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.

Analytics Insight publishes exclusive features produced by a professional team of writers and editors. With one of the most experienced editorial teams among the technology magazines in the country, Analytics Insight provides invaluable information for the big data and analytics community.

www.analyticsinsight.net
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**: 3.6 million

**Average Unique Visitors**: 987,547

**Social Reach**: 8 million

### Dual Audience

- **Male**: 54.15%
- **Female**: 45.85%

### Device Breakdown

- **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%

www.analyticsinsight.net
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%
EUROPE 14.50%
ASIA 34.40%
SOUTH AMERICA 1.00%
MEA 0.80%

GEOGRAPHIC COVERAGE BY COUNTRY

NORTH AMERICA
- UNITED STATES 6.10%
- UNITED KINGDOM 3.00%

EUROPE
- CANADA 1.40%
- GERMANY 6.40%
- AUSTRALIA 1.30%
- SINGAPORE 1.21%
- FRANCE 0.80%
- SPAIN 0.78%
- ISRAEL

ASIA

NORTH AMERICA

- UNITED STATES 6.10%
- UNITED KINGDOM 3.00%

EUROPE
- CANADA 1.40%
- GERMANY 6.40%
- AUSTRALIA 1.30%
- SINGAPORE 1.21%
- FRANCE 0.80%
- SPAIN 0.78%
- ISRAEL

ASIA

- INDIA
- CHINA
- JAPAN
- KOREA
- INDIA

OTHERS
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.

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%

BY EMPLOYEES
- US$10 MILLION: 56.70%
- US$500 MILLION: 11.10%
- US$33 BILLION: 7.90%
- 1-10: 8.60%
- 11-50: 7.90%
- 51-200: 10.60%
- 201-500: 11.10%
- 501-1001: 5.10%
- 1001+: 1.10%

BY REVENUE
- SMALL: 5.10%
- MEDIUM: 10.60%
- LARGE: 8.60%
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:

**KEY FOCUS AREA**

**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.

**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.

**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.

**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.

**FINTECH**
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.

**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.

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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.
BUSINESS RESEARCH

Analytics Insight helps organizations understand business priorities by developing custom research and surveys by analyzing and reporting 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.

www.analyticsinsight.net
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...

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 728px x 90px
- Top Banner 468px x 60px
- Column Banner Size One 500px x 250px
- Column Banner Size Two 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”

www.analyticsinsight.net
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.
PREMIUM SERVICES

OPTION A
- Content Support (unlimited news, articles, 3 publications)
- Social Pages Support
- Newsletter Support
- 1 Product/Company Review
- 1 Article (900-1,200 words) for magazine issue
- 1 Full-page advertisement in magazine issue
- 1 Digital Reprint in PDF
- 1 Online Banner Ad

OPTION B
- Content Support (unlimited news, articles, 3 publications)
- Social Pages Support
- Newsletter Support
- 2 Product/Company Review
- 2 Article (900-1,200 words) for magazine issue
- 2 Full-page advertisement in magazine issue
- 2 Digital Reprint in PDF
- 1 Online Banner Ad

OPTION C
- Content Support (unlimited news, articles, 3 publications)
- Social Pages Support
- Newsletter Support
- 3 Product/Company Review
- 3 Article (900-1,200 words) for magazine issue
- 3 Full-page advertisement in magazine issue
- 3 Digital Reprint in PDF
- 1 Online Banner Ad