

Analytics 2010 MEDIA PLANNER



This bi-monthly digital magazine takes a comprehensive look at the analytics profession through news articles, features, columns and departments. **Analytics** provides a window into applications of mathematics, operations research, and statistics, in the private and government sectors, focusing on how they drive decisions.

Analytics is published by INFORMS, the Institute for Operations Research and the Management Sciences. INFORMS is the largest membership society in the world dedicated to the analytics profession. The society publishes 12 scholarly journals and a membership magazine, organizes national and international conferences, bestows awards and prizes, and arranges for efficient communication and networking among analytics professionals.

The digital format allows readers to easily page through the magazine, share it with colleagues and click on internet links embedded in editorial and advertisements to gather more information. The zoom feature gives readers the option of paging through the entire issue or zooming in on page at will.

In addition to offering display and employment classified advertising, **Analytics** offers the option of embedding audio and video files, increasing the impact of your company's message.

SPACE	WIDTH	DEPTH
Spread (bleed)	16-3/4"	11-3/8"
Spread (w/gutter bleed)	15-1/4"	10"
1 Page	7"	10"
1 Page (bleed)	8-5/8"	11-3/8"
1/2 Page (vertical)	3-3/8"	10"
1/2 Page (horizontal)	7"	4-7/8"
1/2 Page (island)	4-9/16"	7-1/2"
1/3 Page (vertical)	2-1/4"	10"
1/3 Page (square)	4-9/16"	4-7/8"
1/4 Page	3-3/8"	4-7/8"

Advertising Rates (Color Only)			
AD SIZE	1X	3X	6X
Two-page Spread	\$927	\$834	\$741
1 Page	\$479	\$431	\$383
1/2 Page (island)	\$312	\$281	\$249
1/2 Page	\$287	\$259	\$229
1/3 Page	\$240	\$216	\$192
1/4 Page	\$172	\$155	\$138
Video	\$500 per minute		
Audio (Only)	\$200 per minute		
<i>The 3X and 6X rate represents a 10% and 20% discount (respectively) and is cost per issue.</i>			

DISPLAY ADVERTISING CONTACT:

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813.852.9942
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EMPLOYMENT ADVERTISING CONTACT:

Maria Bennett
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bennett@lionhrtpub.com

Advertising Specifications

Minimum 200 dpi
Embed all fonts and flatten transparencies
All video must be in the FLV format
All audio must be in the MP3 format

Analytics 2010

MEDIA PLANNER

Total Registered Subscribers 4,000

Analytics averaged more than 1,300 unique visitors each month in 2009. 4,000+ per issue (based on a quarterly frequency).

Title

Analyst	27.9%
Manager	19.1%
Academic	14.5%
Consultant	12%
Corporate Mgmt	11.2%
Director	9.8%
Vice President	3.9%
Other	1.6%

Primary Business

Education	18.5%
Manufacturing	16.5%
Consulting	16.3%
Business Services	6.6%
Gov/Military	6.5%
Financial Services	6.3%
Engineering	4.8%
Health Services	4.2%
Transportation	3.4%
Communications	3.1%
Retail/Wholesale	2.7%
Mining/Energy/ Utilities	2.7%
Media/Adv/Mktg	2.3%
Insurance	2.0%
Agriculture	1.1%
Construction	1.1%
Other	1.9%

INFORMS Members	29%
Non-members	71%

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2010-2011 CALENDAR SCHEDULE

	BOOK YOUR AD BY	AD MATERIALS DUE
March/April	February 1, 2010	February 8, 2010
May/June	April 5, 2010	April 12, 2010
July/August	June 7, 2010	June 14, 2010
September/October	August 9, 2010	August 16, 2010
November/December	October 4, 2010	October 11, 2010
January/February	December 6, 2010	December 13, 2010

EDITORIAL CALENDAR

	FEATURE TOPICS
March/April 2010	Revenue Management Logistics & Transportation Software Survey: Vehicle Routing
May/June issue 2010	Supply Chain Management Health Care Applications Survey: Spreadsheet Add-ins
July/August 2010	Focus on Forecasting Data Mining Software Survey: Forecasting
September/October 2010	Career Builders for Consultants Analytical Soft Skills Service Sector Analytics
November/December 2010	Analytics & the Internet Auctions & Dynamic Pricing Software Survey: Decision Analysis
January/February 2011	Managing Risk & Uncertainty Retail Science Going Green Strategies