

• [THECYBERSECURITYTRAIL.COM](https://thecybersecuritytrail.com)

# Reach learners *actively* studying for cyber roles.

A free cybersecurity education platform for learners and upskillers, especially those preparing for certifications like Security+, CEH, CTIA, and Network+, and those transitioning into SOC, offensive security, incident response, or other security roles.

PRACTICE TESTS · LAST 90 DAYS

**16 min**

AVG. ENGAGEMENT  
PER ACTIVE USER

**1,464**

ACTIVE USERS

**6+**

VIEWS PER  
ACTIVE USER

## 01 – WHAT WE DO

# A free education platform built for *current and aspiring* cyber practitioners.

The Cybersecurity Trail provides domain-aligned practice tests, branching SOC simulations, educational guides, and other training tools. Every question, scenario, and guide is curated for learners who are studying for high-stakes certifications and transitioning into security roles.

## PRACTICE QUESTIONS

**5,000+**

Domain-aligned questions across Security+, CEH v13, and Network+, with rationale-driven explanations.

## SOC SIMULATIONS

**20**

Branching incident scenarios where every decision leads to a different ending. Exfiltration, ransomware, BEC, insider threat, and more.

## EDUCATIONAL GUIDES

**40**

Long-form educational guides covering cybersecurity certifications, roles, tools, and more.

## 02 – WHO WE SERVE

## Career-stage learners with real money on the line.

Our audience is studying for certifications that cost \$400–\$3,500 per attempt and unlock \$30,000+ salary jumps. They're not browsing. They're preparing. Many are mid-transition: Tier 1 SOC analysts moving into Tier 2 or 3, IT pros pivoting to security, or career-changers heading toward their first cyber role. They are actively researching tools, training, and platforms that will help them succeed.

**► WHY THIS MATTERS FOR SPONSORS**

**This is not a casual audience.** Practice-test users study for extended sessions, return repeatedly, and demonstrate clear "study intent" — some of the highest-value behavioral signals in cybersecurity marketing. They are the exact users your sales team is paying \$400+ per lead to acquire elsewhere.

03 – THE NUMBERS

# A small, dense, *fast-growing* audience.

The Cybersecurity Trail is in the "nano publisher" tier by raw traffic, but the engagement metrics tell a different story entirely. This is what the last 90 days looked like among practice test pages:

— PRACTICE TESTS · LAST 90 DAYS

AVG. ENGAGEMENT TIME PER USER

## 16 min

Top-decile in educational publishing. Users are in active recall mode—a highly receptive cognitive state for sponsor messaging.

ACTIVE USERS

## 1,464

Cybersecurity learners actively studying for certifications.

TOTAL PAGE VIEWS

## 9,290+

Across Security+, Network+, and CEH practice tests.

VIEWS PER ACTIVE USER

## 6+

Repeat exposure. Your message lands multiple times per user, not once.

— SITE-WIDE · 24-MONTH TREND

Monthly users across entire site

JUL 2024 – JUN 2026 · ▲ GROWTH TRAJECTORY



**24 months of consistent growth.** Near-zero baseline through April 2025, scaling to nearly 1,500 monthly users by June 2026. Every new practice test, training tool, and guide creates additional entry points.

04 – HOW WE COMPARE

# 16 minutes of *focused attention* per user.

Engagement time is the single most predictive metric for sponsor ROI. Here's how the practice test pages on The Cybersecurity Trail compare to common digital content formats.

CONTENT FORMAT	AVG. SESSION	AUDIENCE BEHAVIOR	COMMERCIAL INTENT
General tech news	1m 30s	Skimming / passive consumption	Low awareness
Tool walkthroughs	4m 00s	Task-focused learning	Moderate
Research whitepapers	6m 00s	Professional research	Moderate-high
▶ <b>The Cybersecurity Trail</b>	<b>16m 31s</b>	Active recall & exam prep	High
Virtual labs (lab platforms)	20m+	Hands-on skill development	Very high

▶ THE ATTENTION PREMIUM

**16 minutes of focused study time** means users are in active recall — the cognitive state associated with practice testing and deep learning. In this state, users are highly attentive and more receptive to thoughtful evaluation of products and services.

05 – WHAT THIS MEANS IN DOLLARS

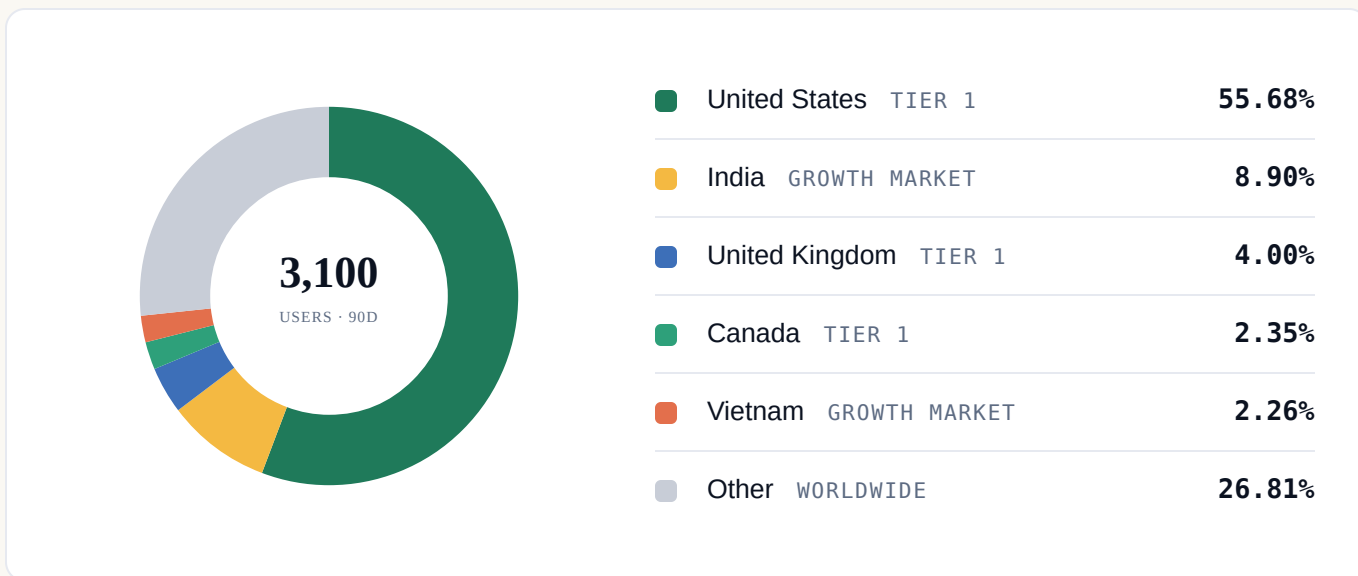
## The lead-gen math, simply.

The average B2B cybersecurity lead costs **\$411**. For higher-education and certification offers, that number rises to **\$982**. Against those acquisition benchmarks, a sponsor investing \$1,000/month on this site would only need to generate roughly **2–3 qualified leads** to justify the spend—a realistic target given the audience's engagement depth and study-driven intent.

06 – WHERE THEY'RE STUDYING FROM

# A *global* audience anchored in Tier 1 markets.

Over half of our active users come from the United States, the largest cybersecurity training market in the world. The rest of the audience is anchored in English-speaking Tier 1 markets — the UK, Canada, and Australia — plus India, the world's fastest-growing certification market.



TIER 1 MARKETS

**~64%**

US, UK, Canada, and Australia combined. High-income markets where certification ROI is highest.

#1 GROWTH MARKET

**India**

The world's fastest-growing certification market and our second-largest audience at 8.9%.

ENGLISH-FIRST

**100%**

All content is English; audience self-selects for English-language professional contexts.

Source: Google Analytics, Apr 1 – Jun 30, 2026. Known bot traffic excluded.

07 – HOW TO SPONSOR

# Three ways to *partner*.

All sponsorships are flat monthly fees. We design placements to complement the study experience, never interrupt it, because intrusive ads kill the dwell time that makes this audience valuable.

## STARTER

FROM

**\$500**

per month

Test the audience w/ 2 monthly posts + sidebar presence.

### MONTHLY INCLUSIONS

- ✓ 2 professionally written sponsored posts
- ✓ 2 founder-led social amplification across LinkedIn and X
- ✓ Sidebar placement in **Learning Partners** and **Featured Posts** units across all posts, including practice tests
- ✓ Performance summary

*Ideal for vendors testing this audience for the first time.*

## GROWTH

FROM

**\$1,000**

per month

Integrated, in-quiz placement; Lead capture.

### MONTHLY INCLUSIONS

- ✓ Everything in Starter
- ✓ Lead magnet placement (sponsor-provided PDF: cheat sheet, study guide, etc.)
- ✓ Lead magnet landing page on [thecybersecuritytrail.com](http://thecybersecuritytrail.com)
- ✓ Sponsor landing page CTA placed directly below quiz scores across **10 practice tests** of your choice (first-come-first-served)
- ✓ 10 sponsored explanation sections (educational, not promotional), 1 per practice test, sponsor chooses tests

*For providers and vendors targeting active cybersecurity learners.*

RECOMMENDED

## ELITE

FROM

**\$2,000**

per month

Wider site presence; exclusive practice test track.

### MONTHLY INCLUSIONS

- ✓ Everything in Growth
- ✓ Exclusive branded practice test track featuring 30 original quizzes (300 total MCQs), promoted across the site
- ✓ +10 more sponsored explanations (20 total)
- ✓ + 2 more sponsored posts
- ✓ + 3 more social amplification posts

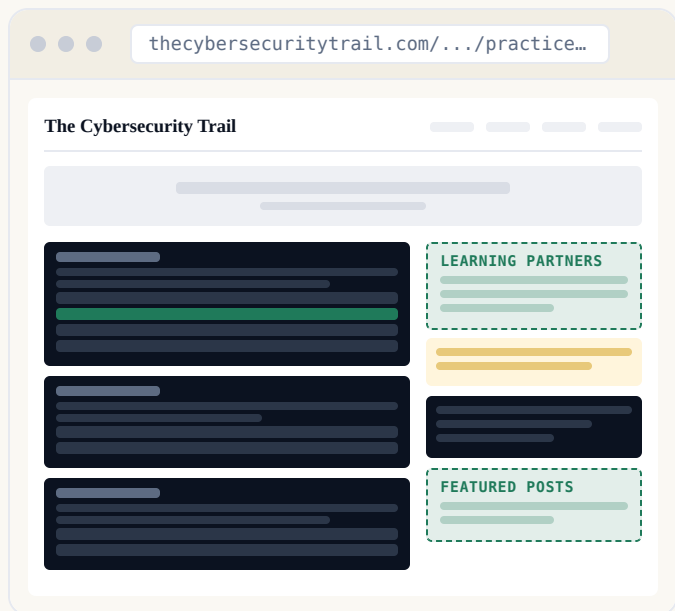
*For partners looking to own mindshare inside a high-intent learning environment.*

▶ CUSTOM PACKAGES WELCOME

08 – ON-SITE PLACEMENTS

# Where your *brand* appears.

A visual map of where your brand, post, or CTA lives on the site. Each example links to a live page so you can verify the context for yourself.

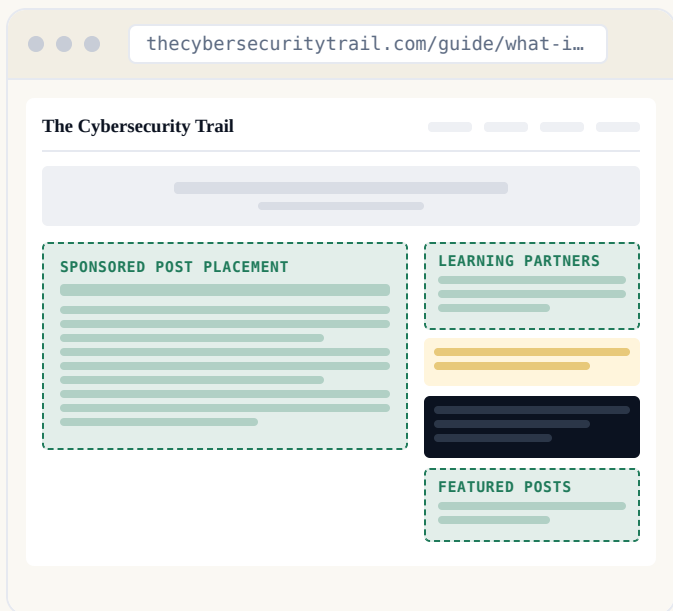


### Practice test page

STARTER+

Your brand appears in the "Learning Partners" unit at the top of the sidebar. Your sponsored posts appear in the "Featured Posts" unit. Both run across all posts.

[View live →](#)

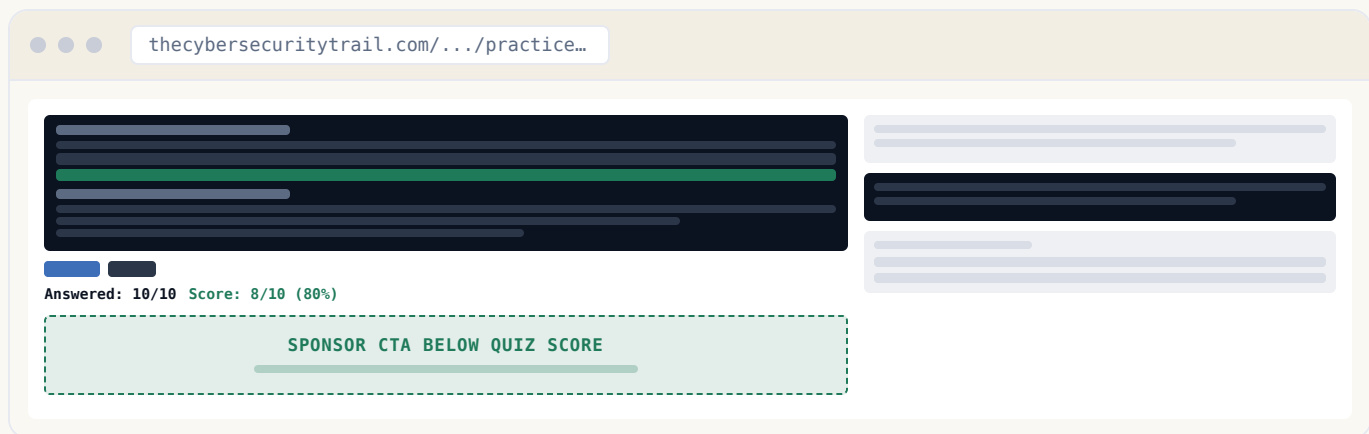


### Guide / blog post

STARTER+

A professionally written sponsored post runs as a full article. Same sidebar placements as the practice test page (Learning Partners + Featured Posts) appear alongside.

[View live →](#)



### Practice test results screen

GROWTH+

Your CTA appears directly below the quiz score, reaching users at the exact moment they've completed active recall and are still in peak cognitive engagement. Placement runs across 10 practice tests of your choice.

[View live →](#)

09 — DEEPER INTEGRATIONS

# Premium placements for *higher-tier* partners.

For sponsors who want their brand woven into the study experience itself — not as an ad, but as part of the content learners are actively absorbing.



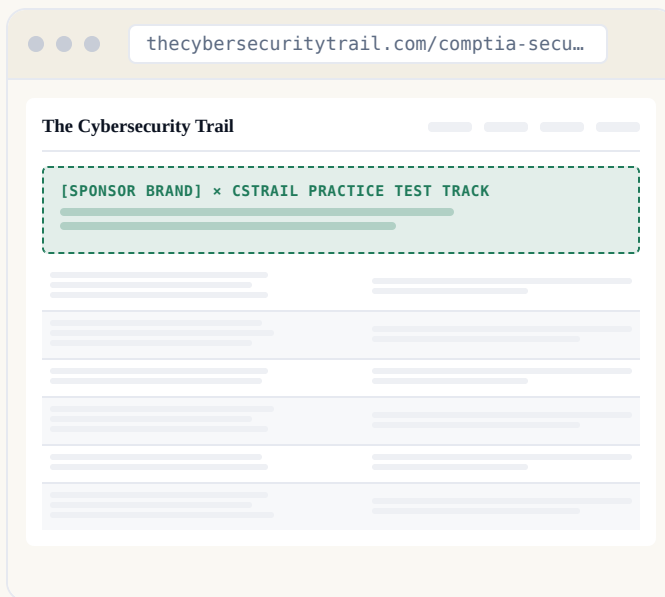
### In-quiz sponsored explanation

**GROWTH+**

An educational section authored or sponsored by your team, integrated into the standard explanation format, not promotional copy. 10 placements across practice tests of your choice (20 at Elite).

*Note: Explanations appear only after the learner answers all questions and clicks Submit on the live page.*

[View live →](#)



### Branded practice test track

**ELITE ONLY**

An exclusive sponsor-branded practice test track featuring 30 original quizzes (300 total MCQs), with a co-branded hub page, co-branded individual practice test pages, sponsor-approved educational messaging, and optional native banner/CTA placement.

Note: Co-branding extends to every individual practice test within the sponsored track.

[View live \(sample hub page\) →](#)

[View live \(sample practice test\) →](#)

▶ LET'S BUILD SOMETHING TOGETHER

# The trail is *open*. Let's talk.

If your product, platform, or service serves cybersecurity practitioners, we'd love to explore ways to work together. We respond to all inquiries within 24 hours.

## John Carl Villanueva & Carolyn Joy Villanueva

CO-FOUNDERS · THE CYBERSECURITY TRAIL

Cybersecurity content strategists and writers with 15+ years of experience translating complex security concepts into clear, engaging insights for both technical and business audiences.

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