Overview & Subscriber Profile

Overview

Backed by our industry leading Predictive Analytics World conference series, and numerous experts contributing writers, Machine Learning Times has quickly become the most popular online portal for the greater predictive analytics community.

Our community portal provides industry insight, news and information. Subscribers sign up to take advantage of all things Predictive, including original content & blogs by industry thought leaders, industry news, webinars, whitepapers, job postings, books, event listing and more.

Machine Learning Times also features a regular newsletter sent to our entire subscription base. The newsletter delivers featured content updates and developments directly to the subscriber's inbox, providing a consistent opportunity to stay up to date on industry information while driving traffic back to the Machine Learning Times portal.

What can Machine Learning Times do for YOU?

The MLTimes portal provides a number of opportunities to help drive sales and increase brand awareness. Whether you are a software vendor, training provider or recruiter, we're glad to make Machine Learning Times work for YOU through highly effective marketing tools such as:

- **Dedicated email distribution** – You provide the message and we'll send it on your behalf to our opt-in subscribers.
- **Traditional Banner advertising** – advertise on our high open rate website and/or newsletter.

MACHINE LEARNING Times

The machine learning professionals' premier resource

Machine Learning Times Subscribers Are:

Machine Learning Times content-unique in its richness and "predictive" focus-attracts a strong readership among analytics leaders and data science practitioners, including:

- Active analytics professionals focused on leveraging predictive models and theory to maximize business return for their respective companies.
- Influential management professionals responsible for increasing ROI.
- Career enhancing analysts seeking professional insight and continuing education.
- Newcomers to the field yet to select and commit to an analytics solution-they're in the market for a product like yours.
- Machine Learning Times subscribers represent top companies and industry leaders who leverage predictive analytics for business growth and success, including:

accenture   ACTIVISION   Adobe   AMERICAN EXPRESS   Capital One   CHIPOTLE MEXICAN GRILL   CISCO

Cleveland Clinic   Deloitte.   DOW JONES   EMC²   FedEx

Google   hp   IBM   intel   intuit   Levi's   LOCKHEED MARTIN

Microsoft   PHILIPS   verizon wireless   VISA   WELLS FARGO   WILLIAMS-SONOMA

What work do you do with predictive analytics? (multiple answers allowed)

Hands-on Practitioner	53%
Manage Projects	61%
Non-Quantitative Technical Support	13%
User/Consumer of Analytics Results	28%
Decision Maker	50%

Machine Learning Times currently reaches over 13,000 subscribers

- message to a highly qualified audience
- Generate targeted, qualified sales leads

- Poll attendees and gather research
- Strengthen your company's brand
- Garner media interest and buzz

Opportunity 1 – Newsletter

Our newsletter is delivered to a subscriber list, featuring the latest articles and blogs from the Machine Learning Times Editorial team. It includes original content, industry news, and special offers from Machine Learning Times advertisers.

Statistics

- Delivery List: over 13,000 qualified emails
- 21% open rate (average)
- 14% click thru rate (average)

Exposure

- Leaderboard – Mid-location placement for embedded, maximum exposure
- Rectangle Banner – Right side placement, ideal for driving traffic or call to action
- File Types: .jpg, .gif, .png
- Maximum File Size: 35k

NEWSLETTER AD OPTIONS

Opportunity 1 – Website

Statistics

- Monthly Unique Visitors: 24,308
- Average Monthly Page Views: 28,883
- Average Time Spent on Site: 3:07 minutes

Exposure

- Leaderboard – Top Page placement for maximum exposure
- Medium Rectangle Banner – Right side placement, ideal for driving traffic or call to action
- Half Banner – Lower page placement
- File Types: .jpg, .gif, .png
- Maximum File Size: 35k

PLACEMENT OF YOUR AD ON OUR SITE

Opportunity 2 – Email Rental

- Take advantage of Machine Learning Times opt-in subscriber email database – currently 9,000
- Deliver your message directly to subscribers' inboxes.
- Limited to three sponsor emails per month

Opportunity 3– Job Posting

Post your open positions for analytics professionals on Machine Learning Times.

Opportunity 4– Content

Does your company have software or a product that you feel our Machine Learning Times subscribers would benefit from learning about?

The Machine Learning Times is now offering sponsored content packages.

Before sponsorship is agreed with a client, our editor is consulted about its suitability and has the final say on whether a sponsorship deal is accepted.

A sponsor whose branding appears on editorial content may have a role in suggesting what kind of topics are covered, but the executive editor is not obliged to accept ideas from the sponsor. The content is written and edited by the sponsor and subject to final approval.

The content is featured on our homepage under Original Content, submitted to Google News for pick up, shared via social media and spotlighted in our monthly newsletter featuring over 13,000 subscribers.

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Rate Card

Email Newsletter

Leaderboard (600 x 100)	$800 per month | $2000 3-month bundle
Medium Rectangle (225 X 225)	$500 per month | $1250 3-month bundle

Website Advertising

Leaderboard (630 x 90)	$800 per month | $2000 3-month bundle
Medium Rectangle (270 X 270)	$500 per month | $1250 3-month bundle
Half Banner (234 X 60)	$300 per month | $ 750 3-month bundle

Email List Rental

$250 per CPM   Minimum of 9,000 emails so cost is $2,250 – limited to three sponsor emails per month

Job Posting

30 Day posting $95 per listing | $50 per multiple posting

Sponsored Content

30 Day posting $750 per content listing

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Our marketing opportunities will give your products and services high exposure to thousands of data science professionals.

- Build brand awareness
- Provide product information
- Encourage trials and sign ups
- Acquire customers
- Increase loyalty
- Build prospect databases
- Drive Sales!

Contact Information:

Paul B. Gillis
Chief Revenue Officer
Rising Media, Inc.
508.208.8264 | pgillis@risingmedia.com

Machine Learning Times is
owned and managed by:

risingmedia
PREDICTIONIMPACT