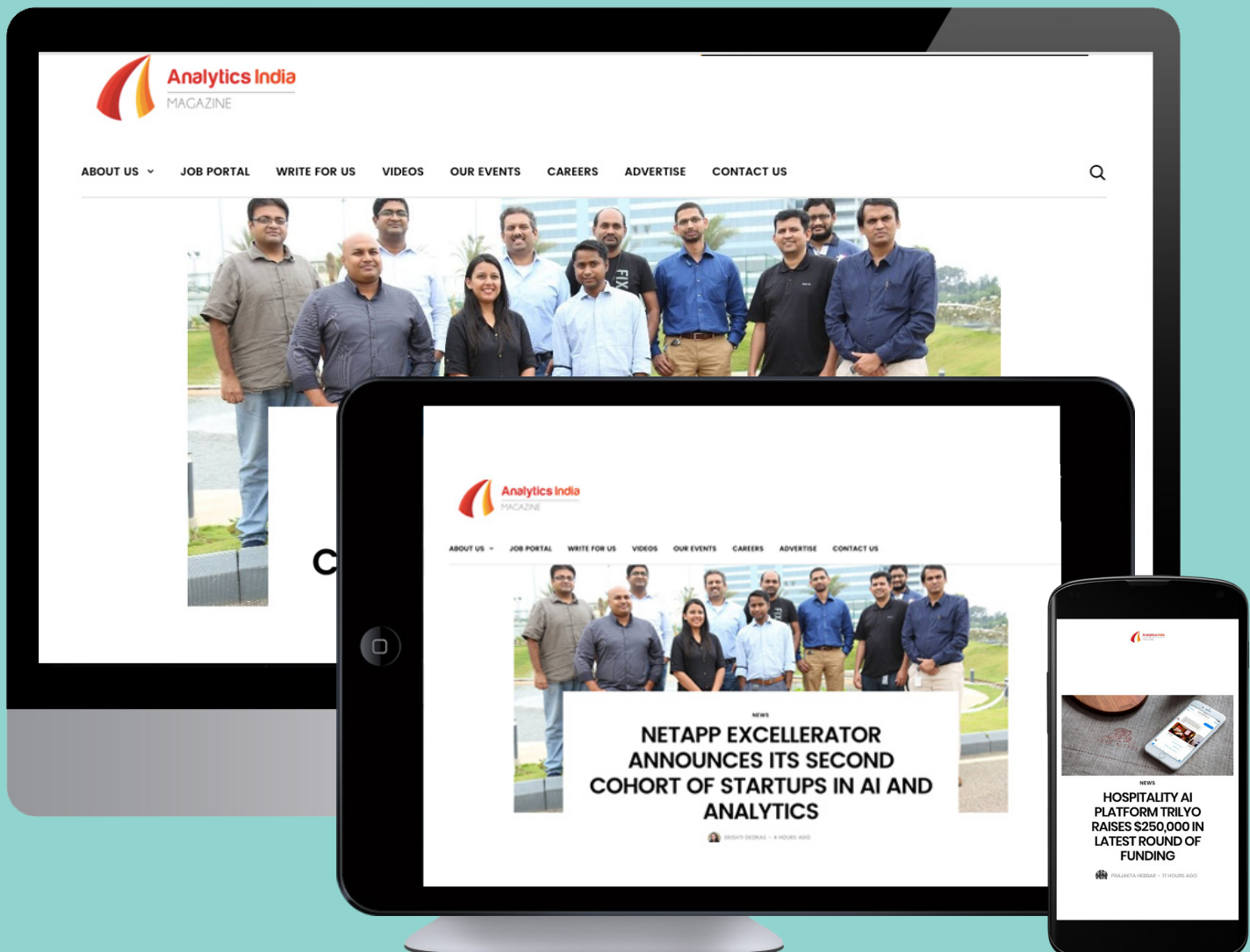


# Analytics India Magazine



## 2018 MEDIA KIT



# THE FASTEST GROWING, #1 ANALYTICS & AI MEDIA COMPANY IN INDIA

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Analytics India Magazine chronicles technological progress in the space of analytics, artificial intelligence, data science and big data by highlighting the innovations, players, and challenges shaping the future of India through promotion and discussion of ideas and thoughts by smart, ardent, action-oriented individuals who want to change the world.





Since 2012, Analytics India Magazine is dedicated to passionately championing and promoting the analytics ecosystem in India. We have been a pre-eminent source of news, information and analysis for the Indian analytics ecosystem, covering opinions, analysis, and insights on key breakthroughs and future trends in data-driven technologies as well as highlighting how they're being leveraged for future impact.



# DEMOGRAPHY

Each month thousands of analytics professionals, business executives, analytics practitioners, consultants and enthusiasts visit [www.analyticsindiamag.com](http://www.analyticsindiamag.com)

Average monthly page views6.2 Lacs

Average monthly sessions4.7 Lacs

Average monthly users (Unique)3.3 Lacs

## JOB TITLES

Designation	Visitors by %
CEOs/ MDs	4
CIOs, CTO, CDO, CAO, SVP, VP, AVP	6
Head/Director of Analytics, Data Engineering	10
Lead Engineer / Sr. Manager/ Manager	20
Engineer/ Sr./ Data Scientist/ Analyst	30
Data Science / Analytics / AI / ML Enthusiast	30

## EDUCATION

Graduates70%

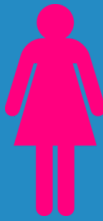
Post Graduates25%

PhD/ Others5%

## GENDER DEMOGRAPHY



67%



33%

With a dedicated editorial staff and a network of more than 250 expert contributors, their stories are targeted at futurists, AI researchers, Data science entrepreneurs, analytics aficionados and technophiles.

# BANNER RATES

Banner Ad Unit	Size in Pixels (WxH)	Cost (+taxes) in INR	Placement
Pop up Interstitial – Full Screen	1200 x 600	2 Lacs/ Week	Across the site
Pop up Interstitial - Regular	600 x 300	1 Lac/ Week	Across the site
Leader Board	728 × 90	2 Lacs/ Month	Across the site
Side bar Monster	300 x 600	1.5 Lacs/ Month	Across the site
Side Box	300 x 250	60000/ Month	Across the site
In article - Top	700 x 80	1 Lac/ Month	Inside articles
In article - Between	700 x 80	75000/ Month	Inside articles
In article - Below	700 x 80	50000/ Month	Inside articles
Front Page	700 x 80	40000/ Month	Homepage

## Banner Advertising Terms and Conditions

- Banner ad unit should be supplied as GIF or JPG files.
- Landing page URL is to be provided.

# BANNER POSITIONS





# SPONSORED ARTICLES

Sponsored articles is a perfect way to help you showcase your brand around engaging content relevant to our website audience and decision makers that matter to you.

## Advantages

- Raise awareness for your brand, product or service especially in a competitive market like ours, when launching a new offering or reinvigorating an existing product or service.
- Educate our website visitor i.e., your target audience about aspects of your company, product or service. This may include sponsored videos and sponsored reviews.
- Develop thought leadership. Sponsored articles on informational topics help your brand associated with in your target audience’s mind and can play a pivotal role to help you get on their radar screen.
- Build positive sentiment toward your brand. Whether you are a small business owner or a new start up, sponsored articles will help you garner appreciation for your efforts to reach out your target audience and the way they perceive your brand.

## Deliverables

- Editorial involvement in creating the articles
- Approved articles will feature on the homepage for one week
- One round of Social media promotion of the article on AIM’s social handles (FB, Twitter and Linkedin Group)

## Costing

**INR 60,000 + taxes**

# E-MAILERS

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E-mail marketing is one of the most cost-effective ways to advertise your business. It is a key marketing approach of any business plan with a tight marketing budget. Little ingenuity and creativity in developing the material for e-mail campaign will not only help you to attract customer's attention, but ultimately bring a better response and a larger return on your investment.

Analytics India Magazine database has more than 96000 email ids belonging to Analytics professionals, business executives, analytics practitioners, consultants and enthusiasts from India to which we can send out your marketing messages seamlessly.

## Costing

**INR 60,000 + taxes**



# NEWSLETTER

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Analytics India magazine newsletters go out to our subscribers twice a weekly basis to more than 92000 email ids belonging Analytics professionals, business executives, analytics practitioners, consultants and enthusiasts.

Each newsletter carries prominent banner advertisement space (728 x 90) for potential advertisers to display and promote their products and services.

AIM email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends. With a newsletter sponsorship, your brand will be at the forefront of the conversation and, more importantly be top of mind for key decision makers.

Newsletter	Banner Ad (W X H)	Cost (+ taxes) in INR
AIM	728 x 90	<b>15000 per Newsletter banner insert</b>

# WEBINARS

Short for Web-based seminar, a webinar is a convenient way to get your target audience online for a quick presentation and on-line demo of your product or service. A key feature of a Webinar is its interactive elements: the ability to give, receive and discuss information in real-time between you and the attendees.

## Deliverables

- Webinar promotion via e-mailer’s to AIM database
- Promotion on the website homepage for week.
- Promotion on AIM social handles
- Complete Audience acquisition
- Audience registrations tracking and feedback
- Webinar recordings and final attendee list database

## Costing

**INR 1 Lacs + taxes**

# SOCIAL MEDIA MARKETING

We have more than 45000 followers on Facebook, Twitter and LinkedIn to whom we can showcase your content/articles/white-papers/events/webinars etc which is hosted on your website.

**Deliverables for 1 round of social media marketing includes**

- 4 posts on Analytics India Magazine Facebook wall
- 4 tweets on Analytics India Magazine Twitter handle (@Analyticsindiam)
- 4 posts on Analytics India Magazine LinkedIn Group page

**Stats below;**

**34000**  
Facebook likes

**7600**  
Twitter Followers  
(@ Analyticsindiam)

**3500**  
LinkedIn Group  
Members

**Costing**

**INR 25000 + taxes per promotion**

# VIDEO INTERVIEWS

- We help in creative highly engaging video interview of 10 - 15 mins duration
- Pre-design questions will be shared with you before the recording for better preparedness.
- AIM editorial will moderate this interview session
- Video clip will be edited in consultation with you and shared for approval.
- Final video will be hosted and promoted on AIM YouTube channel.
- The Video interview will also be made into an article and hosted on AIM website (People section).
- Video interview article hosted will be promoted on AIM social handles (FB, Twitter and LinkedIn group)
- Rights for the video will also be granted for your usage and promotion

## Costing

**INR 1 Lacs per video**



# ONLINE HACKATHON SPONSORSHIP

MachineHack (machinehack.com) offers an online platform where current and future data scientists, machine learning enthusiasts can compete on various real world problems, and find solutions using tools in machine learning and data science. The idea is to bring a platform that can act as a springboard for developers to test, hone and showcase their skills.

## Whats in for a Sponsor?

Hackathon's is also a great way to discover potential talent and convert them as new recruits into your department/organisation.

Also, sponsoring a Hackathon on Machine Hack platform helps you open your API's to the participants to develop applications utilising it. This way you get to know new uses for your API, data and interesting ways to engage with your consumers. You could also decide to license viable applications made by the hackathon participants and adopt them within your existing applications.

## What's involved?

### SPONSOR'S SCOPE OF WORK

#### Pre-event:

- Topic, Problem statement, Data sets, etc to be provided
- Company logo and profile to be shared
- Any reward/price money/job offer details etc for the Hackathon winners to be shared
- Deadline (last date) for results submission by participants to be shared

#### Post-event:

- Results submitted by participants must be evaluated and winner/s finalised within 7 working days from the last date of results submission
- Hackathon winners must be handed over reward/price money/job offer etc as communicated in the hackathon challenge within 7 working days after finalising the winners

### AIM'S SCOPE OF WORK

#### Pre-event:

- Topic, Problem statement, Data sets, etc provided will be hosted on Machine Hack website
- Hackathon details will be published as a Featured article on AIM website
- Hackathon details will be promoted on AIM's weekly newsletter
- Hackathon details will be promoted on AIM's social handles (FB and Twittter)
- Hackathon participant's data submitted will be shared regularly
- Entire list of Hackathon registrant's details will be shared after Hackathon ends

#### Post-event:

- Hackathon winner details will be updated on the Machine Hack website

# MACHINE HACK

BY ANALYTICS INDIA MAGAZINE



Dedicated Platform For  
Online Hackathons &  
Discussions on  
**Machine Learning**

[WWW.MACHINEHACK.COM](http://WWW.MACHINEHACK.COM)

## Costing

### **INR 1.5 Lakhs\* + taxes**

(If problem statement and data sets are provided)

### **INR 2 Lakhs\* + taxes**

(If we have to create the problem statement and data sets)

(\*This is excluding any prize money announced by the sponsor for Hackathon winners)

# SPONSORED STUDY/ RESEARCH

As part of our continued coverage of Indian Analytics Industry we undertake regular research and publish the findings on our website. These studies and research findings are eagerly awaited by industry experts, consultants and decision makers in the Analytics space. Associating with such studies/research gives great branding and Thought leader position. By sponsoring these studies, you get the following benefits:

- Own a valuable content
- Attach with the brand name of AIM
- Project yourself as an industry thought leader
- Market your brand name

## Costing

**INR 3 Lacs + taxes**

## EDITORIAL CALENDER 2018

<b>January</b>	<ul style="list-style-type: none"><li>• 10 Emerging Analytics Startups in India to watch for in 2018</li><li>• Indian Analytics Startup Funding in 2017</li></ul>
<b>February</b>	<ul style="list-style-type: none"><li>• Top 10 Investors in Indian Analytics firms – 2017</li><li>• 10 Most Influential Analytics Leaders in India – 2018</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>• Analytics India Salary Study 2018</li><li>• Study: Analytics &amp; Data Science Leaders Outlook in India – 2018</li></ul>
<b>April</b>	<ul style="list-style-type: none"><li>• Study: State Of Analytics In Domestic Firms In India 2018</li><li>• Analytics India Jobs Study 2018</li></ul>
<b>May</b>	<ul style="list-style-type: none"><li>• <b>The Machine Con 2018</b></li><li>• 10 Most Prominent Analytics Academicians in India - 2018</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Analytics India Industry Study – 2018</li><li>• 10 Leading Courses and Training Programs on AI in India - 2018</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>• 10 Startups in India that are leading the race of AI - 2018</li><li>• Analytics India Employee Attrition Study – 2018</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>• Analytics India Companies Study 2018</li><li>• Study – State of Artificial Intelligence in India 2018</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• <b>CYPHER 2018</b></li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>• Top 10 Analytics Executive Courses in India – Ranking 2018</li><li>• Top 10 Analytics / Data Science Training Institutes In India- Ranking 2018</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>• Top 10 Data Scientists in India – 2018</li><li>• Top 10 Full Time Analytics Courses In India- Ranking 2018</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>• Top 10 Analytics Trends in India to watch out for in 2018</li><li>• 10 Leading Analytics &amp; Data Science Providers in India 2018</li></ul>

# HIRING SOLUTIONS

## Analytics India Jobs:

Founded in 2014 by Analytics India Magazine (AIM), Analytics India Jobs is a Indian career platform, dedicated to connecting employers to professionals in the Analytics/ Data Science/ Machine Learning/ Big Data industry. We launched the Analytics India Jobs Board after listening to the difficulties our clients faced in finding the right Data Science professional for their organizations. We recognized the absence of a platform that brought both professionals and Analytics employers to one place, and so the Analytics India Jobs Board was born!  
Visit at [www.analyticsindiajobs.com](http://www.analyticsindiajobs.com)

Package	Deiiverables	Costing
Standard Posting	<ul style="list-style-type: none"><li>• Standard Listing on Analytics India Jobs Board</li><li>• Posted once on AIM social channels</li><li>• 1 Standard inclusion on AIM newsletter</li></ul>	<b>Free</b>
Featured Posting	<ul style="list-style-type: none"><li>• Featured listing on Analytics India Jobs Board for 30 days -priority &amp; highlighted position (up to 5 times more clicks)</li><li>• Posted on AIM social channels 5 times in a month</li><li>• 1 Featured promotion in AIM newsletter</li><li>• Each newsletter carries prominent banner advertisement space (728 x 90) for recruiters to display and promote their jobs</li></ul>	<b>INR 25,000 + taxes</b>
Featured Boost	<ul style="list-style-type: none"><li>• Featured listing on Analytics India Jobs Board for 30 days -priority &amp; highlighted position (up to 5 times more clicks)</li><li>• Posted on AIM social channels 10 times in a month</li><li>• 1 month 728 x 90 px banner on all jobs pages on Analytics India Jobs Board</li><li>• 1 dedicated emailer to all AIM subscribers</li></ul>	<b>INR 75,000 + taxes</b>
Premium Boost	<ul style="list-style-type: none"><li>• Featured listing on Analytics India Jobs Board for 60 days -priority &amp; highlighted position (up to 5 times more clicks)</li><li>• Posted on AIM social channels 10 times in a month</li><li>• 1 month 728 x 90 px banner on all jobs pages on Analytics India Jobs Board</li><li>• 2 dedicated emailer to all AIM subscribers</li><li>• 1 article / interview on your organization, exclusively curated by our editorial team to be published in AIM website</li><li>• 1 month pop-up interstitial (600 x 300 px) on AIM website (accelerated job applications)</li></ul>	<b>INR3 Lacs+ taxes</b>



# EVENTS

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CYPHER - Is the annual flagship event organised by AIM, which brings together the best analytics minds in our country under one roof. Spread over three days, it has become 'The' platform where latest and evolving trends of Indian Analytics Industry is showcased and leaders share their invaluable domain knowledge to the attendees. In its maiden year, it proved to be a huge success with an outreach of 500+ Analytics Indian professionals. CYPHER has played host to eminent speakers from the Analytics industry and has become a crucial platform to connect, network, collaborate and learn amongst Analytics professionals and practitioners. For more details, please visit - <http://www.analyticsindiasummit.com/>

The Machine Conference - Is an exclusive gathering of Analytics & Data Science Leaders of consumer industries based in India. Power packed one-day conference includes Industry Thought Leadership sessions, Panel Discussion, Vendor Showcase, closed door Round Tables and much more. Event concludes with gala awards ceremony. For more details, please visit - <https://www.themachinecon.com/>

