BIOMETRIC UPDATE.COM

# MEDIA INFORMATION

Biometrics Research Group Inc. is headquartered in Toronto. Our team of writers, researchers, editors, producers and research analysts delivers independent coverage for BiometricUpdate.com six days a week.

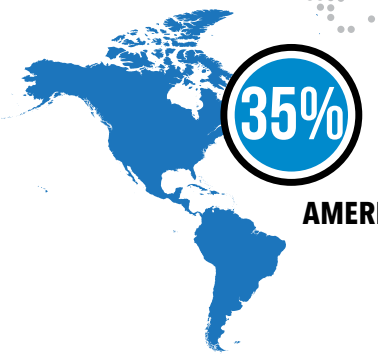
BiometricUpdate.com is the trusted leader in news, opinion and research about the global biometrics and digital identity industries. Established in 2012, we are the go-to site for daily news and in-depth coverage.

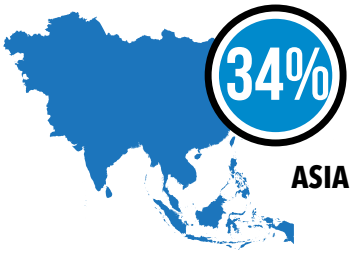
Known for delivering quality traffic for our advertisers, as well as being nimble and responsive to their needs and objectives, BiometricUpdate.com is a popular vehicle for brand awareness and demand generation by leading companies in the biometrics and digital identity services space.

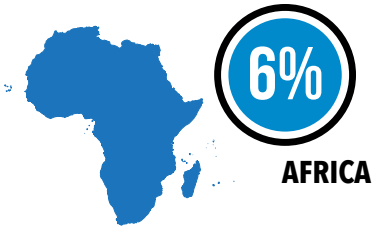
# READERS

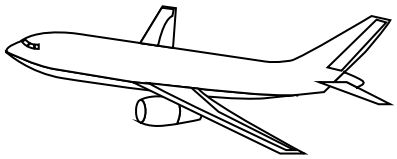
# 3.5 MILLION

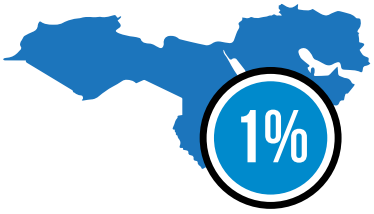
## WORLDWIDE READERS







# BIOMETRICS NEWS FOR EVERYONE

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## INDUSTRIES:

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- Education
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- Healthcare
- Government/Government Agencies
- Telecom
- Security
- Enterprise
- SMB
- Aerospace
- Law Enforcement
- Legal Services
- Marine
- Hospitality
- Transportation
- Risk Management
- Consulting
- Research
- I.T.
- Industrial
- Semiconductors
- Identity

## AUDIENCE:

### Roles & Seniority:

- Executives & Founders – 35–40%
- Directors & Managers – 40%
- Technical & Product Specialists – 15–20%
- Policy, Research & Academia – 5–10%

### Industry Breakdown:

- Technology & Biometrics – 30%
- Government / Public Sector – 25%
- Financial Services & Payments – 18%
- Telecom, Healthcare, Marketplace, Academia & Others – 27%

### Company Size:

- Enterprise (5000+) – 35%
- Large / Mid-Market (500–5000) – 40%
- Small / Emerging (1–500) – 25%

# ANNUAL SUPPORTERS PACKAGE

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- enhanced company directory listing
- all over site branding and banner advertising
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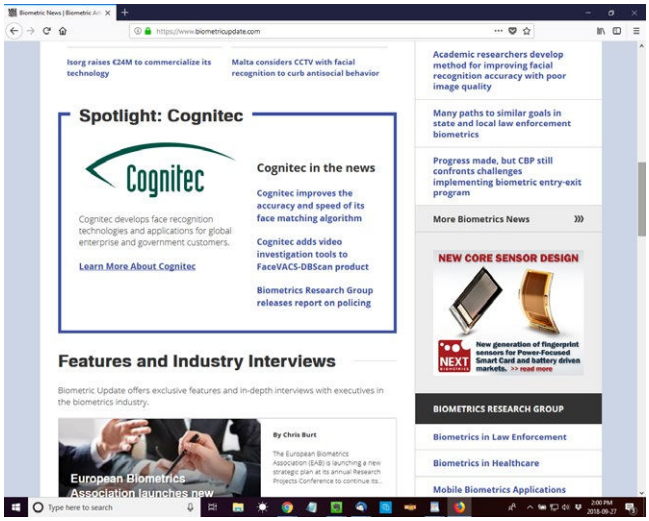


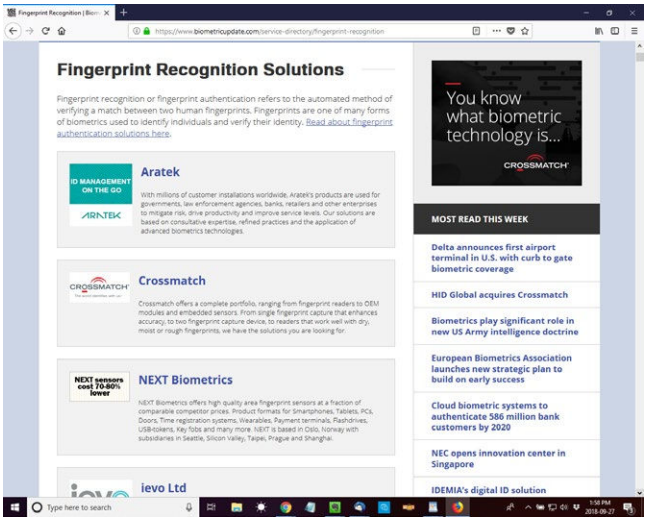


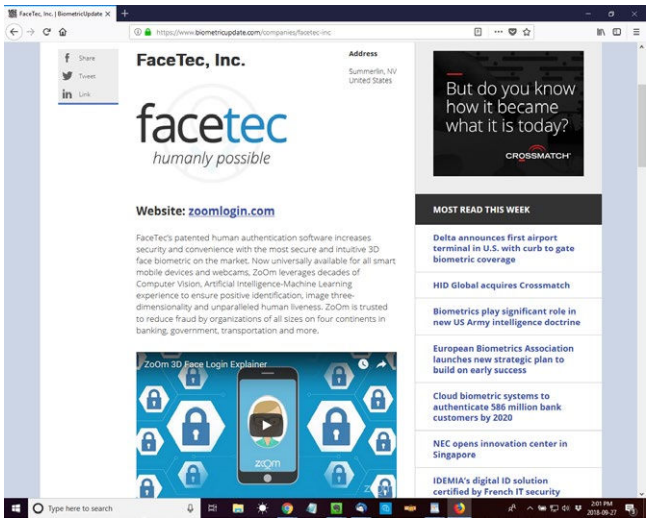


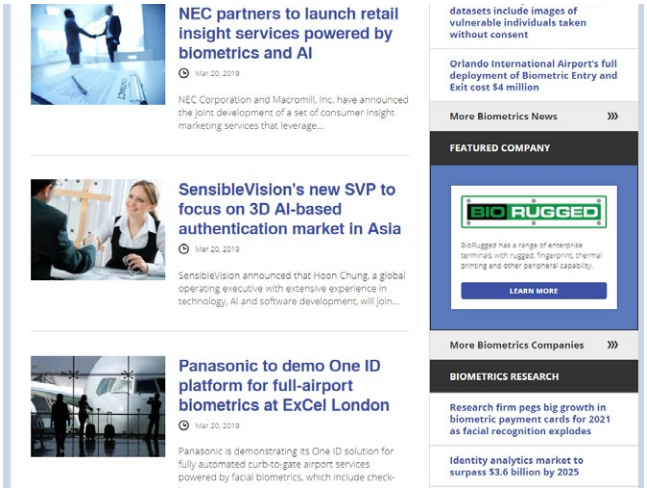


Contact sales@biometricupdate.com
for more information
or call 416-277-5449

# SOLUTIONS

## BRAND AWARENESS AND CONTENT MARKETING

You're betting big on using content marketing and integrated tactics to attract and engage your customer. Let us help you drive engagement with your existing marketing assets, we can work with you to co-create remarkable content designed to delight and engage your target market. Contact us to inquire about video interviews and custom webinars.

## COMPANY LISTING

Add your company to our directory of 1,500 firms for free!

## DISPLAY ADVERTISING

We offer a range of standard IAB units on Biometricupdate.com.

Advertorial, sponsored content and other native opportunities are available. Please call discuss a custom package for your brand.

## BECOME A BIOMETRICUPDATE.COM ANNUAL SUPPORTER

See page 4 for more details.

## LEAD GENERATION

We can help drive interest in your company's products or services. Our resources section enables you to generate leads with assets such as whitepapers, case studies and on-demand webinars. We also produce custom webinar campaigns - inquire for more details.

## MARKET REPORTS & BUYER'S GUIDES

These new reports are for stakeholders to make informed strategy, product and technology procurement choices. Topics include face liveness, age assurance, deepfake detection, identity verification, physical access control, payments, digital travel and more. Sponsorship opportunities available.

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