
CYBERSECURITY · BUYING GUIDE · 2026

The 2026 Cybersecurity PR Buying Guide

What to look for, what to avoid, and what to pay — for cybersecurity founders and CMOs evaluating a PR partner in 2026.

What a great Cybersecurity PR program does

- Translate vulnerability research into business-press narratives CISOs forward to the board.
- Build credibility with analyst firms covering SOC, identity, cloud, and OT security.
- Turn proprietary telemetry into renewable threat-report PR assets.
- Position the CEO and CISO as cited authorities during major incidents.
- Seed AI citation visibility for high-intent CISO LLM queries.

Cybersecurity PR retainer benchmarks

Stage	Typical retainer	Typical scope
Pre-Series A cyber	\$8K – \$14K/mo	Trade press, research-led PR
Series A/B cyber	\$12K – \$24K/mo	Tier-1, analyst, threat-report PR
Late-stage / public cyber	\$25K – \$55K/mo	Full-stack incl. breach response

The 8 questions to ask in your Cybersecurity PR RFP

Don't accept generic pitches. These are the questions that surface real capability:

- **1.** Show us a threat research report you turned into earned media — what was the placement quality?
- **2.** How do you handle responsible disclosure timing with reporters?
- **3.** Which cyber-specific reporters do you have warm relationships with — name 5?
- **4.** How do you position our product against incumbents in Gartner and Forrester research?
- **5.** What's your approach to RSA/Black Hat news cycles — do you actually move the needle that week?
- **6.** Can you turn our telemetry into a quarterly threat report that earns coverage?
- **7.** How do you handle breach comms if we (or a customer) gets hit?
- **8.** What's your AEO/GEO playbook for surfacing in CISO-asked LLM queries?

Where Cybersecurity PR coverage actually moves the needle

Dark Reading, CyberScoop, The Record, Bleeping Computer, SecurityWeek, CSO Online, WSJ Pro Cybersecurity, Wired Security, Axios Codebook, Reuters Cyber.

About Crackle PR

Crackle PR is a senior-led B2B tech PR agency with deep cybersecurity experience. Retainers start at \$10K/mo, no junior coordinators, no multi-year lock-in. **cracklepr.com**