

Cybercrime Magazine Announces Platinum Media Program for Cybersecurity Companies

YouTube is a powerhouse for marketing to CISOs and security leaders

SAUSALITO, CA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Cybersecurity Ventures launched a Platinum Media Program for VC funded startups, emerging players, and the largest brands in the cybersecurity industry.

"If your target market is CISOs at Fortune 500, Global 2000, and midmarket companies, then our new program is for you," says Steve Morgan, founder of Cybersecurity Ventures and Editor-in-Chief at Cybercrime Magazine.

Platinum clients are cybersecurity companies with a quarterly or monthly series on the award-winning [Cybercrime Magazine YouTube Channel](#) which has more than 1.2 million subscribers (the most for a b2b focused cybersecurity channel) and many more viewers globally.

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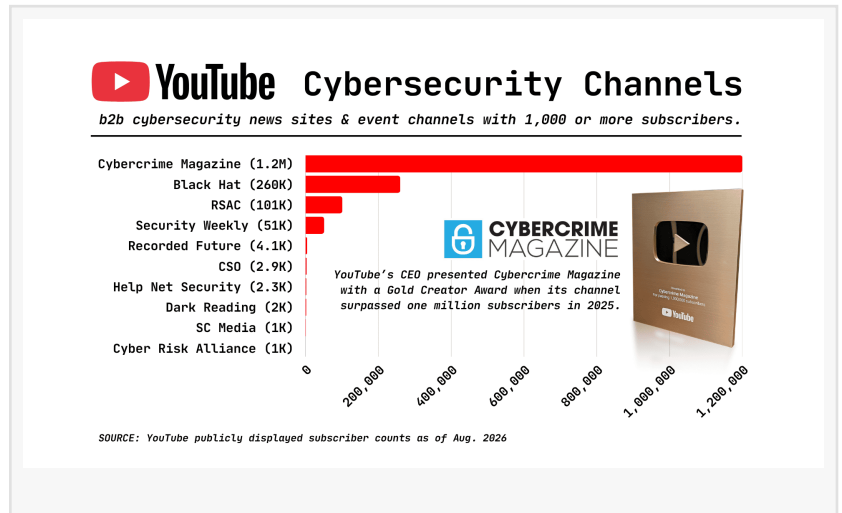
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Salesforce

fireside chats and presentations at live venues.

The Cybercrime Magazine YouTube channel features iconic founders and cybersecurity CEOs, large enterprise CISOs, celebrities, famous hackers, media personalities, women in cybersecurity, authors, inventors, industry analysts and experts, ex-cybercriminals, and government cyber leaders.

“We’ve had so many companies sign on with us and after having a good experience and ROI with



their first video on our channel, they came back and asked for an ongoing series,” says Morgan.

YouTube is a powerhouse for marketing because of its vast user base, high engagement rates with video content, and ability to boost brand awareness, drive traffic, and build trust through educational and engaging content, all while leveraging the power of Google's search engine.

YouTube also functions as the world's second-largest search engine (behind its parent). It allows businesses to build long-term trust, educate buyers, and capture high-intent prospects who are actively searching for product solutions. Video content also compounds in value over time, unlike fleeting social media posts.

"I want to watch the (Cybercrime Magazine YouTube Channel) [CISO Demo series](#) because it gives me lots of information about a specific vendor or capability or even risk that I'm trying to address in a single bite-size amount of time," [says Adam Keown, CISO at Fortune 500 company Eastman](#). "That helps me narrow down two or three vendors to talk to versus having to speak to the tens-of-thousands of cybersecurity vendors that are out there."

Video builds immediate familiarity by letting audiences see faces, hear voices, and experience corporate culture. B2B offerings — such as cybersecurity software and solutions — are much easier to demonstrate using deep-dive b-roll and product walkthroughs.

AI models (like Gemini and ChatGPT) frequently cite and pull context from YouTube transcripts and metadata, making video an essential part of modern Generative Engine Optimization (GEO).

As one of the world's largest social media platforms with more than 2.7 billion monthly users, YouTube can help brands reach their audience at scale. But the platform offers more than visibility; it's become one of the primary ways customers discover products and make purchasing decisions, according to Salesforce. This means it gives brands the chance to engage at every stage of the sales funnel. As such, YouTube marketing is now a must-have for brands that want to get discovered, build trust, and drive demand at scale.

Out of the pure play cybersecurity b2b focused media outlets and event producers with YouTube channels listed by their number of subscribers (minimum of 1,000 subscribers), Cybercrime Magazine is far and away the top channel based on its number of subscribers (1.2 million), and views per video.

The editors at Cybercrime Magazine compiled the list by searching on all cybersecurity focused media outlets (b2b media / news sites and event producers) that they are aware of, and then looking up their channel for the publicly displayed subscriber counts reported by YouTube.

Many media outlets do not have a YouTube channel, or they had one previously but no longer produce videos there, or they have less than 1,000 subscribers. Excluded from this list are solo /

independent (non-company) video producers and channels that are focused mainly on consumers, training and education, and other non-corporate / business media.

Coming in at second is Black Hat with 260,000 subscribers, and RSAC is in third with 101,000 subscribers. Security Weekly has 51,000 subscribers, and Recorded Future has 4,100. Subscriber figures are publicly displayed counts from YouTube as of Aug. 2026.

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