subscribers** - 125,000+
- **Average Open Rate** - 35.6%
- **Average Clicks on the placement** - 550 (range between 300 - 1000)



Reach 125,000+ active cybersecurity enthusiasts



Generate lead with offers, events, and resources



No "sponsored" label, ensuring organic engagemnet

Pricing

One-time newsletter placement	\$1,000
Package of 4 placements	\$3,500

To read Newsletter Native Placement guidelines and terms & conditions, [click here](#)

07 Banner Advertising

Expand your brand's reach and target a wider audience effectively with banner campaigns that make sure your message shines loud and clear.

Our eye-catching ad slots are strategically placed to ensure your brand gets maximum exposure. Select from a range of placement options tailored to your campaign budget and requirements, all offered at fixed, transparent rates.



Important to know

- **Pricing** - A fixed, flat rate for a specific duration
- **Share of Voice (SOV)** - 100%
- **Boost Engagement** - Rotate multiple creatives
- **Bypass Ad-blockers** - maximize your reach

#1 Trusted Cybersecurity News Platform

Followed by 4.50+ million

TwitterLinkedInFacebook

The Hacker News

Get the Free Newsletter

HomeData BreachesCyber AttacksVulnerabilitiesWebinarsStoreContact

SearchMenu

Header Placement

HTTP/2 Rapid Reset Zero-Day Vulnerability Exploited to Launch Record DDoS Attacks

Oct 10, 2023

Newsroom

Server Security / Vulnerability

HTTP/2 Rapid Reset Attack

Amazon Web Services (AWS), Cloudflare, and Google on Tuesday said they took steps to mitigate record-breaking distributed denial-of-service (DDoS) attacks that relied on a novel technique called HTTP/2 Rapid Reset.

The [layer 7 attacks](#) were detected in late August 2023, the companies said in a coordinated disclosure. The cumulative susceptibility to this attack is being tracked as [CVE-2023-44487](#), and carries a CVSS score of 7.5 out of a maximum of 10.

While the attacks aimed at Google's cloud infrastructure peaked at [398 million requests per second](#) (RPS), the ones that struck AWS and Cloudflare exceeded a volume of 155 million and 201 million RPS, respectively.

HTTP/2 Rapid Reset refers to a zero-day flaw in the HTTP/2 protocol that can be exploited to carry out DDoS attacks. A significant feature of HTTP/2 is multiplexing requests over a single TCP connection, which manifests in the form of concurrent streams.

Inside Article 1 Placement

What's more, a client that wants to abort a request can issue a [RST_STREAM frame](#) to halt the data exchange. The Rapid Reset attack leverages this method to send and cancel requests in quick succession, thereby circumventing the server's concurrent stream maximum and overloading the server without reaching its configured threshold.

"HTTP/2 rapid reset attacks consist of multiple HTTP/2 connections with requests and resets in rapid succession," Mark Ryland and Tom Scholl at AWS [said](#).

"For example, a [series of requests](#) for multiple streams will be transmitted followed up by a reset for each of those requests. The targeted system will parse and act upon each request, generating logs for a request that is then reset, or canceled, by a client."

This ability to reset streams immediately allows each connection to have an indefinite number of requests in flight, thereby enabling a threat actor to issue a barrage of HTTP/2 requests that can overwhelm a targeted website's capability to respond to new incoming requests, effectively taking it down.

Put differently, by initiating hundreds of thousands of HTTP/2 streams and rapidly canceling them at scale over an established connection, threat actors can overwhelm websites and knock them offline. Another crucial aspect is that such attacks can be pulled off using a modestly-sized botnet, something to the tune of 20,000 machines as observed by Cloudflare.

"This zero-day provided threat actors with a [critical new tool](#) in their Swiss Army knife of vulnerabilities to exploit and attack their victims at a magnitude that has never been seen before," Grant Bourzikas, chief security officer at Cloudflare, [said](#).

HTTP/2 is used by 35.6% of all the websites, according to [W3Techs](#). The percentage of requests that use HTTP/2 is at 77%, per data shared by [Web Almanac](#).

Google Cloud said it has observed multiple variants of the Rapid Reset attacks that while not as effective as the initial version, are more efficient than the standard HTTP/2 DDoS attacks.

Inside Article 2 Placement

"The first variant does not immediately cancel the streams, but instead opens a batch of streams at once, waits for some time, and then cancels those streams and then immediately opens another large batch of new streams," Juho Snellman and Daniele Lamartino [said](#).

"The second variant does away with canceling streams entirely, and instead optimistically tries to open more concurrent streams than the server advertised."

F5, in an [independent advisory](#) of its own, said the attack impacts the NGINX HTTP/2 module and has urged its customers to update their NGINX configuration to limit the number of concurrent streams to a default of 128 and persist HTTP connections for up to 1000 requests.

"After today, threat actors will be largely aware of the HTTP/2 vulnerability, and it will inevitably become trivial to exploit and kick off the race between defenders and attacks – first to patch vs. first to exploit," Bourzikas further said. "Organizations should assume that systems will be tested, and take proactive measures to ensure protection."

Sidebar 1 Placement

Sidebar 2 Placement

Trending News

Gaza-Linked Cyber Threat Actor Targets Israeli Energy and Defense Sectors

CISA Warns of Active Exploitation of JetBrains and Windows Vulnerabilities

"I Had a Dream" and Generative AI Jailbreaks

Apple Rolls Out Security Patches for Actively Exploited iOS Zero-Day Flaw

Chinese Hackers Target Semiconductor Firms in East Asia with Cobalt Strike

GoldDigger Android Trojan Targets Banking Apps in Asia Pacific Countries

New OS Tool Tells You Who Has Access to What Data

North Korea's Lazarus Group Launders \$900 Million in Cryptocurrency

Cybercriminals Using EvilProxy Phishing Kit to Target Senior Executives in U.S. Firms

Cisco Releases Urgent Patch to Fix Critical Flaw in Emergency Responder Systems

Popular Resources

How to Prevent an API Breach – Get Expert Strategies

Not All SaaS is Secure - Learn How to Guard Yours with this Complete Guide

Why Everyone's Talking About Virtual CISOs in 2023 – Exclusive Insights Inside

Watch Now - Expert Talk on What REALLY Matters in AI Security

*Advertisers must provide deliverables according to specifications

Pricing

Banner	Size	Visibility	Average Monthly *viewable Impressions	Weekly flat pricing	Monthly flat pricing
Header	Desktop 728x90 Mobile 300x250	*All pages (Desktop+mobile)	3.8 M 0.4% CTR	\$ 4,600 CPM = \$4.8	\$ 16,000 CPM = \$4.2
Sidebar 1	Desktop 300x250	*All pages (Desktop only)	2 M 0.2% CTR	\$3,200 CPM = \$6.4	\$10,000 CPM = \$5
Sidebar 2	Desktop 300x250	*All pages (Desktop only)	1.8 M 0.16% CTR	\$2,600 CPM = \$5.7	\$8,000 CPM = \$4.4
Inside article 1	Desktop 728x90 Mobile 300x250	*All article pages (Desktop+mobile)	2 M 0.45% CTR	\$ 2,800 CPM = \$5.6	\$ 10,000 CPM = \$5
Inside article 2	Desktop 728x90 Mobile 300x250	*All article pages (Desktop+mobile)	1 M 0.55% CTR	\$ 1,700 CPM = \$6.8	\$ 6,000 CPM = \$6

*Viewable impressions count how many times an ad is displayed in a user's viewport, indicating that the reader has actually seen the ad. The overall number of impressions always exceeds the total number of viewable impressions.

**We charge based on a fixed flat rate. The CMP estimates in the table above are for informational purposes only. We do not offer geographically targeted banner advertising.

08 Content Recommendation Native Placement

Join forward-thinking vendors and step into the future of advertising with Native Display Ads – the dynamic, attention-grabbing solution you've been waiting for.

This strategically designed Content Recommendation Native Placement seamlessly blends with the look and feel of our website, driving traffic directly to your landing page.

We offer 4 consecutive placements under the "Cybersecurity Resources" section on our website, visible on the homepage, category pages, and all article pages. Each placement includes a short headline, a brief description, a thumbnail image, and a direct link to the advertiser's site.

Amplify your marketing efforts by selecting any of these placements to promote a diverse range of offerings, including events, resources, blog posts, or any lead generation assets.



Important to know

- **Average Viewable Impressions** - 800,000/month
- **Share of voice (SOV)** - 100%
- **Average CTR** - 0.52%
- **Bypass Ad-blockers** - maximize your reach

Your native ad will appear at random positions within these 3-slot placement throughout the entire campaign, instead of being fixed in one specific location.

Cybersecurity Resources

THREATLOCKER®

THE IT PROFESSIONAL'S BLUEPRINT FOR COMPLIANCE

The IT Professional's Blueprint for Compliance

Learn how to align with HIPAA, NIST, CIS-CSC, Essential Eight, and Cyber Essentials frameworks.

SANS

AI

AI Insights Every Cybersecurity Professional Needs

As IT and cybersecurity professionals, we need to be aware of all emerging trends. AI is changing every aspect of IT and cybersecurity. Keep in the AI know with these FREE SANS Institute resources.

THE ULTIMATE GUIDE TO VULNERABILITY SCANNING

READ NOW

intruder

The Ultimate Guide to Vulnerability Scanning

Everything you need to know to get started with vulnerability scanning and choose the right product for your business.

Want To Excel as a Cybersecurity Professional?

Develop cybersecurity strategies that increase security with Georgetown.

Pricing

	Monthly flat pricing
Content Recommendation Native Placement	\$3,000

*Viewable impressions track how many times an ad is seen by a user.
**We charge a fixed flat rate for our advertising services and do not offer location-based targeting.

To read Native Content Recommendations guidelines and terms & conditions, [click here](#)

09 Social Media Advertising

Boost your brand with THN's all-in-one social blast!

Easily reach your ideal audience by having your content and landing page link shared across The Hacker News' widely-followed social media accounts on Twitter (X), Facebook, LinkedIn, Instagram, and Telegram.

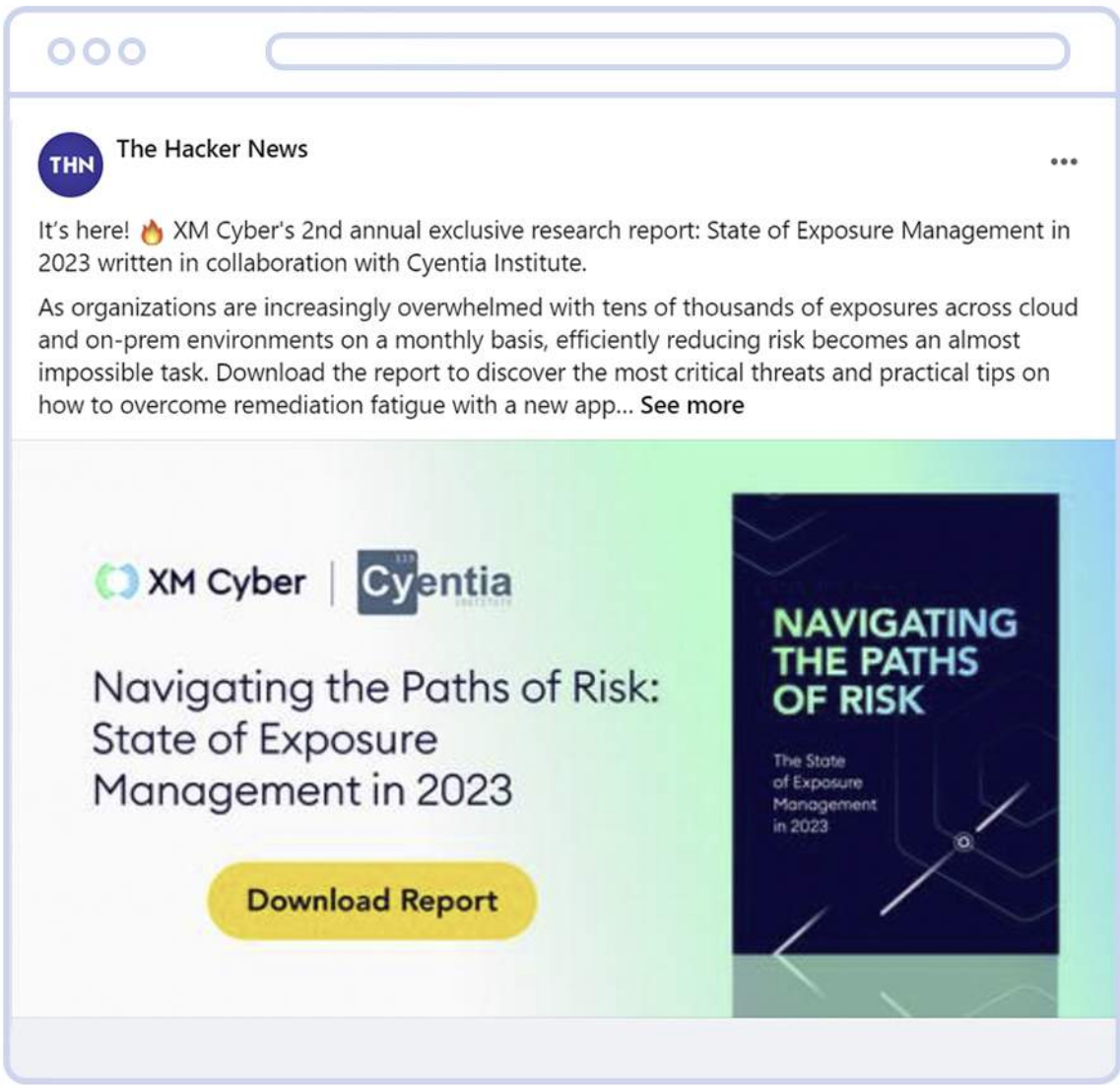
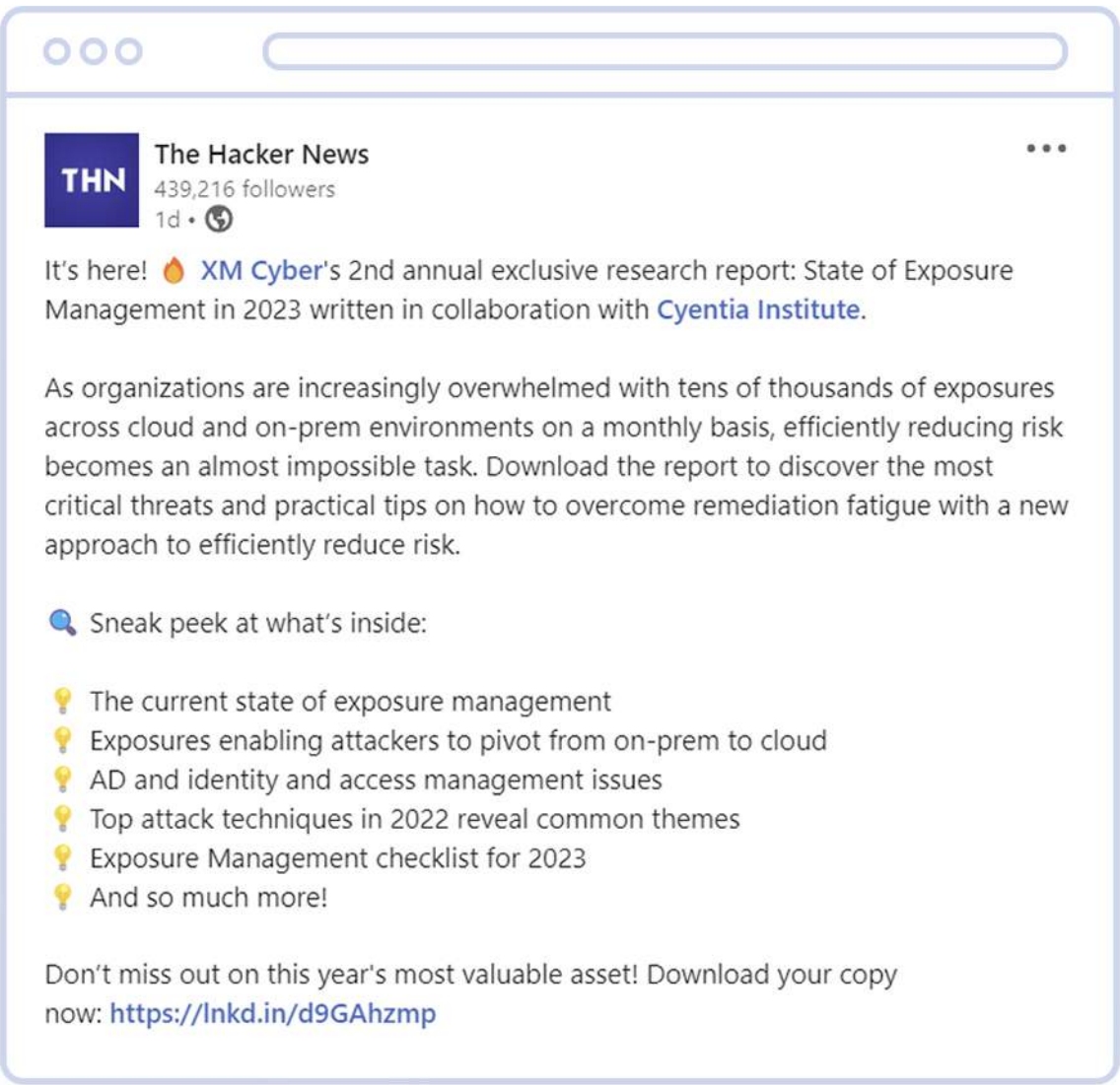
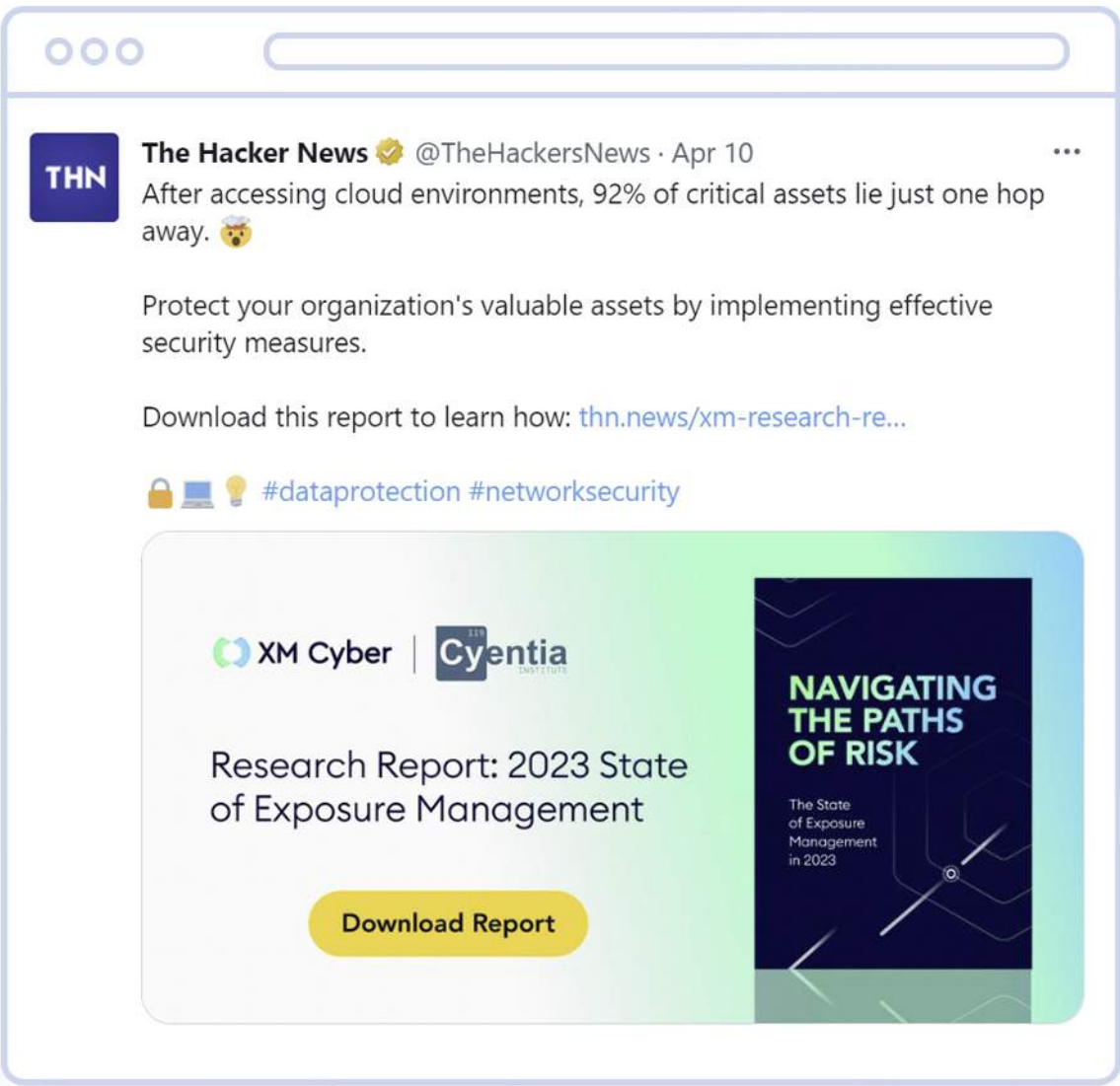
This can be used to promote a diverse range of offerings, including events, resources, blog posts, or other lead generation assets.

- ✓ Tailor content to your brand's voice
- ✓ Reach a broader audience
- ✓ Drive user engagement
- ✓ Use smart scheduling for maximum visibility



Important to know

- **LinkedIn followers** - 575,000+
- **Twitter followers** - 920,000+
- **Facebook followers** - 1,880,000+
- **Instagram followers** - 147,000+
- **Telegram followers** - 125,000+



Pricing

Cost per cost	\$1,500
Package of 4 posts	\$3,500

To read Social media post guidelines and terms & conditions, [click here](#)

Contact Jon Anthony at bizdev@thehackernews.com

Some of our advertisers

