Through the International Association of Privacy Professionals’ suite of publications, you have the opportunity to reach a savvy and experienced set of privacy professionals with a wide variety of needs for technology and services.

For inventory availability, pricing, information about our sponsored web conferences and all other advertising information, contact the sales team at:

sales@iapp.org
OUR MEMBERS ARE LARGE, WITH MAJOR PRIVACY NEEDS:

- 53 percent in-house privacy pros at private firms
- 16 percent external privacy advisors and consultants
- 14 percent in-house privacy pros at government agencies

OUR MEMBERS BUY PRODUCTS AND SERVICES FOR PRIVACY:

- 87 percent buy technology for privacy-related issues
- 65 percent hire outside legal services for privacy-related issues
- 48 percent contract with outside consultants for privacy-related issues

OUR MEMBERS’ ORGANIZATIONS ARE LARGE, WITH MAJOR PRIVACY NEEDS:

- 16 percent – 1,000 to 5,000 employees
- 22 percent – 5,000 to 25,000 employees
- 17 percent – 25,000 to 75,000 employees
- 19 percent – more than 75,000 employees

DEMOGRAPHICS

As a privacy association, we don’t collect personal data about our web visitors. However, we do have data from our members who respond to our annual salary survey.
In addition to our *Daily Dashboard* clipping service and the regional newsfeeds we have the following original publications:

**THE PRIVACY ADVISOR**
A focus on the “how-to” of privacy, with original reporting and articles by IAPP members.

**PRIVACY PERSPECTIVES**
Our “op-ed page,” focused on privacy opinion from thought leaders throughout the industry.

**PRIVACY TECH**
From code to engineering to implementation, a forum for exploring the technology of privacy.

**PRIVACY TRACKER**
The best place for following legislative changes and new interpretations of law around the world.

**DPO CONFESSIONAL**
A monthly column from the IAPP’s own data protection officer about the day-to-day grind.

---

**IAPP WEBSITE ADVERTISING ADS**
Promote products and services on our website in the NEWS section.

---

200,000 unique visitors a month
average time on page of 3:15
NEWSLETTERS

**DAILY DASHBOARD:** The world’s premier daily privacy clipping service. Emailed to 50,000 privacy pros daily.

**EUROPEAN DASHBOARD DIGEST:** A weekly roundup of European privacy news. Emailed to 24,000 privacy pros weekly.

**ASIA-PACIFIC DASHBOARD DIGEST:** A weekly roundup of privacy news from the Asia-Pacific region. Emailed to 5,000 privacy pros weekly.

**UNITED STATES DASHBOARD DIGEST:** A weekly roundup of privacy news from the United States. Emailed to 17,400 privacy pros weekly.

**LATIN AMERICA DASHBOARD DIGEST:** A weekly roundup of privacy news from Latin America, delivered in Spanish. Emailed to 2,200 privacy pros monthly.

**CANADA DASHBOARD DIGEST:** A weekly roundup of Canadian privacy news. Emailed to 19,000 privacy pros weekly.

**THE PRIVACY ADVISOR:** Original in-depth reporting on privacy issues, emailed to 35,000 privacy pros monthly as part of a member benefit.

TARGETED AUDIENCE

**KNOWLEDGENET COMMUNICATION ADVERTISING:** KnowledgeNets attract as many as 15,000 data privacy professionals a year to meetings in more than 50 cities all over the world.

**SHOW DAILY EMAILS:** Summaries of the day’s events that reach the engaged audiences at the IAPP’s Global Privacy Summit and Privacy. Security. Risk. events.

**SPONSORED EVENT PUSH NOTIFICATIONS:** Daily and hourly reminders distributed to IAPP event audiences through our self-designed and maintained smartphone app.

REACH THE INBOX OF PRIVACY PROS around the world. Open rates between 21 and 28 percent, all opt-in.
The Privacy Advisor is where privacy professionals around the world get in-depth information about how to create privacy programs, comply with regulations, and do the hard work of privacy on the ground. Get your solutions in front of these decision makers right as they’re laying plans.
Greetings from Portsmouth, NH!

As I’m here at the IAPP offices across the pond, there’s no time for getting up to speed. Things are moving at a lightning pace in the privacy world for me to take stock.

Couple of updates for our Data Protection intensive (DPI) event we have coming up in April: In the week since I have introduced myself to you, we’ve added some amazing and dynamic speakers to the roster. We are fortunate to have Baroness Sarah Ludford, who was key to the regulation negotiations as the shadow rapporteur in the European Parliament. She has been added to our truly top-level keynote panel looking at the future of the EU Data Protection Regulation and the fundamental impact this will have going forward.

We’ve also just landed Data Murphy, minister for data protection in Ireland, who is on the frontlines of regulation negotiations and will present Ireland’s view of the future of data privacy in the EU. Which is, of course, an opinion of great weight, considering the massive Internet firms that have their headquarters in Ireland.

---

**Quick Links**
- Career Central - IAPP Privacy Training Classes
- Find Us on Twitter
- Resource Center

---

**Upcoming Events**
- 23 March
  - WP: Krakowského
  - Helsinki, Finland
- 26 March
  - WP: Kostenbahnhof
  - Zurich, Switzerland
- 14-16 April
  - WP: Europe Data Protection Initiative
  - London, UK
- 5-4 May
  - WP: Asia Privacy Forum 2013
  - Singapore
- 27-29 May
  - WP: Canada Privacy Symposium 2013
  - Toronto, ON, Canada

---

**Contributor Bios**
- Pascale Gelly
- Rocca Panetta
- Bruno Redde
- Henrique Tenhama
The Buzz Weekly newsletter sends via email each week to approximately 140,000 subscribers. Recipients include privacy leaders, decision makers and champions at every operational level and functional area who want to stay current and connected to the hottest events, experts and thought-provoking content in data protection.

With an open rate consistently at 20%, that nets you more than 26,000 weekly impressions, making it an ideal forum to remind this influential audience of your products, services, events, new offerings and updates.

Speak to an IAPP sales representative to review rates, get answers to your questions and for help determining how to best use these three options in your media buy.
The IAPP Privacy Tech Vendor Report is one of the industry’s most widely read guides to privacy-related technology products. Appearing in the vendor listings and as an advertiser positions you among the leaders in privacy tech. Any vendor can submit to be in the report, which evaluates more than 200 vendors in 10 categories. You do not have to be an IAPP member to be considered for inclusion in the report. There are two issues per year – spring and fall – which enable vendors and advertisers to update their content. Vendors and advertisers are included in both issues. Vendors are free to download and promote their presence in the report however they would like. The IAPP promotes the Privacy Tech Vendor Report through its Daily Dashboard, regional digests, social media and house advertising. The report is available as a free download to anyone who visits the IAPP site.
Co-Sponsored Web Conferences offer the opportunity to present yourself as a thought leader and generate qualified leads. Sponsorships build brand awareness with a knowledgeable audience of privacy professionals, many with buying authority.

**THIS IS THE ONLY LEAD-GENERATING PRODUCT FROM THE IAPP**

- The web conference will be a 60-minute live event which will be recorded
- Sponsor can receive a dedicated 60-second spot and a vendor spot between the content presentation and the Q&A session
- Confirmation and post-event emails and conference recordings contain lead generation links
- Sponsor call-outs at beginning and end of conference
- Up to four template pages: sponsor name, logo, graphic, link
- Introduction by IAPP host
- Sponsor gets a recording to repurpose and is streamed on the IAPP website
- Topic is chosen by sponsor
- Sponsor’s employees may serve as panelists for the program
- IAPP will help program the web conference and help find speakers if sponsor wants
- IAPP will promote the web conference through in-house advertising (300x250 rectangle) and an editorial blurb that will rotate on our website, the Daily Dashboard and Digests
- IAPP can offer recommendations of panelists, moderators, and editorial assistance for event production
- Sponsor’s organization name and logo will be featured prominently in the slide deck, the program slide presentation, and promotion for the program
- The web conference can be approved for member CPE credits and is free for members
The sponsored white paper is a great tool for demonstrating thought leadership and making sure IAPP members know you are at the forefront of the industry.

- Sponsor submits a white paper — or any other piece of original content — to be displayed on the iapp.org homepage and the IAPP Resource Center with link
- Sponsor can share white paper as they wish
- The IAPP will advertise the white paper to our membership with a month of in-house marketing
- Sponsor shows subject matter expertise with the IAPP’s audience. The iapp.org home page and Resource Center get a combination of more than 200,000 pageviews each month
The Privacy Advisory Podcast is the pre-eminent podcast in the privacy industry, with thousands of subscribers and listeners each month. Hosted by Privacy Advisor Editor Angelique Carson, the podcast has become the industry’s must-listen bi-monthly download, featuring leading heavyweight voices from all over the world.

As a sponsor of the podcast, you have the opportunity to create a bespoke 30-second advertisement to be inserted in the podcast, or have Carson read or create a thank-you or testimonial piece.

Podcast advertising has become the hottest way to make a personal connection with potential customers. With downloads in 102 countries around the world and 400,000 all-time listens, The Privacy Advisor Podcast gives you valuable exposure to an engaged audience of professionals.

*Look for new podcasts in 2020

Each podcast episode is downloaded and listened to an average of 4,000 times and that number continues to climb.
Where can you find the best and most-qualified candidates for your latest privacy job opening? With the International Association of Privacy Professionals, of course. Our Career Central job listing and newsletter get your job listing in front of our 50,000-plus members and many more.

Whether you’re looking for a new Chief Privacy Officer or an entry-level privacy coordinator, the IAPP’s membership is a great place to start. Companies regularly find candidates from around the world, with deep experience in privacy, business, government, and more via Career Central.

Each month, the Career Central landing page receives more than 6,000 visits, with individual job listings regularly receiving more than 500 unique views for an average of 1:54 on each page.

The Career Central landing page receives more than 6,000 visits, with individual job listings regularly receiving more than 500 unique views.
THE IAPP DEMO CENTER
Demonstrate Your Product or Service to Tens of Thousands of Potential Buyers

In the IAPP Demo Center, vendors like you can list your privacy products and services by category and customers can easily demo them with just a couple quick clicks. Your listing is on display 24/7 for over 55,000+ IAPP members worldwide and thousands more nonmembers. Visitors to the center represent strong leads because they are likely in the market right now for a product or service in any of 20 unique privacy and data protection categories. That gives you the perfect opportunity to show them what you have to offer with a direct link to your compelling demo.

Sample Vendor Demo Card

Hey Technology Pros, You’re Not As Smart As You Think.

Technology has become a key driver in securing data privacy at all stages of IT product and service lifecycles. IAPP’s updated CIPT certification contains 50% new content reflecting this evolution. Distinguish yourself from other engineers by developing the skills to identify technology solutions that comply with sweeping new privacy regulations.

Watch Now ⬤

The IAPP Demo Center is part of the Privacy Vendor Marketplace on the IAPP website, along with the popular Privacy Tech Vendor Report and Privacy Vendor List and is regularly promoted in daily and weekly IAPP publications and across IAPP social media channels.

Speak with an IAPP sales representative today or contact sales@iapp.org to review the rate card. They can answer your questions and help you decide how many of the 20 Demo Center categories you want to be represented in. Then you can fill out the simple online form and start increasing visibility and leads for your products and services.
VENDOR DEMO CENTER
LEAD GENERATION CHECKLIST

This checklist will help you maximize lead generation from your Demo Center card.

1. **Know your audience.** What are their roles and responsibilities, needs and pain points? Where are they in the sales funnel?

2. **Communicate effectively.** Make your offer stand out. Use attention-getting creative, persuasive copy and high-resolution images to convey how your product/service benefits your audience.

3. **Set up a detailed, dedicated landing page.** Use a memorable URL and include a preview of content you are offering.

4. **Highlight your demo video or presentation.** Be sure to mention your video or presentation demo so your viewers can take immediate action. Feature it in a strong call to action to entice prospects to your landing page. Give viewers options for a more in-depth personal demo after they view the video on your landing page.

5. **Capture contact information.** Use a lead generation form on your landing page for visitors to fill out. Only request minimal info, such as name, email address, country, and business/title/industry.

6. **Get consent.** You will need it for marketing email follow up to build trust and confidence with your audience. Be sure to comply with jurisdictional regulations.

7. **Monitor your efforts.** See how effective your promotions are by tracking their performance through your landing page. You can also segment your audience and trigger appropriate follow up.

8. **Measure messaging.** If you are not meeting your benchmarks, try adjusting your messaging/creative and test, test, test.
Target the Most Engaged Privacy Professionals by Geography

Becoming a featured partner of IAPP KnowledgeNet Chapter meetings allows you to connect with privacy professionals in nearly 150 cities and 60 countries across the globe.

In 2019, several hundred chapter meetings were conducted worldwide and marketed to more than 45,000 KnowledgeNet members. These are individuals who are committed to putting privacy on the map and finding new and innovative ways to work smarter.

Now, you can reach these decision-makers and influencers with a locally targeted campaign that features your brand as the exclusive featured partner for the event.

Speak to an IAPP sales representative to review pricing, get answers to your questions and develop your plan.

Multi-touch Marketing Opportunity

Each event broadcasts your exclusive messages, ads, presentation and listings to chapter members. Deliver your point of difference through no less than eight unique marketing vehicles.

1. Five-minute in-person or live online presentation at the chapter meeting(s).
2. Banner ad in initial email invitation (all chapter members).
3. Banner ad in second notice email (all chapter members).
4. Banner ad in registration confirmation email (all registrants).
5. Banner ad in meeting reminder email (all registrants).
6. Banner ad in follow-up email (all attendees).
7. Featured listing on IAPP meeting detail page.
8. Featured branding on IAPP meeting registration page.

*Sample meeting email invite

CURRENT AVAILABLE CHAPTERS

Atlanta, GA
Bangalore, India
Boston, MA
Brussels, Belgium
Chicago, IL
Dallas, TX
Helsinki, Finland
Hong Kong
Indianapolis, IN
London, England
Los Angeles, CA
Melbourne, Australia
Munich, Germany
Netherlands
New York, NY
Paris, France
San Francisco, CA
São Paulo, Brazil
Seattle, WA
Silicon Valley, CA
Singapore
Switzerland
Sydney, Australia
Toronto, ON
Washington, DC
Vancouver, BC

iapp.org