MEDIA KIT 2024
Analytics Insight is recognized as a leading media authority in artificial intelligence, big data analytics, robotics and disruptive technologies covering the latest trends in the industry. It monitors developments, recognition, and achievements made by companies operating at the convergence of these technologies across the globe.

Analytics Insight is also the world's First Print and Digital Publication focused on Artificial Intelligence, Big Data and Analytics and related technologies. The Analytics Insight platform uses extensive market research, historical data and algorithms to pinpoint emerging trends and future growth opportunities and help organizations determine where to compete. It helps decision-makers innovate technology processes with the ability to sense, react and adapt to changing market conditions and make smart business decisions to stay on the top of disruptive technologies.
Analytics Insight is recognized as a leading media authority for disruptive technologies providing content for high-tech markets.

Our close-meshed network reaches deep into the industry. Extensive industry and technology know-how forms the fundament for ground-breaking media brands with a variety of successful print and online channels.
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.
AUDIENCE PROFILE

INDUSTRY SEGMENTATION
- 25% CONSULTING/PROFESSIONAL SERVICES
- 12% BANKING
- 10% SOFTWARE/INTERNET
- 08% HEALTHCARE
- 07% INSURANCE
- 07% MANUFACTURING
- 07% RETAIL
- 05% TELECOMMUNICATION
- 04% MEDIA/ENTERTAINMENT
- 03% GOVERNMENT
- 03% COMPUTER MANUFACTURING
- 09% OTHERS

BY REGION
- Europe 18.10%
- North America 43.70%
- South America 1.00%
- Asia 36.40%
- MEA 0.80%

BY COUNTRY
- India 31.70%
- United States 27.51%
- United Kingdom 6.10%
- Canada 6.10%
- Germany 6.40%
- Australia 1.40%
- Singapore 1.30%
- France 1.21%
- Spain 0.80%
- Israel 0.78%
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.

- **AUGMENTED AND VIRTUAL REALITY**
  Augmented reality (AR) and Virtual Reality (VR) bridge the digital and physical worlds. AR dramatically expands the ways our devices can help with everyday activities while VR lets us experience what it’s like to go.

- **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.

- **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.

- **BLOCKCHAIN**
  Blockchain is observed amongst those technologies having the capability to reinvent the industry in the 21st century. Considered to be amongst the quintessential technology for digital transformation, it is highly lauded by Fintech leaders.

- **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**
  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.
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.

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

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

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.

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.

Intelligent automation is piloting its great deed ushering in the advanced plethora of productivity and innovation. Businesses with quality, efficiency, speed, and operational skills brought in by intelligent automation tend to succeed above those who haven’t adopted it yet.

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.

Natural Language Processing (NLP) has empowered computers to manipulate human language to generate text, extract meaning, and make interactions easier through voice-enabled AI and conversational intelligence technologies.

Quantum computing is touted as the next major technological leap that will allow humanity to free itself from the innate limitations of silicone-based processing and unlock a bright new future of potentially unlimited computational power.

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.

Robotic Process Automation (RPA) is perpetually the eventual future of automation. RPA is an interesting issue among the C-suite, is quickly making strides over several businesses.
WEBSITE
SOLUTIONS THAT DRIVE ENGAGEMENT

**Thought 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.

**Content Destination**
Blending native with quality editorial and leading influencers. Develop custom White Papers or distribute white papers to a broad cross-section of decision-makers. Inform and compel users to take action through a 1-10-minute clip or a personal interview.

**Slideshow**
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.

- **Advortorials**
  Extends your brand reach and demonstrate thought leadership where solutions providers live and read.
MEETING YOUR MARKETING OBJECTIVES

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.

SINGLE-E-MAIL-BLAST

Your direct contact to our readers

CONCEPT

» The Single-E-Mail-Blast is a personalized e-mail direct mailing to qualified readers of Analytics Insight.
» The dispatch takes place as editorial recommendation. The recipients trust the well-known media brand as the sender of the single e-mail blast.
» The optical design of the mailing is based on the look and feel of the respective media brand and ensures recognition by the recipient.
» The text of the Single E-Mail blast shall not focus too much on advertising in order to maintain credibility among readers.

AVG. OPENING RATE 18% AVG. CLICK RATE 12%

BENEFITS

» Direct, personal contact with the target group combined with reader confidence in the brand
» Outstanding resonances

SPONSORED CAMPAIGNS VIDEO
PROMOTION PRESS/EVENT
PROMOTIONS SPECIAL PROMOTIONAL CAMPAIGNS & 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:

Featured Stories
Custom Email Campaigns
Event Promotional Emails
Newsletter Inserts & More

Analytics Insight offers integrated marketing programs which include sending customized campaigns to target markets. These programs are optimized to maximize conversions and engage prospects more effectively.
**ADVERTISING OPPORTUNITIES**

### BANNERS

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>728px X 90px</td>
<td><strong>LEADERBOARD</strong></td>
<td>$7500</td>
</tr>
<tr>
<td>468px X 60px</td>
<td><strong>TOP BANNER</strong></td>
<td>$3000</td>
</tr>
<tr>
<td>160px X 600px</td>
<td><strong>COLUMN BANNER SIZE TWO</strong></td>
<td>$1000</td>
</tr>
<tr>
<td>300px X 250px</td>
<td><strong>COLUMN BANNER SIZE ONE</strong></td>
<td>$2000</td>
</tr>
</tbody>
</table>

(Accepted Image Formats: .jpg, .gif, animated .gif)

Web ads are sold and placed per channel. All advertisements will seamlessly display run-of-site and on every device and platform. The graphics show how each page-type accommodates each advertisement in the desktop view.

All prices are based on a one-month minimum contract and are net (no agency commission).

### VIDEO

<table>
<thead>
<tr>
<th>Formats</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPEG, MOV, AVI</td>
<td>UPTO 7 MINS</td>
</tr>
</tbody>
</table>

Recommended Formats: 300px X 250px | 180px X 150px

### E-NEWSLETTER SPONSORSHIP

- **Put your message in front of 55,000 industry professionals in a monthly, targeted environment, alongside compelling editorial from the print and online editions.**
- All images must be formatted as a .jpg, .gif or animated .gif. Some popular email clients may not display animated .gifs. In that case, only the first frame of an animated .gif will display. Files should be smaller than 35 kb but ideally should be about 10 kb. .Jpgs should be set to “low” quality since they are viewed on screen.

Recommended Formats: 300px X 250px | 180px X 150px

### MAGAZINE

- **FULL PAGE/BACK PAGE**
  - 8” X 10.47”
  - $1000

- **DOUBLE SPREAD**
  - 16” X 10.47”
  - $2000

**Recommended Formats:** MPEG, MOV, AVI

**Video Length:** UPTO 7 MINS

**E-NEWSLETTER SPONSORSHIP**

$1500
SPONSORED ARTICLES

For Organizations
Showcase your company’s thought leadership on key trends and developments. Feature top executives and decision-makers through articles or interviews. Each article is carefully reviewed by our content experts to ensure the greatest possible added value.
» Promoted on Home Page
» Featured in Newsletter
» Promoted on Social Channels

For Educational Institutions
The program allows educational institutes, academicians to promote insights or latest developments in Big Data, Data Science Artificial Intelligence and Robotics to students, communities and organizations through articles, videos, whitepapers and reports.
» Promoted on Home Page
» Featured in Newsletter
» Promoted on Social Channels

What makes a quality sponsored articles and what can you achieve with it?
What makes a quality sponsored post and what can you achieve with it? A sponsored post can be used as an extended arm of content marketing and can contribute to the achievement of various goals. Lead generation, brand awareness, brand building - a sponsored post can provide valuable services for all these challenges. However, this requires that the article is read attentively and with pleasure.
PODCASTS
Podcasts provide personal insights and comments from decision makers in their respective industries and topics. And, we make these contributions audible.

» Podcasts are consumed particularly attentively, go from the ear directly into the head and remain strongly in memory.
» Your contribution becomes valuable, divisible content - especially for social media & generates relevant attention through our marketing initiatives.
VIDEOS

Present your product highlight in a 60 to 90-second video interview

- Recording of the video interview in the live atmosphere at your location remotely.
- Editing & provision of the finished video interview including all rights of use.
- Optional: Local Language Voice Over

PROMOTIONS

- Social Media: Timely availability of the video interviews on Youtube.
- E-mail Newsletter: Special e-mail distribution to qualified readers
- Online: Placement of the video interview on analyticsinsight.net for 12 months.
Analytics Insight helps you develop or promote your white paper and case studies. This is the perfect way to let our audience know about your company’s products and ideas, and, most importantly, how they can benefit from them. In addition to a dedicated email to our list of 55,000 subscribers and hosting of your white paper on analyticinsight.com, we promote them extensively through our social media channels.

New White Paper Creation

We can help you create and design your white paper by leveraging our experience team of content analysts and editors.

Existing White Paper Promotion

- Subject line
- White paper title
- White paper description (1,750 characters max.)
- White paper cover image (min. width 300 px)
- Landing page or download URL
- Company logo and URL

The white paper email promotion will link to a landing page on your site if you are using a registration form, or directly to the PDF if you are not using a registration form.

Promotions (For Both)

1. Posting of your case study or white paper on analyticinsight.net
2. A dedicated email blast to 37,000 subscribers
3. Two social media posts to our Twitter, Facebook, and LinkedIn audiences
4. A full-page advertisement in the digital edition of monthly magazine

$5500
New White Paper

$3500
Existing White Paper Promotion
Analytics Insight offers industry-focused White papers and Reports to help companies stay ahead of the competition by:

- Educating Prospects
- Shortening the Sales Cycle
- Providing Credibility
- Generating Leads
- Increasing Visibility and Though Leadership

We combine insights from more than 1,000 CEO interviews with expert analysis to produce a series of reports across disruptive technologies covering various industries.
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 featuring Fortune 500 Companies, Analytics Insight is trusted by the best companies worldwide.
Analytics Insight features the world's top universities and institutes known for their academic achievements and are global leaders in data science education.
GOLD MEMBERSHIP

- Content Marketing (12 articles/press releases)
- Featured Whitepaper
- Social Pages Support
- Newsletter Support
- 3 Article (900-1,200 words) for magazine issue
- 3 Full-page advertisement in magazine issue
- 5 Digital Reprint in PDF
- 1 Online Banner Ad

$15000
12 Months

SILVER MEMBERSHIP

- Content Marketing (8 articles/press releases)
- Featured Whitepaper
- Social Pages Support
- Newsletter Support
- 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

$10000
8 Months

BRONZE MEMBERSHIP

- Content Marketing (6 articles/press releases)
- Social Pages Support
- Newsletter Support
- 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

$8000
6 Months
FOR PUBLIC RELATION AGENCIES

Help your clients reach their full potential through industry-focused articles and exclusive interviews.

**OPTION A**
12 + 3 ARTICLES + CXO/ DIRECTOR/ VP INTERVIEWS

$3500

**OPTION B**
8 + 2 ARTICLES + CXO/ DIRECTOR/ VP INTERVIEWS

$2500

**OPTION C**
6 + 1 ARTICLES + CXO/ DIRECTOR/ VP INTERVIEWS

$1800