

• [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, CISA, and Network+, and those transitioning into SOC, offensive security, incident response, or other security roles.

PRACTICE TESTS • LAST 90 DAYS

28 min

AVG. ENGAGEMENT
PER ACTIVE USER

1,773

ACTIVE USERS

8.69

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

27m 55s

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

ACTIVE USERS

1,773

Cybersecurity learners actively studying for certifications.

TOTAL PAGE VIEWS

15,409

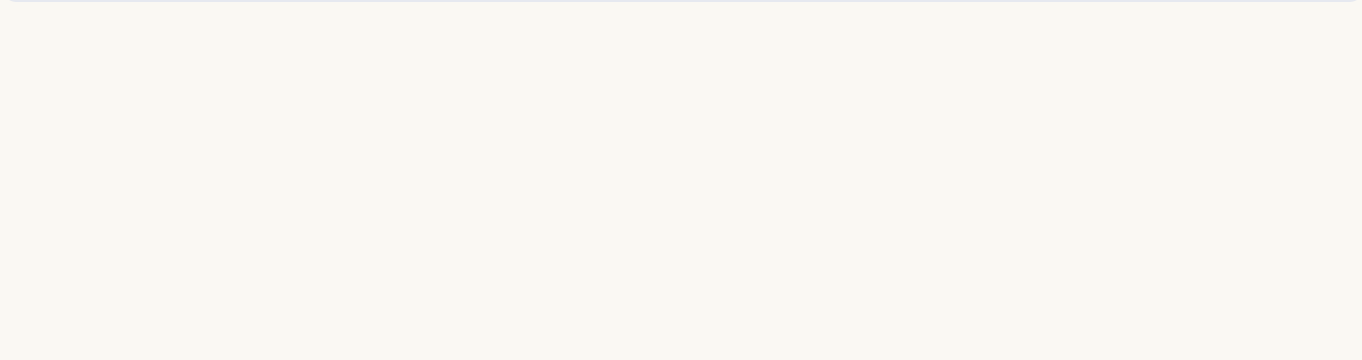
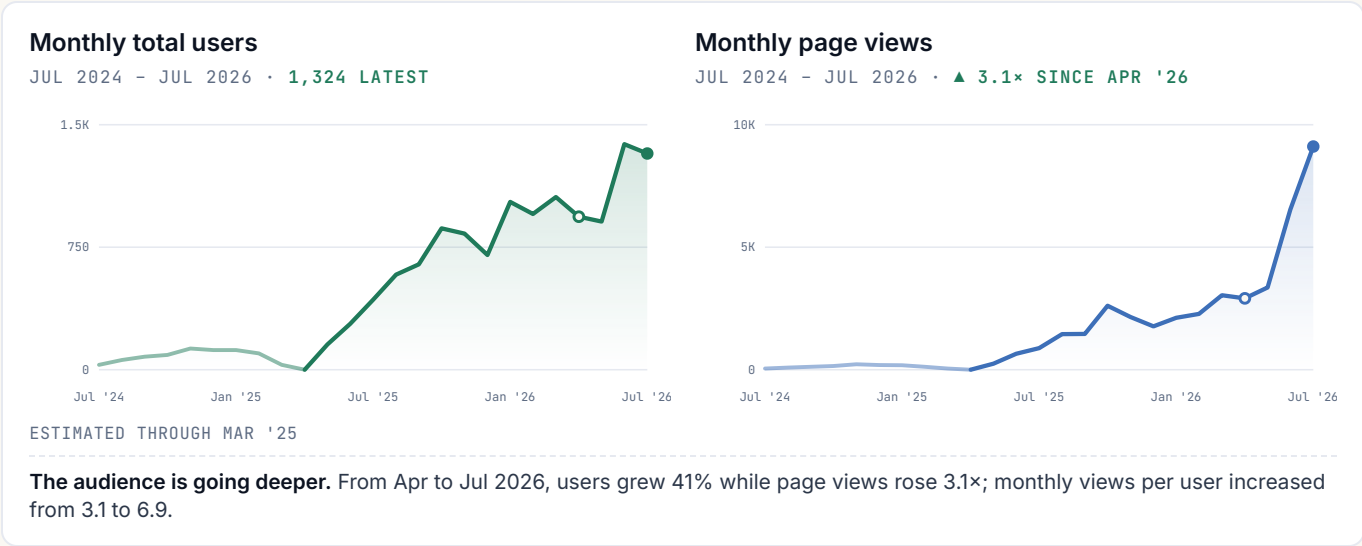
Across Security+, Network+, CEH, CTIA, and CISA practice tests.

VIEWS PER ACTIVE USER

8.69

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

SITE-WIDE • 25-MONTH TREND



04 — HOW WE COMPARE

14 minutes of *focused attention* per session.

Session length is the single most predictive metric for sponsor ROI. Here's how sessions beginning on a practice test page compare to common digital content formats.

CONTENT FORMAT	AVG. SESSION LENGTH	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
► The Cybersecurity Trail	14m 17s	Active recall & exam prep	High
Virtual labs (lab platforms)	20m+	Hands-on skill development	Very high

► THE ATTENTION PREMIUM

27m 55s per active user, across 8.69 page views over 90 days. Sponsor messaging is not seen once and forgotten; it is seen repeatedly by the same learner across a multi-week certification push.

Comparison figures are typical per-session benchmarks for each content format. The Cybersecurity Trail figure is average session duration for sessions landing on a practice test page, May 1 – Jul 31, 2026.

05 — WHAT THIS MEANS IN DOLLARS

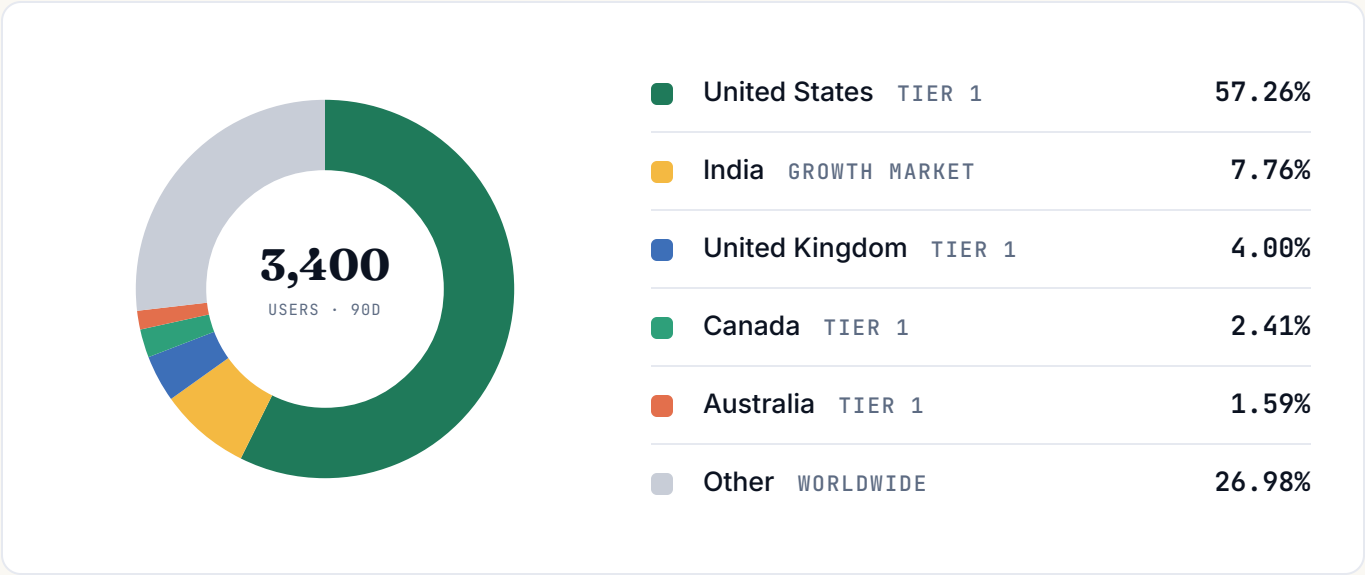
The lead-gen math, simply.

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.

More than 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—along with a meaningful audience in India.



TIER 1 MARKETS

~64%

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

#1 NON-U.S. AUDIENCE

India

A rapidly growing cybersecurity training market, representing 7.8% of our active users.

ENGLISH-FIRST

100%

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

Source: Google Analytics 4, May 1 – Jul 31, 2026. Excludes datacenter, bot, and internal traffic. Full methodology available on request.

07 — HOW TO SPONSOR

Three ways to *partner*.

All sponsorships are flat monthly fees. We design placements to complement the study experience.

STARTER

FROM

\$400

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

\$700

per month

Sponsor-managed lead capture and integrated practice-test placement.

EVERY MONTH

- ✓ Everything in Starter

ONE-TIME CAMPAIGN SETUP

- ✓ Landing page for a sponsor-provided lead generator PDF, such as an ebook, cheat sheet or study guide
- ✓ Score-section CTA-to-landing-page setup across 10 selected practice tests
- ✓ 10 sponsored explanation sections

Lead capture is sponsor-managed: the CSTrail landing page links to the sponsor's form, where the sponsor handles consent, resource delivery, and follow-up.

RECOMMENDED

ELITE

FROM

\$1,300

per month

Broader practice-test reach, twice the sponsored content, and 20 integrated test placements.

EVERY MONTH

- ✓ Everything in Growth
- ✓ Two additional sponsored posts
- ✓ Three additional social amplification posts

ONE-TIME CAMPAIGN SETUP

- ✓ 10 additional score-section CTA placements, for 20 total
- ✓ 10 additional sponsored explanation sections, for 20 total

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

Have a different campaign in mind? Let's build a custom package.

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+

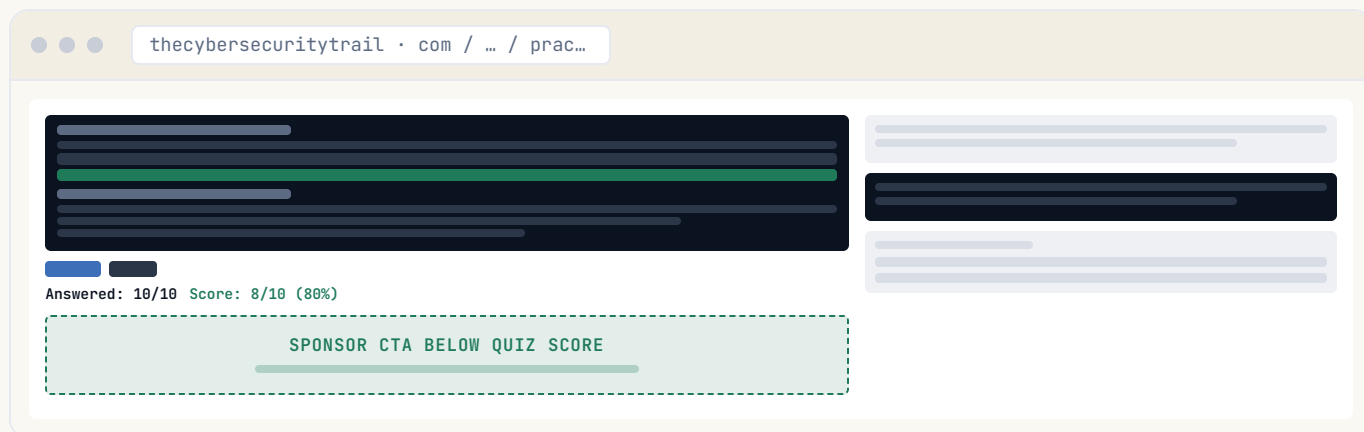
Your brand appears in the "Learning Partners" unit at the top of the sidebar. Your sponsored posts appear in the "Featured Posts" unit. Both run across all posts.

[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+

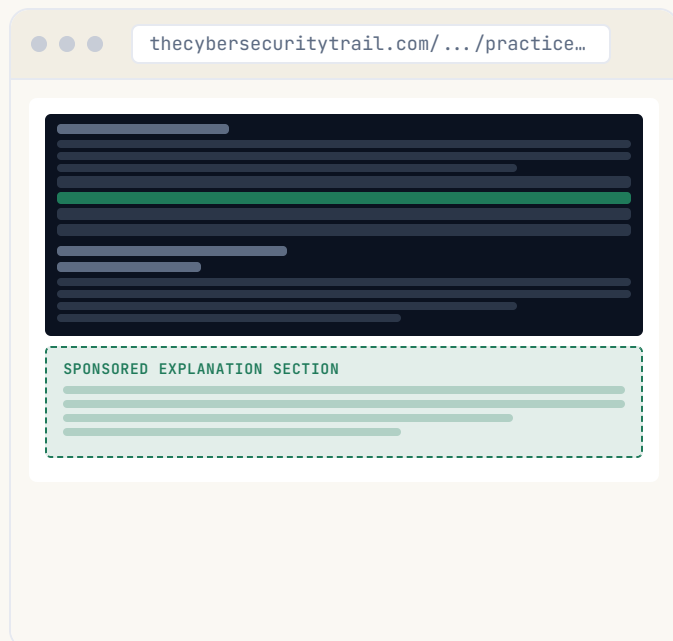
Your CTA appears directly below the quiz score and directs learners to the dedicated CSTrail campaign landing page, reaching users at the exact moment they've completed active recall. Placement runs across 10 practice tests of your choice.

[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.



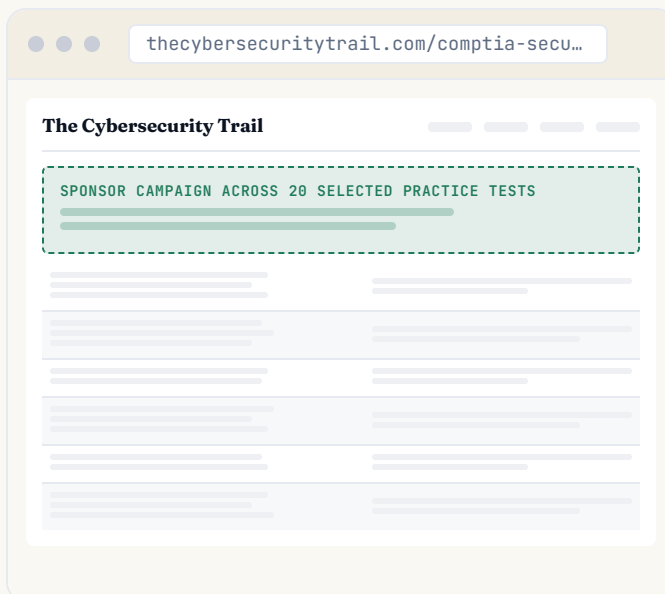
In-quiz sponsored explanation

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 →](#)



Expanded practice-test campaign

ELITE ONLY

Elite expands the campaign to 20 selected practice tests, each with a score-section CTA and an educational sponsored explanation, while adding two sponsored posts and three social amplification posts every month.

Tests are selected jointly from available inventory based on audience fit and recent traffic.

[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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