

**informs** 



# ***Analytics*** **MEDIA KIT**

[www.analytics-magazine.org](http://www.analytics-magazine.org)

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Requests for membership information and all other INFORMS publications, please visit [www.informs.org](http://www.informs.org) or call 1-800-4INFORMS.

The background of the right side of the page is a composite image with a warm orange and yellow color palette. It features a person wearing glasses looking at a laptop screen. Overlaid on this are various data visualization elements: a world map with network connections, a bar chart, a pie chart, a line graph, and several circular gauges or progress indicators. The overall aesthetic is modern and data-driven.

**Analytics**





**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 346,000 executives, analyst 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



Monthly  
eNewsletters



Video



eBlast



Sponsored  
Content & News





A man and a woman are in a laboratory or office setting, looking at a laptop screen. The man is standing and pointing at the screen, while the woman is sitting and looking at the screen. The background shows laboratory equipment and shelves. The entire image has a green tint.

**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 to easily share information with colleagues. This type of engagement leads to readers averaging a combined total of 770 hours per issue, viewing an average of 102,466 page views.

## **Analytics Monthly Statistics:**

29,559 Average Page Views

28,824 Average Unique Page Views

17.4% Average eBlast Open Rates  
(sent to over 13,000 *Analytics* Subscribers)

## **Our Readers' Employment Titles:**

30.1%  
Corporate Management  
Vice President, Directors,  
& Managers

29.9%  
Analyst

18.7%  
Academic

15.9%  
Consultant

5.4%  
Other

## **Our Readers' Primary Business Interests & Involvements:**

17.8% Consulting Services

12.6% Education

11.9% Business Services/Accounting

11.0% Financial Services/Insurance

8.4% Telecom/Communications

6.6% Manufacturing

6.4% Government/Military

4.3% Engineering Services

4.0% Health Services

4.0% Retail/Wholesale

3.1% Marketing/Advertising

2.9% Transportation

2.6% Mining/Energy/Utilities

4.4% Other





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

***Analytics***

# 2019 Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	AD SPACE DUE	MATERIAL DUE
<b>January/February</b>	<ul style="list-style-type: none"><li>- AI and Machine Learning: The Final Frontier?</li><li>- C-Suite: Say Hello to the New CDO &amp; CAO</li><li>- How to Build a Company Analytics Culture</li></ul>	December 7, 2018	December 14, 2018
<b>March/April</b>	<ul style="list-style-type: none"><li>- Software Survey: Statistical Analysis</li><li>- Marketing Analytics: Models, Metrics &amp; ROI</li><li>- Real-Time Retail Analytics: Focus on Customer</li></ul>	February 8, 2019	February 15, 2019
<b>May/June</b>	<ul style="list-style-type: none"><li>- Healthcare Analytics: Curing a Broken System</li><li>- Internet of Things: Smart Homes, Cities, Grids</li><li>- Innovative Revenue Management Applications</li></ul>	April 3, 2019	April 10, 2019
<b>July/August</b>	<ul style="list-style-type: none"><li>- Cybersecurity/Crime: Analytical Intervention</li><li>- Blockchain: Promises, Challenges, Concerns</li><li>- Supply Chain: New Applications, New Solutions</li></ul>	June 7, 2019	June 14, 2019
<b>September/October</b>	<ul style="list-style-type: none"><li>- Re-skilling: Stay Ahead of the Job Market</li><li>- Citizen Data Scientists: Harmless or Hurtful?</li><li>- Financial Modeling with Quantum Computing</li></ul>	August 9, 2019	August 16, 2019
<b>November/December</b>	<ul style="list-style-type: none"><li>- Software Survey: Simulation</li><li>- Manufacturing Magic: Turning Data into Value</li><li>- Military Readiness: Role of Predictive Analytics</li></ul>	October 11, 2019	October 18, 2019

*Editorial Calendar is subject to change.*



A yellow-tinted photograph of a military tank and a soldier in a desert environment. The tank is the central focus, with a soldier standing to its right. The background shows a vast, flat desert landscape under a clear sky. The overall tone is serious and professional.

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

***Analytics***



# Digital Advertising Specifications

Your interactive Website Advertisement allows your prospects to react immediately to your marketing message and visit your website or dedicated landing page. INFORMS offers a number of ad sizes and formats to allow you to maximize the impact and interest in your products and services.

## **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 (NEW for 2019):**

Enhance your leadership position with these exclusive positions and provide your company the opportunity to share its expertise, new product, etc. A preview of your article and a link to your landing page will be featured on the home page of Analytics-Magazine.org. Choose between Sponsored content and Industry News.

## **Dynamic Video Ad (NEW for 2019):**

Deliver a concise message in a 15-30 second video. Featured on the *Analytics* magazine homepage ([www.analytics-magazine.org](http://www.analytics-magazine.org)), this is a unique, exclusive opportunity to reach thousands of readers.





# Digital Advertising Rates

Static, non-rotating ad placements & inquiries about pricing for rotating ads are 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	\$1,175	\$1,005	400 x 400
Leaderboard ( <i>Article Pages Only</i> )	\$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:

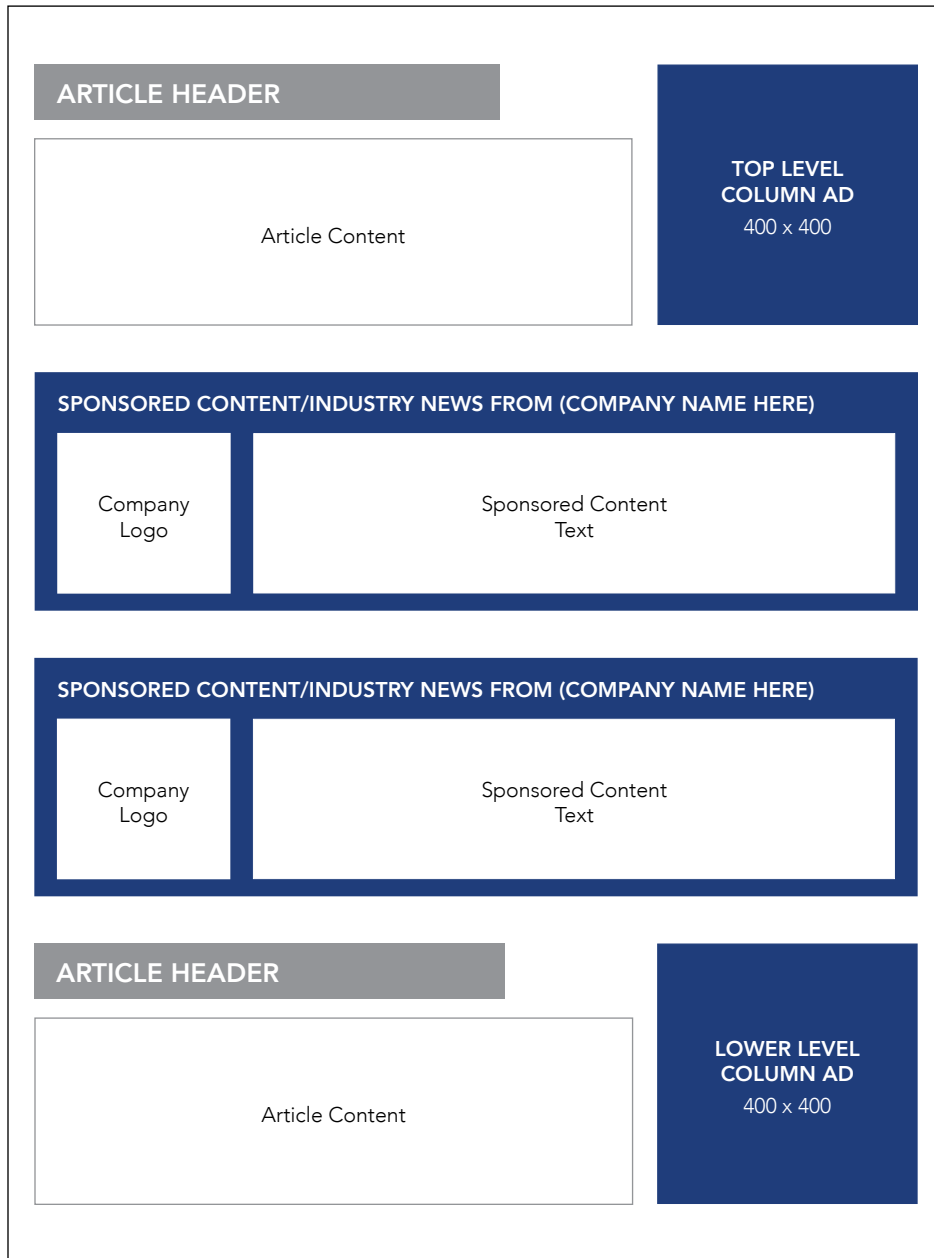
- All rates are net.
- Payment required within 15 days of signing advertising agreement, or before ad publishing date.
- Subsequent periods will be billed at the beginning of each ad period.
- Ads will be posted within 5 working days of being received.
- Advertisers holding the ad spot will be given 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.

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 "Home Page"



## Analytics Magazine "Featured Article" Page







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

***Analytics***

# eNewsletter Ad Rates

Each month the Analytics eNews is sent to a list of active subscribers. Your advertisement is interactive, and generates immediate response from prospects interested in your product or service.

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS
Leaderboard	\$1,092	\$843	\$709	\$595	290 x 100
Top banner	\$818	\$704	\$650	\$464	540 x 150
Square	\$759	\$682	\$595	\$447	250 x 250

## 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 5 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.

Video advertisements should be 15–30 seconds long and formatted as a VAST tag, .mov, or .mp4 file.



# 2019 eNewsletter Advertising Schedule

ISSUE DATE	AD SPACE DUE	MATERIALS DUE	MAIL DATE
January	January 7	January 14	January 17
February	February 4	February 11	February 14
March	March 4	March 11	March 14
April	April 1	April 8	April 11
May	May 6	May 13	May 16
June	June 10	June 17	June 20
July	July 8	July 15	July 18
August	August 5	August 12	August 15
September	September 9	September 16	September 19
October	October 7	October 14	October 17
November	November 11	November 18	November 21
December	December 9	December 16	December 19

# 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 that are included within the HTML coding, please make sure it doesn't exceed 600px in width.

## 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.
- There is a limited number of eBlasts available per month, they are sold on a first-come, first-served basis.
- There is a 10-day turnaround time for eBlasts.



**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 non-delivery 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.
- INFORMS provides a 15% commission 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.

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