

Analytics

2022 MEDIA KIT

analytics-magazine.org

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SAVING LIVES.
SAVING MONEY.
SOLVING PROBLEMS.
Analytics

We're All Making a Difference in the World

From cutting edge research in universities to devising new ways to improve outcomes in business and society, the work and impact of INFORMS members is, simply put...saving lives, saving money, and solving problems.

Analytics-magazine.org and the monthly *Analytics eNewsletter* deliver the latest information on the impact and role analytics plays in business decision making. Our mission is to help advance the practice, research, methods, and application of advanced analytics by reaching an average annual audience of 176,000 executives, analytics professionals, academics, and students.

The newly enhanced website is constantly updated to provide the most current news and information in the analytics industry – featuring industry news, research studies, upcoming industry events, new product announcements, industry research, blogs/videos/podcasts, and whitepapers.

Target the people who understand, need, and, most importantly, buy your products and services.

Deliver your Message through Multiple Channels:

Online

Video

eBlast

Podcast

Bi-monthly eNewsletters

Sponsored Content & News

Sponsored Webinar




FROM LIFESAVING
DISCOVERIES,
TO BILLIONS IN
SAVINGS, O.R.
& ANALYTICS
MAKE AN IMPACT
EVERY DAY.
Analytics

Analytics Magazine by the Numbers

Analytics readers enjoy the digital format of the magazine, the ability to access the articles and columns from any location, and easily share information with colleagues. The site maintains continuous publication throughout the month and as new content is created and added, there is a push on INFORMS social media and other channels to drive traffic to the sites.

***Analytics* Monthly Statistics** (Web visits are increasing each month with new site enhancements, please inquire for details.)

25.7% Average eNewsletter Open Rates | 17.4% Average eBlast Open Rates

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Our Readers' Employment Titles:

30.1% Vice President & Directors	18.2% Manager	12.1% Executive	6.4% Other
27.3% Analyst	15.2% Consultant	6.1% Researcher	

Our Readers' Primary Business Interests & Involvements:

17.8% Services	8.4% Telecom/Communications	4.0% Health Services	2.6% Mining/Energy/Utilities
12.6% Education	6.6% Manufacturing	4.0% Retail/Wholesale	4.4% Other
11.9% Business Services/Accounting	6.4% Government/Military	3.1% Marketing/Advertising	
11.0% Financial Services/Insurance	4.3% Engineering Services	2.9% Transportation	


O.R. & ANALYTICS
FUEL OUR PASSION
TO EXPLORE &
FORGE NEW
SOLUTIONS TO
TIMELESS PUZZLES.
Analytics

2022 Editorial Calendar

Recurring Column Topics: AI/ML, supply chain and healthcare. Editorial Calendar is subject to change.

ISSUE DATE	EDITORIAL THEMES	AD SPACE DUE	MATERIAL DUE
January/February	– Predictions for Analytics, AI & ML in 2022 – Quantum Computing Drives Parallel Innovation – Pandemic: Analytics-driven Recovery, v5.0	December 21, 2021	January 14, 2022
March/April	– Data Fabric: Sewing New Management Framework – Life on the Edge: Data, Analytics Beyond the Cloud – Sports Analytics: The Science Behind the Final Score	February 15, 2022	March 11, 2022
May/June	– Data Analysis Automation: Who Needs Humans? – Data Marketplaces and Exchanges: Buy or Sell? – Blockchain, Digital Currencies Alter Business Rules	April 12, 2022	May 13, 2022
July/August	– Why Analytics Projects Fail: Five Biggest Mistakes – AI Everywhere: Smarter and Faster But is it Ethical? – Healthcare Analytics in the Post-pandemic Era	June 14, 2022	July 15, 2022
September/October	– Career Builder: Five "Soft" Skills for Analytics Pros – Environmental Analytics: Energy, Climate Challenges – Cybersecurity, Data Security and Privacy Issues	August 16, 2022	September 16, 2022
November/December	– Marketing Analytics: Models, Metrics & ROI – Revenue Management: New Apps & Opportunities – Supply Chain Problems: Lessons Learned Post Pandemic	October 18, 2022	November 17, 2022


ANALYTICS IS TRANSFORMING DATA INTO INSIGHTS FOR MAKING BETTER DECISIONS.
Analytics

Digital Advertising Specifications

Articles are published frequently and shared through INFORMS social channels for maximum reach.

- 9,000 average monthly web visits
- 30% average ad click-through rate

Your Interactive Website Advertisement allows your prospects to react immediately to your marketing message and visit your dedicated landing page. INFORMS offers a number of ad sizes and formats, including:

Column Ads

Choose between top or lower-level column ad placement for an engaging location where analytics professionals frequently land.

Leaderboard, Article Page Ads

Position your Leaderboard Ad on article pages that analytics professionals often reference for the most up-to-date industry news and information.

Sponsored Content/Industry News

These exclusive positions will enhance your leadership status and allows your company to share its expertise. A preview of your article featured on the home page of *Analytics* magazine (analytics-magazine.org) will link to your landing page. Choose between Sponsored Content and Industry News.

15-30 Second Dynamic Video Ad

Featured on the *Analytics* magazine homepage (analytics-magazine.org), this is a unique, exclusive opportunity to reach thousands of readers.



Digital Advertising Rates

All advertisements are static, non-rotating, and subject to availability.

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS
Top Level Column Ads	$1,700	$1,445	$1,275	$1,105	400 x 400
Lower Level Column Ads	$1,600	$1,345	$,1175	$1,005	400 x 400
Leaderboard *(Article Pages Only)*	$1,998	$1,698	$1,498	$1,297	1280 x 300
Sponsored Content/Industry News	$2,450	$2,002	$1,837	$1,592	N/A
Dynamic Video Ad	$2,600	$2,150	$1,987	$1,742	844 x 475

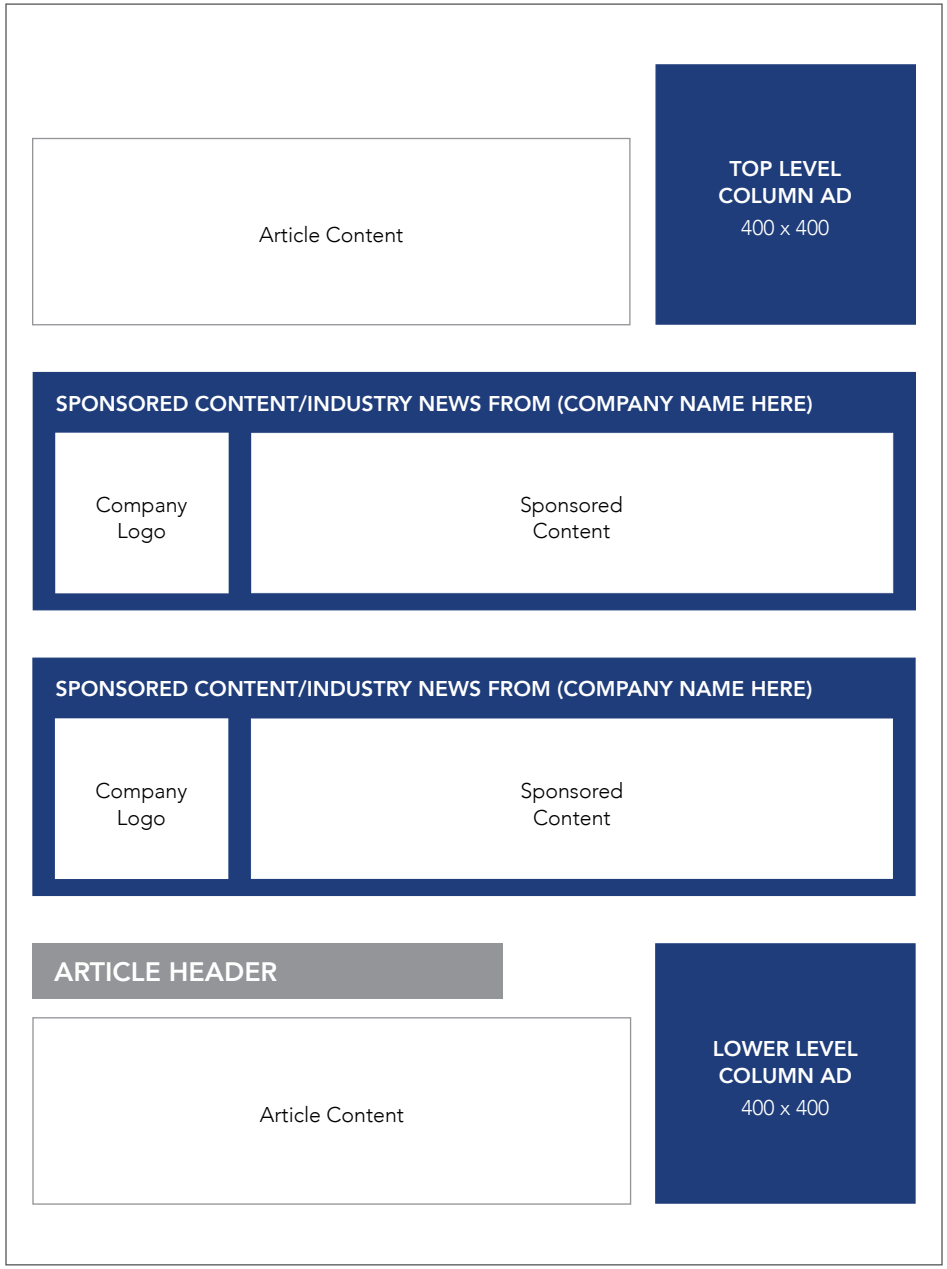
Payment Terms & Conditions:

- All rates are net.
- Payment required within 15 days of signing advertising agreement, or before ad publishing date.
- Subsequent periods will be billed at the beginning of each ad period.
- Ads will be posted within five working days of being received.
- Advertisers holding the ad spot will be given the option to keep it, but the decision to renew is required no later than 15 days prior to end of existing contract. Replacements will be selected on a first come, first served basis.

File Format:

- All digital advertisements should be formatted as a GIF, JPG, PNG, or SWF (Flash) files at 72 dpi. Please make sure all file sizes do not exceed 50KB.
- Video advertisements should be 15–30 seconds long and formatted as a VAST tag, .mov, or .mp4 file. Please make sure all video files do not exceed 5MB.

Analytics Magazine "Homepage" Sample



Analytics Magazine "Featured Article Page" Sample





O.R. & ANALYTICS OFFERS LIMITLESS POSSIBILITIES FOR US TO TACKLE CHALLENGES GREAT OR SMALL.

Analytics

eNewsletter Ad Rates

The *Analytics* eNews is sent to a list of active subscribers bi-monthly. Your advertisement is interactive, and generates immediate response from prospects interested in your product or service.

LEADERBOARD ADS (600 x 150)	
1 Month	$1,092
3 Months	$843
6 Months	$709
12 Months	$595

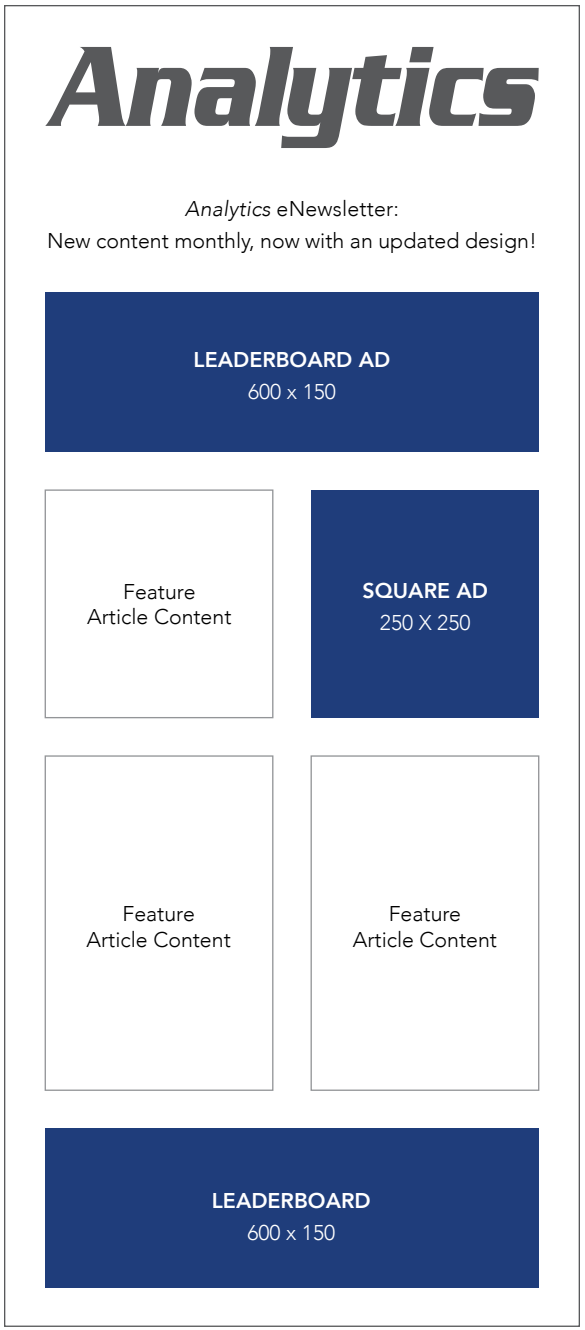
SQUARE ADS (250 x 250)	
1 Month	$759
3 Months	$682
6 Months	$595
12 Months	$447

Payment Terms & Conditions:

- All rates are net.
- Payment required within 15 days of signing advertising agreement, or before ad publishing date.
- Subsequent periods will be billed at the beginning of each ad period.
- Ads will be posted within five working days of being received.
- Advertisers holding the ad spot will be given the option to keep it, but the decision to renew is required no later than 15 days prior to end of existing contract. Replacements will be selected on a first come, first served basis.

File Format:

- All digital advertisements should be formatted as GIF, JPG, or PNG files at 72 dpi. Please make sure all file sizes do not exceed 50KB.



2022 eNewsletter Advertising Schedule

ISSUE DATE	AD SPACE DUE	MATERIALS DUE	MAIL DATE (Twice Per Month)
January	December 28	January 3	January 6
February	February 1	February 7	February 10
March	March 1	March 7	March 10
April	April 4	April 11	April 15
May	April 28	May 2	May 5
June	May 31	June 6	June 9
July	July 5	July 11	July 14
August	August 1	August 8	August 11
September	August 26	September 2	September 8
October	October 3	October 10	October 13
November	November 7	November 14	November 17
December	December 5	December 12	December 15

eBlast Advertising Rates

Deliver your marketing message on an exclusive basis to our active email subscribers through the *Analytics* eBlast option, on the date of your choosing. Open and click-through rates are available upon request.

Subject to availability.

AD SIZE	PER BLAST	FILE FORMAT
eBlast	$3,000	HTML

File Format:
All eBlast advertisements should be formatted in HTML with a text file, header information, and an Opt-Out/Unsubscribe Suppression file. Any images provided within HTML coding should not exceed 600px in width.

Terms & Conditions:

- Payment required within 15 days of signing advertising agreement, or before ad publishing date. All rates are net.
- 10-day turnaround time for eBlasts.
- eBlasts are sent through a third party vendor, INFOCUS.
- They will require the following: HTML file with hosted images, physical mailing address, and a working opt-out/unsubscribe mechanism, current opt-out/unsubscribe list, seed email addresses, signed LRA.



Podcast Advertising Rates

2,000 unique downloads per month. Deliver your message to the most qualified operations research and analytics students, professionals, and decision makers. Advertise on the *Resoundingly Human* podcast, which connects listeners with the incredible people who bring operations research and analytics to life. Available opportunities include:

Monthly Package – $1,000 (Includes up to 4 podcasts)

Reach a high volume of qualified leads by advertising in the monthly issues. INFORMS will discuss current issues, trends, and developments in the industry of analytics and OR/MS. Includes verbal recognition during introduction as well as advertiser logo in email blast sent to a list of INFORMS membership.

On-site Event Package – $2,000 (Includes up to 4 podcasts)

Released in April & May following the INFORMS Business Analytics Conference. Join as INFORMS interviews conference speakers as well as past and current influencers in the field. Includes verbal recognition during introduction, logo in email blast sent to list of INFORMS membership, and logo added to onsite banners displayed during podcast recording.

Edelman Package – $3,000 (Includes up to 6 podcasts)

Released in March & April, leading up to the Analytics Conference. This series includes discussions with the finalists of the Edelman Award competition – the industry's most prestigious award for analytics excellence. Each finalist discusses their outstanding projects of operations research, management science, and analytics. As the series with the highest downloads, this package will deliver outstanding exposure as well as support the profession from the ground up! Advertising includes verbal recognition during introduction and inclusion of advertiser logo in email blast sent to list of INFORMS membership.




TURNING DATA
INTO INFORMATION,
TRANSFORMING
INFORMATION
INTO INSIGHTS,
& YIELDING
NEW IDEAS.
Analytics

Terms & Conditions

- INFORMS reserves the right to reject or cancel any advertisement that does not meet INFORMS standards, for any reason at any time. In addition, INFORMS reserves the right to place the word "Advertisement" or "Sponsored" in advertising that, in INFORMS opinion, resembles editorial matter. However, no change in advertising copy will be made without prior consent of the Advertiser or their Agent.

- In consideration of publication of an advertisement, the Advertiser and Agency, jointly and severally will indemnify and hold blameless *Analytics* magazine sponsoring organizations; INFORMS; their officers, agents and employees against any loss, damages, and expense resulting from the advertisement, including without limitation, claims, or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

- INFORMS is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of INFORMS.

- INFORMS is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

- 15% commission is allowed to recognized advertising agencies on space, color, and positions, provided the account is in good standing and paid within 60 days of invoice dates. Outstanding invoices over 60 days will not qualify for the agency discount.

- INFORMS must receive confirmation of all agency appointments from the Advertiser account. Classified advertising, online advertising, and other special advertising, where indicated, are not commission-based.

- Payment must be made prior to the ad or email publishing date.

- Cancellations of advertising must be made in writing and are not accepted after ad closing date.

- If contracts, including a frequency discount, are not completed in full, the rate for the insertions completed will be applied and charged.

