



Independent data-breach cost research built on the IBM / Ponemon numbers, by industry and by record. Operated by Digital Signet (UK).

Who reads it

Four thousand visits a month from people putting a dollar figure on a breach - IBM report readers, risk teams, insurance buyers. Security spend is justified with exactly these numbers, and the sponsor sits beside them.

Notable: the site ranks position 5.4 on ""direct costs related to security breach" "march 2014" target" (26 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

Traffic and trajectory (28 days to 14 September 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS 25,475 last 28 days; period-on-period 102.5%	SESSIONS (GA4) 4,394 912 engaged (21%), 37s average	AI-ASSISTANT SESSIONS 107 ChatGPT 50, Gemini 36, Claude 15, Perplexity 6
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	1,548	7
/cost/credit-monitoring	440	7
/case/marriott-2018	540	6

The sponsorship strip sits on every one of them.

Search visibility (Google, last 28 days, top intent queries)

QUERY	POSITION	IMPRESSIONS
ibm cost of a data breach report 2026 pdf	7.7	16
"2,518,533" webtpa	4.7	9
"267 days" "supply chain" "cost of a data breach report 2025"	5.5	13
"267 days" "supply chain" "cost of a data breach report 2025" ibm	7.0	2
"cost of a data breach report 2025" "267 days"	7.4	55

The AI-citation layer

- **107 sessions/month arrive from AI assistants** (ChatGPT 50, Gemini 36, Claude 15, Perplexity 6): buyers who asked an AI engine and were sent to this reference.
- AI engines increasingly answer pricing questions from independent editorial. Sponsorship buys association with that neutrality, never influence over it.

Sponsorship

- **One slot, category-exclusive.** One sponsor in your category. Competing prevention or insurance vendors stay unsponsored while you hold the slot.
- A single disclosed strip across the reference - never inside the results, no other advertising on the site.
- Sponsorship has no influence on pricing data, rankings or conclusions; competitors remain in the coverage, computed identically.
- Monthly measured report: placement impressions, clicks, page-level traffic and AI-citation monitoring.
- Current rate and terms: databreachcost.com/sponsorship.

Precedent

- Category-exclusive founding sponsorship is live on our sister site siemcostcalculator.com (Cribl, signed 4 August 2026, reporting monthly). The same structure is available here.