Analytics Insight lies at the intersection of where the greatest technology ideas meet the advancements of tomorrow. It is an influential platform dedicated to insights, trends, and opinion from the world of data-driven technologies. Analytics Insight monitors developments, recognition, and achievements made by Artificial Intelligence, Big Data and Analytics companies across the globe.

The Analytics Insight Magazine features opinions and views from top leaders and executives in the industry who share their journey, experiences, success stories, and knowledge to grow profitable businesses.

Analytics Insight leads and fuels the industry responsible for shaping data-driven culture.
The exceptional reach together with our wide-ranging advertising and content partnership gives technology suppliers access to a highly engaged solution provider community and the power to inform, promote and inspire business actions.

With a qualified audience of big data and analytics and movers and shakers in the industry, Analytics Insight is important to the most important people. Here are some statistics of both our website and the magazine.

- **Average Monthly Reach**: 2 million
- **Average Unique Visitors**: 767,896
- **Social Reach**: 5 million
- **Dual Audience**:
  - Male: 54.15%
  - Female: 45.85%
- **Device Distribution**:
  - Desktop: 69.20%
  - Mobile: 28.10%
  - Tablet: 2.70%
- **Age Group**:
  - 18-24: 27.50%
  - 25-34: 33.50%
  - 35-44: 15.50%
  - 45-54: 12.50%
  - 54-64: 5.50%
  - 65+: 5.50%
AUDIENCE PROFILE
Analytics Insight reaches an affluent audience with high technical knowledge. Technologists and leaders who create and shape industry rely on Analytics Insight as a credible source of information.

INDUSTRY SEGMENTATION
- Consulting/Professional Services: 25%
- Banking: 12%
- Software/Internet: 10%
- Healthcare: 08%
- Insurance: 07%
- Manufacturing: 07%
- Retail: 07%
- Telecommunications: 05%
- Media/Entertainment: 04%
- Government: 03%
- Computer Manufacturing: 03%
- Others: 09%

BY REGION
- North America: 30.60%
- South America: 1.00%
- Asia: 34.40%
- Europe: 14.50%
- MEA: 0.80%

GEOGRAPHIC COVERAGE
- By Country
  - India: 6.10%
  - United States: 6.40%
  - United Kingdom: 3.00%
  - Canada: 1.40%
  - Germany: 1.30%
  - Australia: 1.21%
  - Singapore: 0.80%
  - France: 0.78%
  - Spain: 0.78%
  - Israel: 0.78%

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**BY TITLES**
- **PRESIDENT, CHAIRMAN, CEOs, VPs, DIRECTORS**: 32%
- **CHIEF ANALYTICS OFFICERS, CIOs, CTOs, CMOs**: 39%
- **SENIOR MANAGERS**: 12%
- **CONSULTANTS, TECHNOLOGY DEVELOPERS, RESEARCHERS, ANALYSTS**: 13%
- **INVESTORS AND ENTREPRENEURS**: 3%
- **OTHERS**: 1%

**COMPANY SIZE**
- **LARGE**: 56.70%
- **MEDIUM**: 11.10%
- **SMALL**: 7.90%
- **US$10 MILLION**: 8.60%
- **US$500 MILLION**: 5.10%
- **US$33 BILLION**: 10.60%
- **1-10**: 10.60%
- **11-50**: 8.60%
- **51-200**: 7.90%
- **201-500**: 10.60%
- **501-1001**: 8.60%
- **1001+**: 7.90%

**BY EMPLOYEES**
- PRESIDENT, CHAIRMAN, CEO, VPs, DIRECTORS
- CHIEF ANALYTICS OFFICERS, CIO, CTO, CMO
- SENIOR MANAGERS
- CONSULTANTS, TECHNOLOGY DEVELOPERS, RESEARCHERS, ANALYSTS
- INVESTORS AND ENTREPRENEURS
- OTHERS
Analytics Insight covers the leading-edge trends and technologies that today's IT leaders and managers need to understand in-depth. It is known for its deep access, in-depth reporting, unique perspectives, and coverage of the latest technologies. Our core focus areas include:

**Cloud Computing**
The cloud computing market is getting a lot more competitive with nearly every industry and business in the world relying on computing power in some way.

**Data Management and Storage**
These technologies provide the speed and performance of ready data access with the agility and efficiency of cloud and software-defined storage.

**Data Science**
Dealing with unstructured and structured data, data science is a field that encompasses anything related to data cleansing, preparation, and analysis.

**Cyber Security**
With increasing cybersecurity attacks, it is becoming crucial for organizations to control, manage, and monitor access to their data and networks to mitigate that risk.

**Entrepreneurs and Startups**
We are seeing a real resurgence of entrepreneurial spirit, and more startup activity than ever before. And, the time has come to celebrate their grand success.

**Artificial Intelligence**
Every industry has a high demand for AI capabilities. As a result, the AI market is witnessing tremendous growth with revenues expected to reach US$60 billion by 2025.

**Big Data**
With nearly 2.3 trillion gigabytes of data created every day and the data universe doubling every two years, there’s no denying that big data will continue to shape our world.

**Business Analytics**
The business analytics market is growing rapidly because of the transformation from traditional techniques for analyzing data to advanced analytics techniques.

**Business Intelligence**
The modern BI platforms emerged in the last few years to meet new organizational requirements for accessibility, agility and deeper analytical insights.

**Robotics**
Robots are rapidly transforming the way we live and work. It will continue to accelerate innovation, thus disrupting and changing the paradigm of business operations in many industries.

**Finance Tech**
It is a rapidly evolving segment of the financial services sector where tech-focused startups and other market entrants are disrupting how the industry traditionally operates.

**Internet of Things**
The IoT market is expected to reach US$ 561 billion by 2022, driven by the total number of connected devices in the world growing at 20%–30% year over year.

**Automation**
Enterprises are turning to automation to eliminate tedious tasks. By 2020, automation and AI will reduce employee requirements in business shared-service centers by 65 percent.

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Brands adore Analytics Insight as a platform to demonstrate their thought leadership and innovation to a niche community of highly ambitious industry leaders, tech entrepreneurs and investors. Our platform also unites the world’s premier influencers. We offer customized solutions to drive that level of leadership and recognition.

**THOUGH LEADERSHIP**
Establish a thought leadership position on a specific topic or initiative important to a brand.

**FEATURED ARTICLE**
Develop custom editorial with a professional journalist.

**INTERVIEW**
We interview top leaders and executives to know their opinions and views on the industry.

**PRESS RELEASE**
Publish news on new products, services and latest industry developments.

**WHITE PAPERS**
Sponsor or distribute white papers to a broad cross-section of decision-makers.

**VIDEO**
Inform and compel users to take action through a 1-10-minute clip or a personal interview.

**CONTENT DESTINATION**
Blending native with quality editorial and leading influencers.

**SLIDE SHOW**
Tell a compelling visual story featured on a relevant topic that aligns with brand themes.

**COVER STORY**
Features companies with a strong global brand reputation for innovation, product quality, and customer.

**COMPANY OF THE MONTH**
Showcases companies offering state-of-the-art technology solutions which are outpacing their peers.

**EXPERT INSIGHTS**
Brings together some of the leading experts in the industry providing industry insights.

**ADVERTORIALS**
Extends your brand reach and demonstrate thought leadership where solutions providers live and read.

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BUSINESS RESEARCH

Analytics Insight helps organizations understand business priorities by developing custom research and surveys by analyzing and report on key data, trends and industry movements. We engage with C-level executives and customers in a variety of research initiatives, ranging from ranking companies, benchmarking of business and financials to creating highly sought-after industry reports. Our research solutions provide invaluable business intelligence to help organizational leaders shape strategy, make informed decisions and ultimately provide amplified customer value.

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Email marketing is the #1 channel to engage & captivate Analytics Insight’s readers
- Analytics Insight’s daily newsletter is delivered to 55,000+ subscribers globally
- We offer Multiple ways to engage Analytics Insight’s Email subscribers –
  - Featured Stories
  - Custom Emails Campaigns
  - Event Promotional Emails
  - Newsletter Inserts & More...

Social Promotions

Analytics Insight social channels reach 5 Million+ people in the global AI, Big Data and Robotics Ecosystem. We offer the following features-
- Sponsored Campaigns
- Video Promotion
- Press/Event Promotion
- Special Promotional Campaigns & More...
ADVERTISING OPPORTUNITIES

We offer an array of advertising solutions with multiple options tailored to your business needs.

WEB

Leader-board
Top Banner
Column Banner Size One
Column Banner Size Two

728px x 90px
468px x 60px
500px x 250px
160px x 600px

VIDEO

Recommended formats
MPEG, MOV, AVI

Video Length
Up to 7 mins

TEXT LINK SPECS

20-character heading + 70-character teaser + URL

MAGAZINE

Full Page
8.0" X 10.47"

Double Spread
16"x 10.47"

Half Page
8.0"x 5.235"

Back Page
8.0"x10.47"

FULL PAGE
BACK PAGE
DOUBLE SPREAD
HALF PAGE

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EXTENSIVE PRESS COVERAGE

The Analytics Insight magazine gets featured on over 270 leading media and news channels.
FEATURED COMPANIES AND EXECUTIVES

From artificial intelligence and robotics to big data analytics platforms and banks, Analytics Insight is trusted by the best companies worldwide.
From artificial intelligence companies to big data and analytics platforms and banks, Analytics Insight is trusted by the best worldwide.

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