



ثغرة

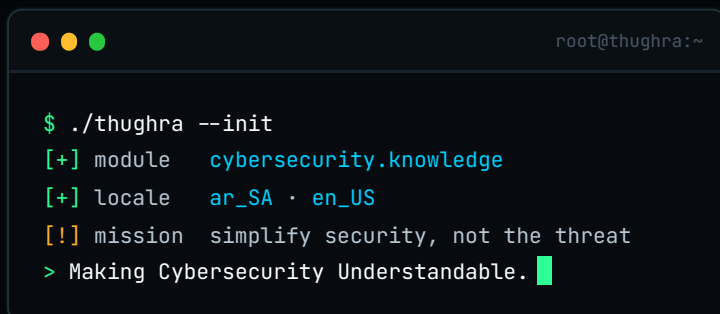
THUGHRA

> CYBERSECURITY / DIGITAL PRIVACY / KNOWLEDGE

BILINGUAL · AR / EN

CYBERSECURITY MEDIA

BRAND PARTNERSHIPS



WEB	www.thughra.net
CONTACT	Mohammed Abutalib
EMAIL	m.abutalib@thughra.net
PHONE	+966 55 336 0039

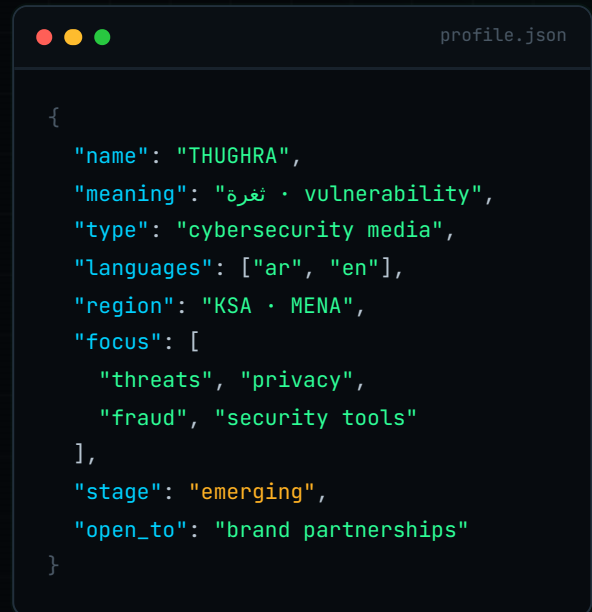
01 About Thughra

```
root@thughra:~$ cat about.md
```

THUGHRA — Arabic for **"vulnerability"** — is an emerging bilingual cybersecurity media initiative that makes security knowledge accessible, understandable and relevant to Arabic-speaking audiences and the wider digital community.

We cover cybersecurity awareness, cyberattacks, data breaches, digital privacy, online scams, malware, emerging threats and security technologies — turning complex technical developments into engaging, educational content for everyday users.

Through research-driven storytelling, practical guidance and product education, we help individuals and organizations understand the threats shaping our digital world — in Arabic and English.



Our mission is to simplify cybersecurity **without oversimplifying the threats.**

```
// CORE MISSION STATEMENT
```

— VISION

To become a trusted Arabic-language destination for cybersecurity knowledge, digital safety and technology awareness — connecting Arabic-speaking audiences with the information, tools and solutions they need in an increasingly connected world.

Security knowledge should be accessible to everyone, regardless of technical background.

— MISSION OBJECTIVES

- 0x1 Explain major cyberattacks, incidents and emerging threats.
- 0x2 Raise awareness of phishing, fraud, malware and social engineering.
- 0x3 Promote responsible privacy and personal security practices.
- 0x4 Help audiences understand and evaluate security products.
- 0x5 Connect relevant security brands with Arabic-speaking audiences.

02 Core Content Pillars

```
root@thughra:~$ ls -la ./content/pillars - 6 modules loaded
```

MOD-0x01

THREAT INTEL



Cyberattacks & Threat Intelligence

Significant cyber incidents, ransomware campaigns, data breaches, malware outbreaks — and the threat actors behind them.

#ransomware #breach #APT

MOD-0x02

PRIVACY



Digital Privacy & Online Protection

Personal privacy, account security, identity protection, secure browsing and safer digital habits.

#2FA #identity #privacy

MOD-0x03

TOOLS



Cybersecurity Tools & Product Education

Antivirus, VPN services, password managers, endpoint protection and other digital security solutions.

#VPN #EDR #passwords

MOD-0x04

FRAUD



Scams, Phishing & Digital Fraud

Recognizing suspicious messages, fraudulent websites, social engineering techniques and common online scams.

#phishing #smishing #SE

MOD-0x05

EMERGING



Emerging Technology & Cybersecurity

Where security meets artificial intelligence, the Internet of Things, connected devices and emerging technologies.

#AI #IoT #connected

MOD-0x06

EXPLAINERS



Cybersecurity Explainers & Digital Education

Accessible explanations of technical concepts, vulnerabilities, security research and real-world incidents.

#CVE #explained #learn



editorial.log

```
[2026-10-29 06:00:01] INFO content pipeline: research → verify → simplify → publish
[2026-10-29 06:00:02] INFO every story: what happened · why it matters · how to stay safe
[2026-10-29 06:00:03] WARN hype detected → rejected. accuracy over alarm.
```

03 Target Audience

```
root@thughra:~$ nmap --audience --scan MENA - 7 segments identified
```

A broad, technology-aware audience with a shared interest in cybersecurity, privacy and digital protection.

01/ Arabic-Speaking Internet Users
Seeking practical, everyday cybersecurity knowledge.

02/ Technology Enthusiasts
Interested in hacking, cyberattacks and emerging threats.

03/ Privacy-Conscious Individuals
Protecting devices, accounts and personal information.

04/ Gamers & Digitally Active Users
Exposed to account takeover and online fraud risks.

05/ Tech Professionals & Learners
Building skills and following security developments.

06/ Security Software Buyers
Researching security and digital privacy products.

07/ Small Businesses & Professionals
Improving their understanding of digital risk and how to manage it.

04 Language & Market Strategy

```
root@thughra:~$ locale --list - primary geo: Saudi Arabia - wider MENA
```

PRIMARY • AR

LOCALIZATION

العربية

Clear, engaging cybersecurity education tailored to Arabic-speaking audiences — where demand for high-quality, localized security content is growing.

GLOBAL • EN

INDUSTRY LINK

English

Supports international communication, industry engagement, technology coverage and collaboration with global cybersecurity companies.

05 Brand Partnerships

```
root@thughra:~$ ./partner --list-formats - open ports for collaboration
```

We collaborate with cybersecurity companies, privacy technology providers and organizations committed to **improving digital safety**.

:443

Affiliate Marketing

Educational product reviews, comparisons, contextual recommendations and relevant referral links.

:8080

Influencer & Content Partnerships

Original Arabic-language videos, educational campaigns, product explainers and localized promotion.

:22

Sponsored Educational Content

Clearly identified sponsored content explaining products, services and digital safety practices.

:3000

Product Reviews & Demos

Feature walkthroughs, appropriate use cases and honest considerations for consumers.

:53

Arabic Localization

Helping international brands communicate their products and security messages effectively in Arabic.

:21

Long-Term Brand Collaborations

Ongoing educational content and marketing initiatives aligned with both parties' objectives.

06 Value Proposition



Specialized Subject Matter

Focused editorial direction on cybersecurity, digital privacy and emerging threats.

Arabic-Language Accessibility

Complex security topics made accessible through localized communication.

Educational Product Discovery

Helping audiences understand products and evaluate the right solution for them.

Trust built through useful information and clear explanations — not traditional promotional messaging.

07 Editorial Principles

root@thughra:~\$./audit --editorial-policy - 7/7 checks passed

[01]	Accuracy and responsible presentation of cybersecurity information	PASS	[02]	Clear distinction between verified fact, analysis and opinion	PASS
[03]	Coverage that emphasizes awareness and prevention	PASS	[04]	Transparent disclosure of sponsored and affiliate content	PASS
[05]	Honest representation of product capabilities	PASS	[06]	Respect for privacy in discussing real incidents	PASS
[07]	No misleading claims, fabricated statistics or unsupported endorsements				PASS

08 Development Status

root@thughra:~\$ git log --oneline

Media identity & digital presence

DONE

Brand, positioning and thughra.net established.

Bilingual content direction

DONE

Arabic-first, English for industry reach.

Core editorial pillars defined

DONE

Six content modules across threats, privacy and tools.

Publishing cadence & content library

IN PROGRESS

Consistent schedule across relevant channels.

Partner conversations

IN PROGRESS

Affiliate, influencer and media partnerships.

Verified audience analytics

QUEUED

Reach and engagement reported once reliable data exists.

09 Long-Term Objectives

root@thughra:~\$ cat roadmap.txt

- 01 Consistent publishing schedule across digital channels.
- 02 A growing library of educational security content.
- 03 Stronger organic discoverability and engagement.
- 04 Measurable traffic and performance indicators.
- 05 Affiliate and content partnerships with tech brands.
- 06 Long-term relationships with global security companies.
- 07 The recognizable Arabic destination for security awareness.

disclosure.txt

[i] We do not present prospective partnerships as existing agreements, and we report audience metrics and commercial results only when supported by verifiable data.

10 Why Partner Early

```
root@thughra:~$ diff generic_ads.txt thughra.txt
```

diff --side-by-side

- generic, translated promotional copy
- + native Arabic content built around real security problems
- broad tech audiences, low intent
- + content for people actively looking to protect themselves
- product claims the audience can't evaluate
- + education first: what it does, when to use it, what to consider
- one-off placements
- + long-term content built with partners from the ground up

— SHAPE

Early partners help define formats, tone and product education approach as the platform grows.

— LOCALIZE

Reach Arabic-speaking users with content made for them — not translated after the fact.

— TRUST

Transparent disclosure and honest coverage protect both the audience and the partner's brand.

Better cybersecurity decisions begin with better information.

// THUGHRA EDITORIAL BELIEF

IDEAL PARTNERS

Antivirus & endpoint · VPN & privacy · Password managers · Identity protection · Security training · Affiliate networks

```
root@thughra:~$ ./connect --partner
```

Let's make security understandable.

For affiliate marketing, influencer collaborations, sponsored educational content, Arabic localization and other strategic partnership opportunities.

// CONTACT

Mohammed Abutalib

THUGHRA · Cybersecurity & Digital Privacy Media

// WEB

www.thughra.net

Arabic & English

// EMAIL

m.abutalib@thughra.net

// PHONE

+966 55 336 0039

AFFILIATE

INFLUENCER

SPONSORED CONTENT

ARABIC LOCALIZATION

PRODUCT REVIEWS

LONG-TERM



// SCAN_TO_CONNECT

Visit the platform

> <https://www.thughra.net>



session

```
$ echo $MOTTO
THUGHRA — Making Cybersecurity Understandable.
$ exit # connection kept open for partners
```