DATACONOMY

Media Kit 2020

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

Dataconomy:

✓ Top 50 data science brands (Onalytica, 2018)

✓ Listed #40 in Artificial Intelligence / Machine Learning (Onalytica)

✓ Positioned #14 of the most successful German StartUp (Mattermark)

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

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
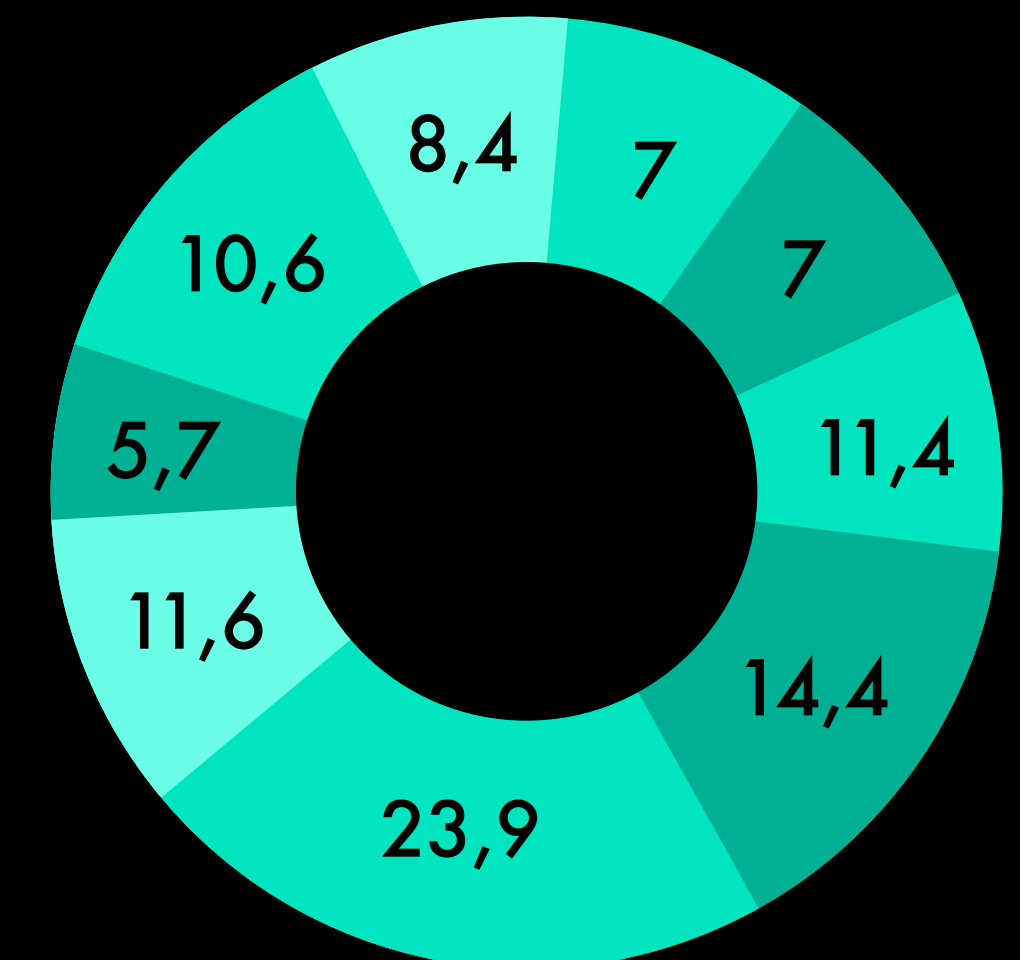
Our media outreach
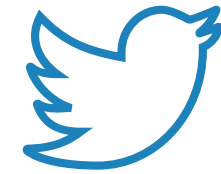
8 .... accounts
48,340 .... followers
442,050 .... monthly impressions

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:

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

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

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

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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.

4.798 members
Asia

2.970 members
USA

3.982 members
Other

48.250 members
Europe

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.

Join the club of 78000+ data natives

Data is no help without diverse, smart and passionate data professionals.

To let collaborations flow in a fruitful environment supported by the highest quality educational content from industry leaders, we have created the *Data Natives Club - a space to connect, interact and learn.*

Partner up with DN Club for sponsored content contributions and get:

> Online access to a targeted yet global group of data professionals who are looking to discover, test and use new products;
> Opportunities for business development and sales via specialised educational content distribution;
> Targeted attention to your products and lead generation via live educational content, "ask me anything" sessions, participation in online courses & more;
> Talent scouting and recruiting among a dedicated group of data specialists via setting community challenges and recruiting platform

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.

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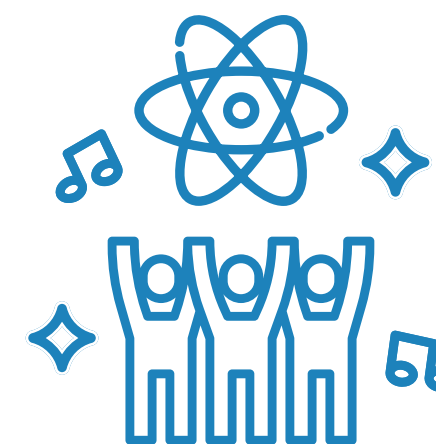
From there, we will continue to push out your message through our social media channels, where it can be freely shared by data enthusiasts.

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

"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
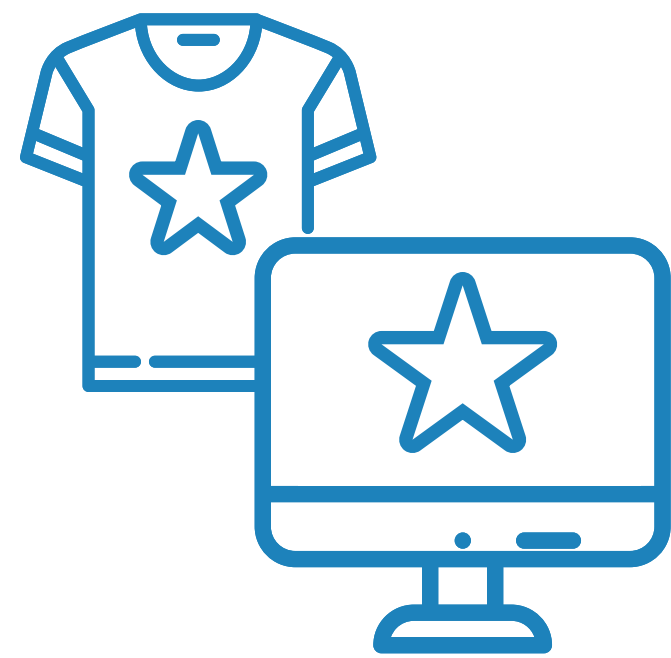
Branding
Your Logo
Online & Offline

Digital Marketing
Via Websites
& Events

Speaking
Slot &
Exibition

Promotions
Via Social Media
& Newsletter

Pricing & Packages: In-Depth Guest Content

In-depth guest content on Dataconomy/Data Natives with editorial guidance

Get in touch:
editor@dataconomy.com

✓ 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.

Pricing & Packages: Live educational events & courses

Live educational events & courses	✓ A series of 4 webinars dedicated to specific topic
	✓ Regular social media promotion
	✓ Inclusion in our weekly newsletter
Get in touch: editor@dataconomy.com	

Pricing & Packages: Press release or Announcement content

Press release or
announcement content
with editorial guidance

Get in touch:
editor@dataconomy.com

✓ 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

Some of Our partners

IBM Deloitte. kx SAP Deutsche Telekom dataiku zalando PHILIPS

Lufthansa cloudera CISCO ORACLE cortical.io DATATORRENT Hewlett Packard Enterprise

GERMAN ACCELERATOR Allianz Google EXASOL Kreditech skyscanner 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
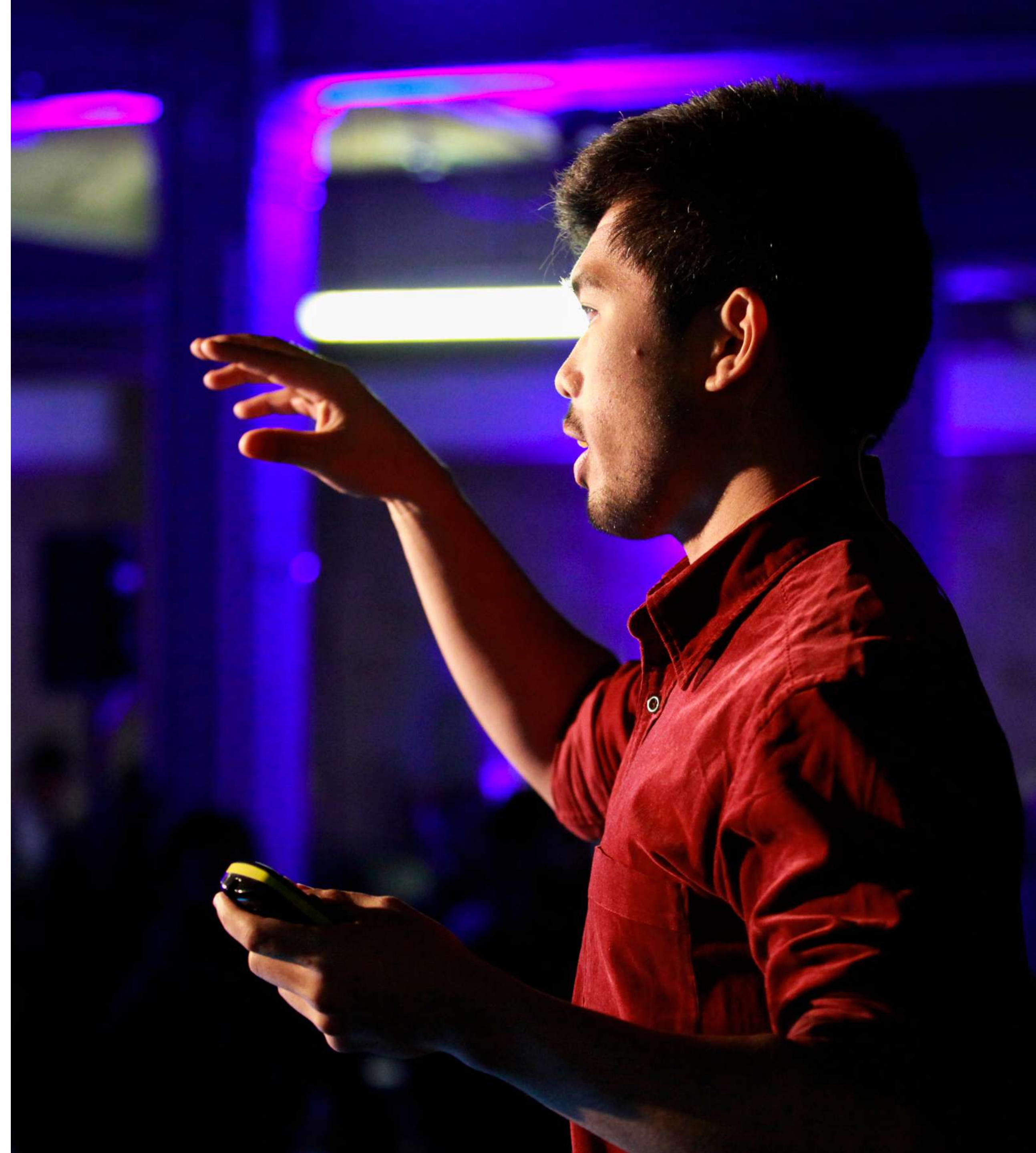
A la Carte (price upon request)

1 Dataconomy or Data Natives
Newsletter Inclusion

1 Customised newsletter

1 Dedicated article on Dataconomy

1 Post on all social media channels
(1 Facebook, 1 Twitter, 1 Linkedin)

1 Week of regular social media
posts on our Linkedin, Twitter
and Facebook channels

1 Meetup message: 50 cents per member

Influencer marketing

Intro to our Network of Media
(success fee)

Your content as the banner
article on our website for one week

White paper:
Research, writing, publishing

White paper:
Publishing and lead collection

1 webinar (including lead generation for
up to 100 participants):

Meet the Team

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Thank You

DATACONOMY.COM