

ANTDAVIS

MAKING CYBER SECURITY MAKE SENSE

Media Kit

www.antdavis.com

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I MAKE CYBER SECURITY MAKE SENSE.



Most cyber content talks to insiders. I take the same news and make it land for everyone.

Clear context. Clear "so what." Clear "do this."

Fifteen years working in human risk taught me how people actually hear a message. Now I point that skill at the whole field.

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A PRACTITIONER FIRST. A CREATOR SECOND.

I built an international podcast and media brand from nothing.

I run the Secure Culture Hub community at Hoxhunt.

I am the Official Media Partner and Panel Moderator at the SANS Security Awareness and Culture Summit, Las Vegas, August 2026.



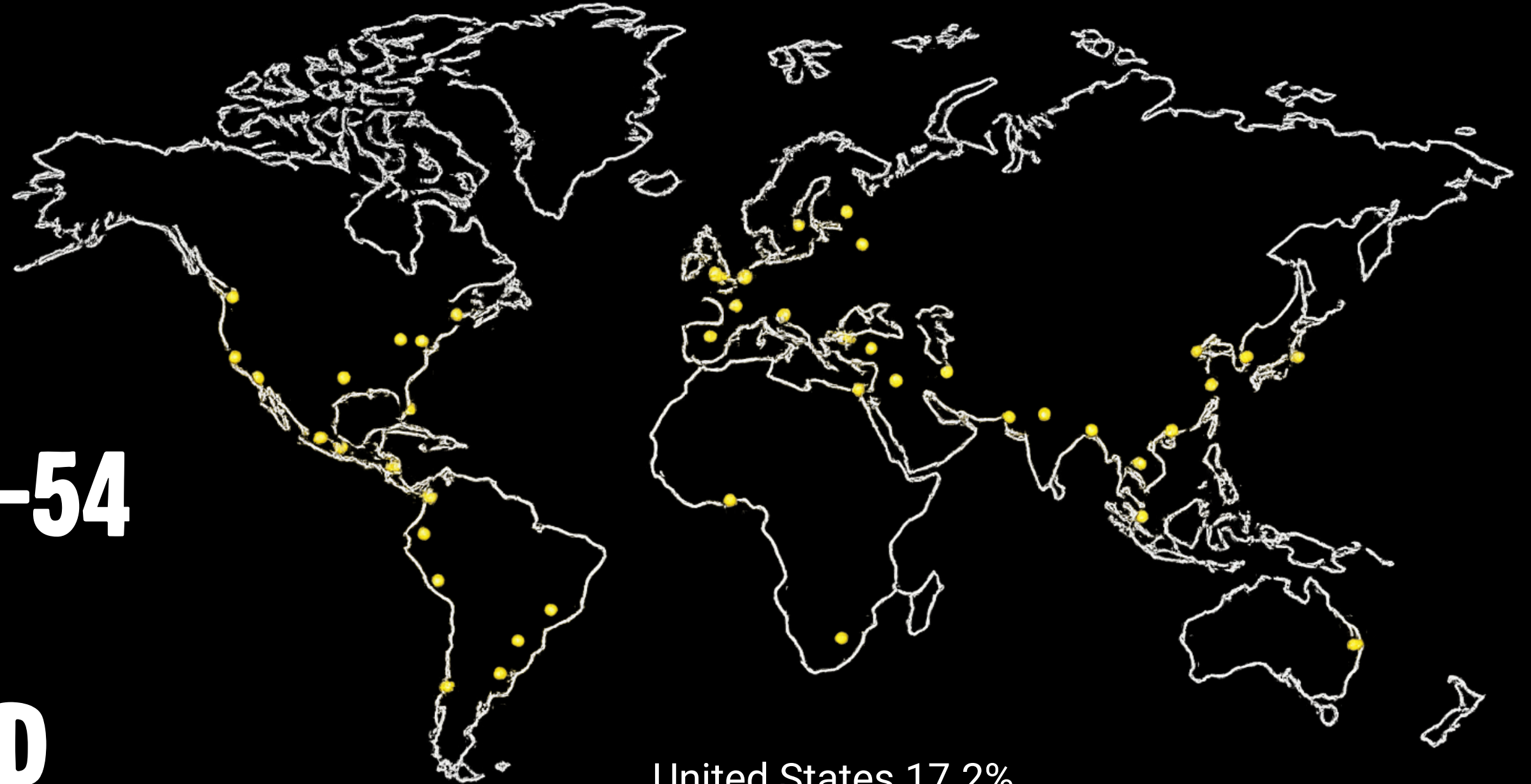
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WHO'S IN THE ROOM.

71% MALE

65% AGED 35-54

24% UK BASED



United States 17.2%

Australia 9.3%

Germany 6.5%

Canada 3.7%

Instagram follower insights, June 2026

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ONE VOICE. EVERY FORMAT.



Instagram

57,000 followers, 1.8 million reel views in 60 days.
Net 41,000 new followers last 60 days up to 9th July 2026.



1.1 million views in 60 days. 589,000 total viewers.
400,000 of those are new eyes



The Awareness Angle. 100 Episodes. Charting in 33 countries.
Top 10 in 11 of them.



Supporting professional reach into a decision-maker audience



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INSTAGRAM IN DEPTH. 60 DAYS.

2.3M
REEL VIEWS

54K
SHARES

55K
FOLLOWERS

41K
SAVES

10.5%
AVERAGE
ENGAGEMENT RATE*

35.7%
AVERAGE SKIP
RATE

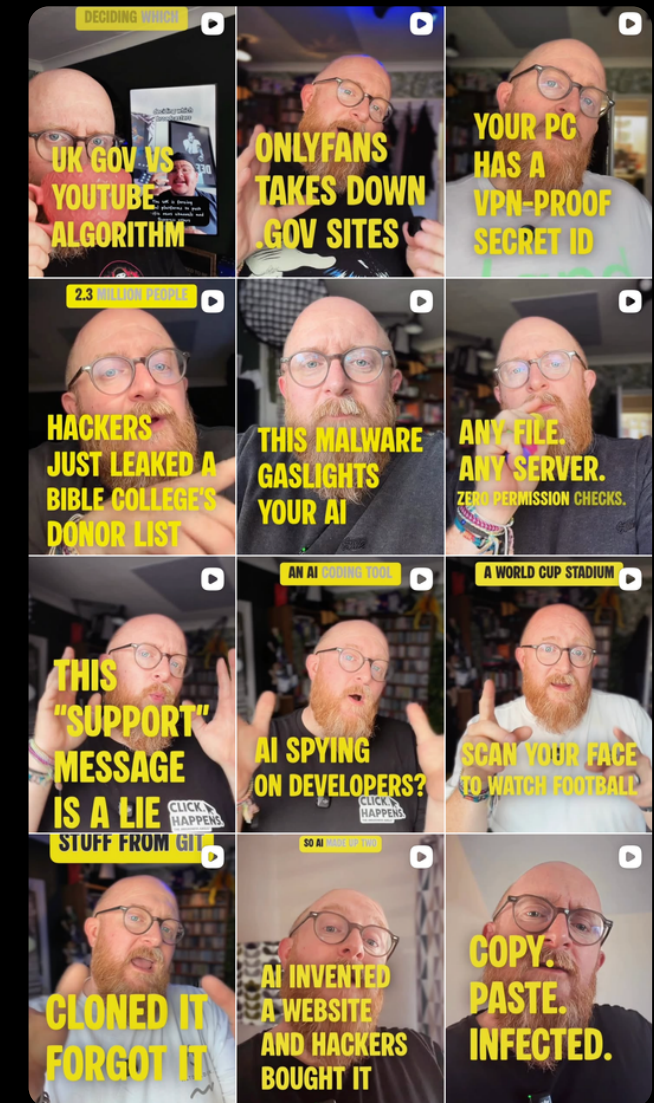
+41,000 net new followers since April. A channel in active growth.

41,000 saves. The content is not just watched. It is kept.

54,000 shares. People are not just watching. They are sending it to someone.

60 days to 9th July 2026

*Platform average 1-3%



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TIKTOK IN DEPTH. 60 DAYS.

1.6M

VIEWS

405K

NEW
VIEWERS

15.9K

SHARES

95.8%

FOR YOU
PAGE



405,000 new viewers. People who had never seen this content before, served it by the algorithm.

95.8% of views came from the For You page. The content earns its reach. Follows are a lagging indicator on TikTok. Reach is the real number.

60 days to 9th July 2026

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100 EPISODES BUILT THE AUDIENCE. SEPTEMBER SCALES IT.

The Awareness Angle - finishing at 100 episodes in August

Charting in Apple Podcast Tech News Charts in 33 countries

Top 10 in 11 countries over the last 30 days

Relaunching September 2026 on the same feed but a new, stronger identity. A rotating cast of guest hosts react to the week's cyber news, bringing new audiences with them. Practitioner. Influencer. Thought Leader.



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BACK FOR 2026

Official Media Partner and Panel Moderator.

SANS Security Awareness and Culture Summit.
Las Vegas, NV and live online.

Summit: August 27–28. Training: August 19–26.

Bringing practical awareness insights and community-driven conversation to #SecAwareSummit

Media Partner & Panel Moderator
Ant Davis



SANS

SECURITY AWARENESS
& Culture Summit 2026

Las Vegas, NV & Live Online
Summit: Aug 27-28 | Training Aug 19-26



THE AUDIENCE SPEAKS FOR ITSELF

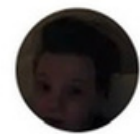


derekwjohnson

Brilliant summary. You have a new follower.

7m

Reply



LainyK

finally someone talking sense lol worth a follow and a share

4h

Reply

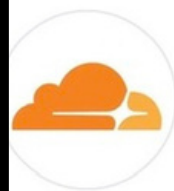


BeAgile-DontDoAgile

I love the simplicity and clarity of your videos. Been in tech since 84 and as you say - "This is a tale as old as time". Thanks

1h

Reply



cloudflare liked your reel. 1h



Janice Wharton521

Ant I've just started following you. I'm scared 🤪🤪



5h

Reply



antdaviscyber · Creator

Don't be scared! You're now informed. It's a big scary world online but if you just use caution and don't go steaming in to things, you'll be a lot safer.

5h

Reply



Janice Wharton521

Seriously I really like your posts. I work in the IT Industry and it's refreshing to listen to "real world" info from the people at the coal face!!

4h

Reply



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YOUR BRAND. TWO PLATFORMS. ONE AUDIENCE

Instagram & TikTok - One Message. Two Platforms. £1,500

Based on last 60 days' average to 9th July 2026- Reach: 2.3M Instagram views, 1.6M TikTok views, 10.5% engagement.

Podcast sponsorship available on request.

Packages and bundles available. Get in touch.

Due to my non-commercial role at Hoxhunt, I do not work with human risk management or security awareness platforms.



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TRUSTED BY INDUSTRY. RECOGNISED BY THE COMMUNITY.

Hoxhunt, a leading name in human risk, employs me specifically to lead their practitioner community and content. That's independent validation of the same judgement and credibility behind everything I post.



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LET'S TALK

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Instagram, TikTok and LinkedIn

Kindred Cyber Ltd



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