



Media Kit 2019

Dataconomy - our media platform

Dataconomy is Europe's leading Media & events platform for the data-driven generation. We help pioneering brands share their success stories and host commentary from leading global experts in the field and connect them to our vast network of entrepreneurs, researchers and students.

The Dataconomy website is home to commentary from industry leading practitioners of all data-driven technologies, career guidance for aspiring scientists, and fascinating case studies from the companies on the cutting edge of data science.



The largest media portal focused on data-driven technologies



Large local communities across 50 cities worldwide



Access to a pool of 75,000 data scientists



Bespoke promotional campaigns including companies such as IBM Softlayer, Cloudera, Pyramid Analytics among others

Dataconomy Stats

With a widespread viewership across geographies, the Dataconomy brand has been:

- ✓ Top 50 data science brands (Onalytica, 2018)
- ✓ Listed #40 in Artificial Intelligence / Machine Learning (Onalytica)
- ✓ Positioned #14 of the most successful German StartUp (Mattermark)

The vision for the community is to provide insights, thought leadership content and career guidance for the data-driven generation, as well as help innovative brands share their success stories through relevant case studies.

In 2019 we had articles reaching views of 20k within a couple of months

Our articles focused on "Data Science" have an average of 3k views within a month of publishing

160,000.....pageviews per month

400,000.....impressions per month on Twitter

85,000.....unique visitors per month to our web page

55,000.....followers on all our social media channels

Our Audience

Data Natives:

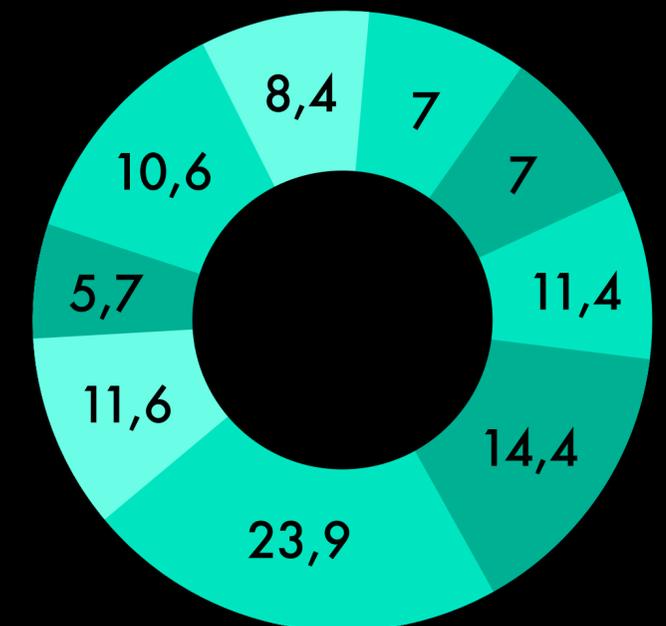
- ✓ Researchers in the fields of Big Data, Machine Learning, AI, Cloud technologies, IT & more
- ✓ Data Scientists
- ✓ Human Resources and tech talent acquisition specialists
- ✓ Tech founders
- ✓ C-level executives, corporates
- ✓ Students
- ✓ Entrepreneurs

Dataconomy:

- ✓ Top 50 data science brands (Onalytica, 2018)
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- ✓ Positioned #14 of the most successful German StartUp (Mattermark)

Occupations:

- 7%..... Founders
- 11,4%..... Students
- 14,4%..... IT Specialists
- 23,9%..... Data Scientists
- 11,6%..... Researchers
- 5,7%..... Managers
- 10,6%..... Developers
- 7%..... Executives
- 8,4%..... Other



Our media outreach



8..... accounts
48,340..... followers
442,050..... monthly impressions



28,858..... subscribers



4,019..... followers
3,500..... monthly impressions



1,800..... followers
442,050..... monthly impressions



160,000+ website page views per month



Meetup communities in 50 cities worldwide



Access to over 75,000 members

Geography

Dataconomy maintains a strong European presence. Our influence in other markets such as North America and India is on a constant rise:

Nº 1	USA	Nº 6	AUSTRALIA
Nº 2	INDIA	Nº 7	FRANCE
Nº 3	UNITED KINGDOM	Nº 8	SINGAPORE
Nº 4	CANADA	Nº 9	NETHERLANDS
Nº 5	GERMANY	Nº 10	CHINA

Data Natives presence captures Germany and US followed by India and European countries like UK, Netherlands, France and more:

Nº 1	GERMANY	Nº 6	FRANCE
Nº 2	USA	Nº 7	SPAIN
Nº 3	UNITED KINGDOM	Nº 8	GREECE
Nº 4	INDIA	Nº 9	SWEDEN
Nº 5	NETHERLANDS	Nº 10	POLAND

Newsletter Audience

Our audience grows consistently as we are adding new audience year on year to the readership, our newsletters are one of the key communication channels for our community that includes information on the latest trends in technology and Data Science, announcements, project alerts and events.

Data based on contact's IP address when they interact with emails and signup forms



Dataconomy
Newsletter Audience
9.935 Subscribers

 Top locations:

1. MOUNTAIN VIEW, CA
Usa
2. BANGALORE, KA
India
3. BERLIN, BE
Germany
4. PARIS, IDF
France
5. NEW YORK, NY
Usa

Data Natives
Newsletter Audience
15.351 Subscribers

 Top locations:

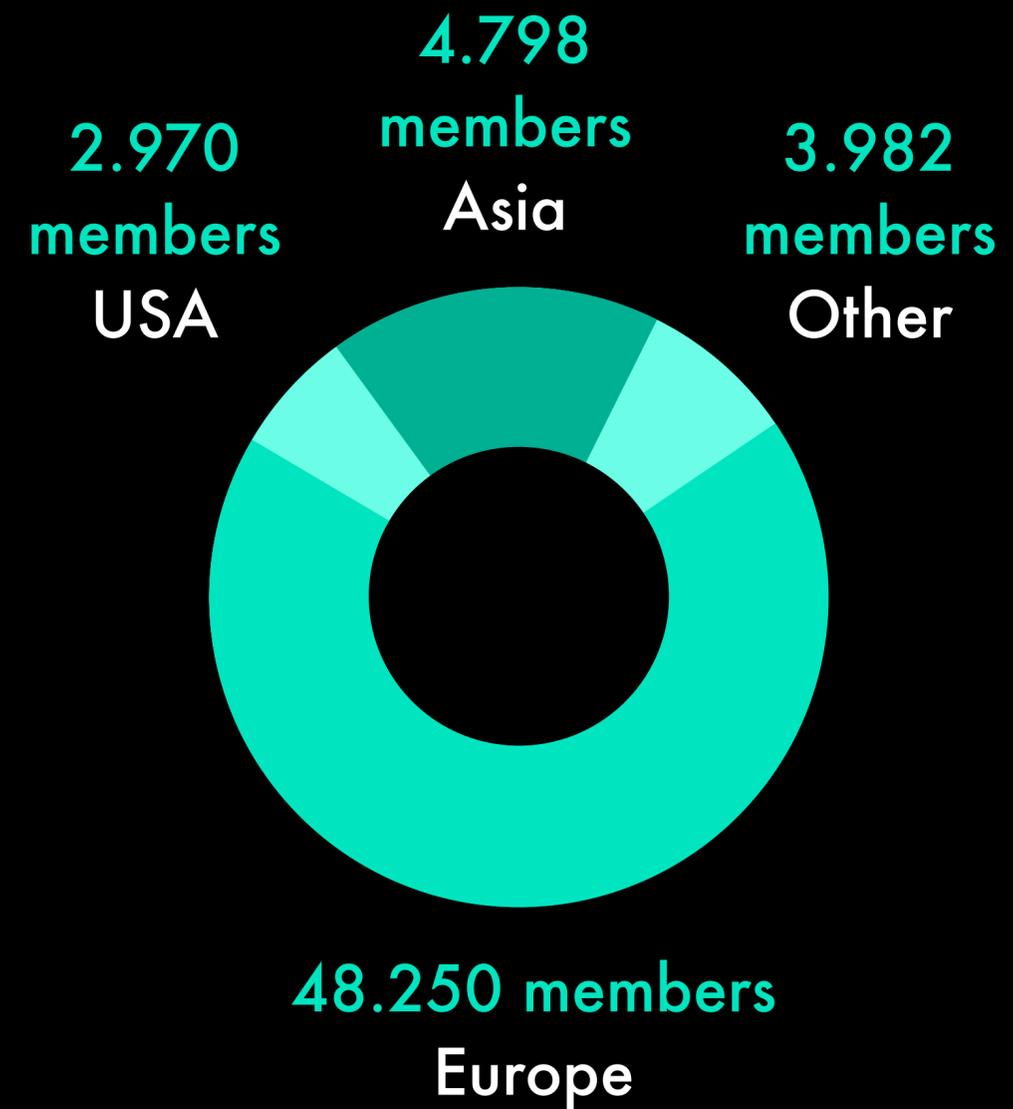
1. BERLIN, BE
Germany
2. MOUNTAIN VIEW, CA
Usa
3. PARIS, IDF
France
4. AMSTERDAM, NH
Netherlands
5. MUNICH, BY
Germany

Data Natives Community Mailings

Data Natives is Europe's biggest community of data scientists, entrepreneurs, researchers, and students.

We aspire to spark innovation across industries and throughout our vast network of data enthusiasts. We share cutting-edge research and thought-provoking content through our media platform, Dataconomy, Data Natives online magazine, newsletters and social media channels.

We have 75k+ engaged members in our community and we are growing every day. We are proud to represent data natives from all over the world.



Influencer Marketing

Our community includes some of the world's most prominent thought leaders, who offer their expertise to our audience. They all offer unique insights into the development of data-driven technologies.



Doug Laney (@Doug_Laney, **50.8K Followers**)
VP and Distinguished Analyst with Gartner's Chief Data Officer Research team. Covers data strategy, infonomics, information innovation, big data and analytics use cases, and more.



Kirk Borne (@KirkDBorne, **237.7K Followers**), data scientist, top big data influencer and professor of astrophysics and computational science at George Mason University. Spent nearly 20 years supporting NASA projects, including NASA's Hubble Space Telescope.



Rachel Wolfson (@Rachelwolf00, **9.150K Followers**), editorial professional specializing in writing about tech, specifically blockchain technology and cryptocurrency breaking news. Rachel has been named as one of the top five women working to change the world of crypto.



Stewart Rogers (@TheRealSJR **27.5K Followers**), Managing Editor at Grit Daily, a journalist, author, and speaker on AI, AR/VR, blockchain, and other emerging technology industries, and is the Analyst-at-large VentureBeat.

White Paper

White papers are a powerful tool to position your company as a thought leader, present educational research, get a message about your products and services across, and to generate leads.

Dataconomy Media provided over 15 companies with exposure for their white papers - Dataiku, SelectHub, D3M Labs, and more.

If you are in need of an in-depth content related to your industry, get in touch with us, and we will create and curate stunning white paper content.



HOME EVENTS DATA SCIENCE TECH TRENDS CONVERSATIONS CAREERS RESEARCH PAPERS

Information Technology Research Library

The top resource for free Information Technology research, white papers, reports, case studies, magazines, and eBooks.

A grid of ten white paper thumbnails, each with a title and a small image representing the document's cover. The thumbnails are arranged in two rows of five. The first row includes: "Data Science for Banking & Insurance" (Dataiku), "Banks vs. fintech: At last, it's official" (Banking), "D3M Labs Data-as-a-Service Hacks For Creating A Successful..." (D3M Labs), "Using Semantic Fingerprinting in Finance" (KnawBe4), and "The 2018 Threat Impact and Endpoint Protection Report" (KnawBe4). The second row includes: "BI Software: What Organizations Want & Which BI Tools They..." (SelectHub), "Domo vs. Dundas BI vs. Birst Competitive Report" (SelectHub), "How to do Multicloud and Keep Your Job" (SelectHub), "How to Transform Employee Worst Practices Into IT Security..." (KnawBe4), and "Compare Business Intelligence Software Costs & Pricing" (SelectHub).

Data Science for Banking & Insurance

Banks vs. fintech: At last, it's official

D3M Labs Data-as-a-Service Hacks For Creating A Successful...

Using Semantic Fingerprinting in Finance

The 2018 Threat Impact and Endpoint Protection Report

BI Software: What Organizations Want & Which BI Tools They...

Domo vs. Dundas BI vs. Birst Competitive Report

How to do Multicloud and Keep Your Job

How to Transform Employee Worst Practices Into IT Security...

Compare Business Intelligence Software Costs & Pricing

Partnership Opportunities

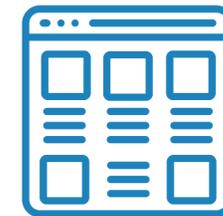
The easiest way to begin a campaign is to submit guest content.

We guide you in crafting content that genuinely resonates with our audience, driving reach and engagement in a way that typical “sponsored content” cannot match.

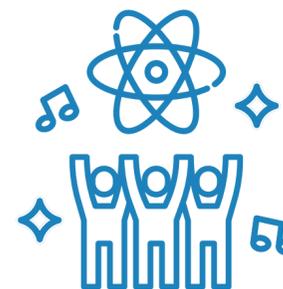
From there, we will continue to push out your message through our social media channels, where it can be freely shared by data enthusiasts.



The largest media portal focused on data-driven technologies



Access to a pool of more than 120,000 data scientists



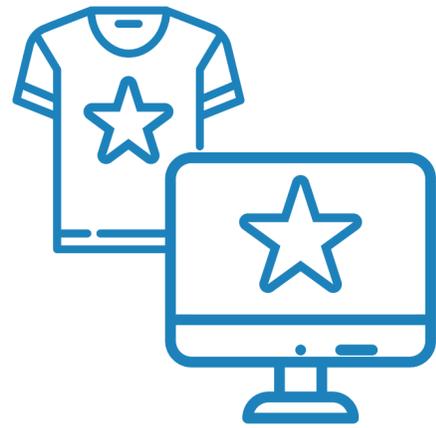
Access to Data Natives, Europe’s largest Data Science Community and our exclusive events network

A group of four women are shown in a meeting setting, looking at a laptop screen. The image is overlaid with a teal color. The text is white and positioned in the center-left area.

"I've had the experience of working with Data Natives twice over the last couple of years and in both instances, the experience has been great! The team is dedicated, driven, client and result oriented, they have a pulse on the data scientist community, couldn't recommend them enough"

– Divya Handa
WW Product Marketing Lead - Cloud Platform
Strategic Tech Partnerships (Europe)
IBM Cloud GDPR Portfolio and content Lead
IBM Cloud

Offers



Branding
Your Logo
Online & Offline



Digital Marketing
Via Websites
& Events



Speaking
Slot &
Exhibition



Promotions
Via Social Media
& Newsletter

Pricing & Packages: In-Depth Guest Content

<p>In-depth guest content on Dataconomy/Data Natives with editorial guidance</p>	<ul style="list-style-type: none">✓.....One dedicated article on Dataconomy✓.....Get featured loud and clear in our newsletter✓.....One week of regular social media posts on our LinkedIn, Twitter and Facebook channels✓.....Customised newsletter with your content✓.....Your content as the banner article on our website for one week.✓.....One backlink to your company website.
<p>Price by request</p>	

Pricing & Packages: Press release or Announcement content

<p>Press release or announcement content with editorial guidance</p>	<ul style="list-style-type: none">✓.....One post included on Dataconomy media platform with a backlink to our website✓.....One Share on our social media channels✓.....Press Release included in our weekly newsletter
<p>Price by request</p>	

Some of Our partners



Deloitte.



Deutsche
Telekom



data
iku



PHILIPS



Lufthansa

cloudera



ORACLE®



cortical.io



Hewlett Packard
Enterprise



Allianz 

Google

EXASOL

Kreditech



startupbootcamp

Customer Stories

Gründerallianz

122.500 data practitioners

963 participants reached at **13** events.

24.200 of impressions on targeted mailing campaign

39.200 data scientists reached in **28** locations via newsletter

54.100 impressions on our targeted social media campaigns



Customer Stories

IBM

825 data scientists, engineers, analysts reached through curated network outreach to Data Natives expert community

24.051 members of 7 Data Natives DACH region groups

29.829 newsletter recipients were reached through Data Natives and Dataconomy Media newsletter campaigns

105.038 number of data scientists reached in total



Customer Stories

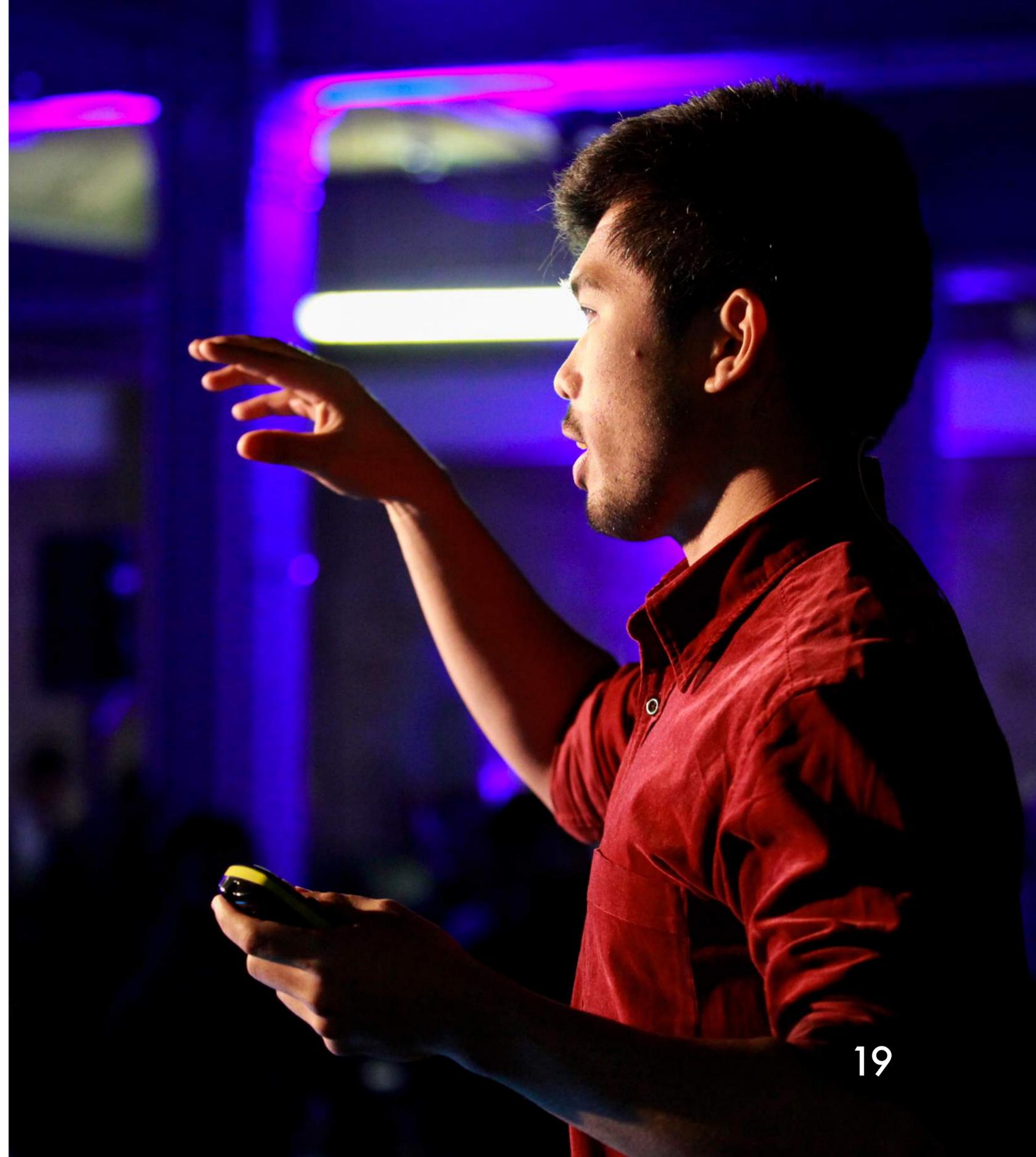
Dataiku

687.419 impressions (09-11/2018) on DataNatives & Dataconomy own social Media Channels. DN18 Website reached **40.836** people and counted **122.400** page views

involvement of community with **75,000** meetup members in 50 cities via 18 meetup events in September and October 2018

official event hashtag #DN18 reached **5.5 million** impressions

article for Dataiku reached **1.500+** views



A la Carte

1 Dataconomy or Data Natives.....price by request
Newsletter Inclusion

1 Customised newsletter.....price by request

1 Dedicated article on Dataconomy.....price by request

1 Post on all social media channels.....price by request
(1 Facebook, 1 Twitter, 1 LinkedIn)

1 Week of regular social media.....price by request
posts on our LinkedIn, Twitter
and Facebook channels

1 Meetup message:price by request
50 cents per member

Influencer marketing.....price by request

Intro to our Network of Media.....price by request
(success fee)

Your content as the banner.....price by request
article on our website for one week

1 backlink to your company website.....price by request

White paper:.....price by request
Research, writing, publishing

White paper:.....price by request
Publishing and lead collection

Meet the Team



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Thank You

[DATACONOMY.COM](https://dataconomy.com)