



Assured Intelligence op-ed submissions and guidelines:

Editorially independent, Assured Intelligence is powered by an unwavering desire to make cybersecurity intelligence not just accessible but enjoyable for CEOs, NEDs and senior execs.

We specialise in features, interviews, insight articles and building communities.

Our opinion content is provided by industry contributors, and we're ready to welcome op-eds on the following topics:

- Cybersecurity
- Management and leadership
- Business risk
- Technology and AI

Audience: Our readership is senior executives, NEDs and the C-suite. We never assume technical knowledge and have a non-techie, minimal-acronym promise.

Tone/style: Content should be thought-proving and intelligent without the techie wall/barriers. Our style is personable, landing somewhere between authoritative yet colloquial. Humour is welcomed, case studies are encouraged, and actionable and trustworthy content is compulsory!

Author requirements: We're not precious about job titles or experience. We believe that people on all rungs of the ladder have something worthwhile to say. That's not to say that we won't sometimes prioritise authors with impressive job titles or remarkable CVs (we'd be lying if we tried to deny this). But we believe in the importance and power of diversity and we practice what we preach, thus welcoming pitches from everyone.

Word count: 500-750 words

Rules: At Assured Intelligence, we find rules kind of boring. That said, we're not feral, so we do have a couple of guidelines.

- **We don't share:** We will never publish work that is published elsewhere. All editorial is exclusive to Assured Intelligence and we're too proud of our content to allow anyone else to share our glory. So if the op-ed is pitched or published elsewhere, please save us (and yourselves) the effort of running it through plagiarism software and getting rejected.
- **We're not marketeers:** We don't do product reviews or endorsements and won't publish articles that do either. So promote your ideas, creativity and brilliance, but not your product.
- **We don't discriminate:** We are passionate about the power of diversity of thought, and we actively seek diverse authors with wonderfully diverse opinions.

Process: Please send a pitch proposal to Eleanor@assured.co.uk. Include the topic you'd like to write about and a brief (less than 75 words) synopsis of the proposed topic. Please also include the author's name and job title. Eleanor will let you know if your proposal is accepted and give a commission with a deadline if so.