The Voice of Analytics

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

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.

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.
Powerful Market Reach

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.

<table>
<thead>
<tr>
<th>Average Monthly Reach</th>
<th>Average Unique Visitors</th>
<th>Dual Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6M</td>
<td>60,000</td>
<td>54% 46%</td>
</tr>
</tbody>
</table>

Age Groups:

- 16% (18-24)
- 32% (25-34)
- 26% (35-44)
- 16% (45-54)
- 10% (55+)
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.

**OUR AUDIENCE**

- 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: 03%
- Others: 01%

**GEOGRAPHIC COVERAGE**

- United States: 43%
- Asia: 34%
- Europe: 13%
- South America: 06%
- MEA: 04%

**INDUSTRY SEGMENTATION**

- Consulting/Professional Services: 25%
- BFSI: 15%
- Software Internet: 10%
- Healthcare: 07%
- Insurance: 07%
- Manufacturing: 05%
- Telecommunications: 05%
- Media/Entertainment: 04%
- Government: 03%
- Computer Manufacturing: 03%
- Others: 16%
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:

**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.

**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.

**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.
Solutions that Drive Engagement

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.

WEBSITE

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.

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.

INFOGRAPHIC
Provide an engaging and visual representation of information, data, or knowledge.

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.

MAGAZINE

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.
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: 300px 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: 8.5”x11.0”
- Double Spread: 17”x22”
- Half Page: 8.0”x5.25”
- One-Third Page: 8.0”x3.3”
- Back Page: 8.5”x11.0”
Extensive Press Coverage

The Analytics Insight magazine gets featured on over 270 leading media and news channels.
Featured Companies and Executives

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