VERDICT

AI

Make artificial intelligence work for your business

MEDIA INFORMATION 2018

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Artificial intelligence is perhaps the single most important issue facing businesses today. It has the potential to transform operations, increase revenue and reduce overheads, with the automation of many tasks allowing businesses to become more streamlined and efficient.

However, it can also result in job losses, potentially affecting staff morale and client confidence, and can be challenging for businesses to get right without wasting money on ineffective products.

Which is where Verdict AI comes in. This publication is designed to provide intelligent, actionable insight into the latest developments in artificial intelligence and how businesses can really use them to improve their operations. We also provides reliable insight into the true process of automation, from keeping employee morale high, to which tasks are truly suited to being replaced by algorithms. And, most importantly, we don't expect you to already be an expert; we provide the information you need to keep your business ahead of the pack in clear, concise language.

CONNECT WITH A CAPTIVE AUDIENCE

Verdict AI goes out to 118,000 executives, senior managers and key decision makers from across the full spectrum of industries who are interested in using artificial intelligence to innovate and improve their operations

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IN VERDICT AI ISSUE ONE:

READ ISSUE 1 NOW

- The company making **humanoid robots for manufacturing** shares how they encourage employee acceptance and reduce operational costs
- How startup Brolly is bringing **artificial intelligence to the growing insurtech industry**
- We discover how **the finance industry is embracing bots** to improve its services

- How **driverless delivery vehicles** are set to solve a longstanding e-commerce problem: low-cost orders
- **Sphero robotics** shares the company's plans for home and office robots through spinout Misty Robotics
- And **much more**
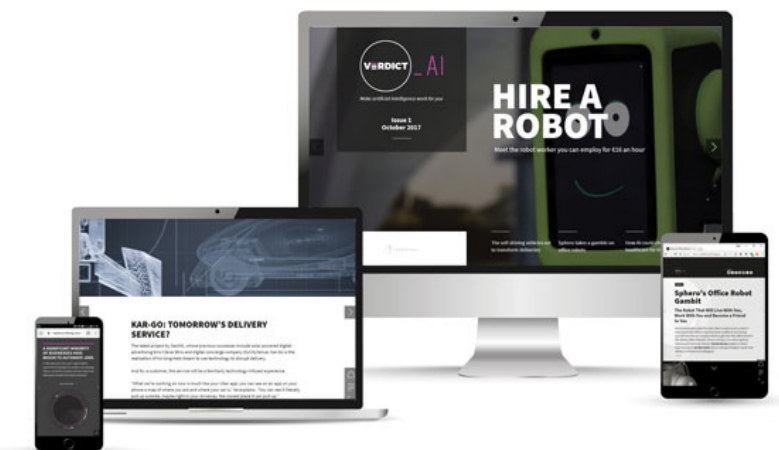
FUTURE ISSUES:

Issue 2: December
We hear from Hanson Robotics about how their humanoid robots could change the way companies interact with their customers

Issue 3: February
We hear from John Krafcik, CEO of Google's self-driving car arm Waymo about the technology's future potential

Issue 4: April
We hear from Max Tegmark, MIT professor and co-founder of the Future of Life Institute, about how AI could transform the way businesses operate

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A WORLDWIDE REACH

We can help you communicate directly with the key decision-makers: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SNAPSHOT OF READERS

C-Level executives

105,000

Decision makers

83,000

Europe **57%**
North America **21%**
Australia & Pacific **6%**
South East Asia **5%**
Asia **4%**
Africa **3%**
Central & South America **2%**
Middle East & North Africa **2%**

BRINGING YOUR VISION TO LIFE

All of our advertisers benefit from our in-house design team's expertise in creating beautiful and engaging adverts, allowing you to show off your brand with maximum impact. Our designers work directly with each client to create an advert that is tailored specifically to the client's requirements. From video ads to animated product galleries, and from stunning minimalist pages to stylish interactive adverts – our designers have built it all.
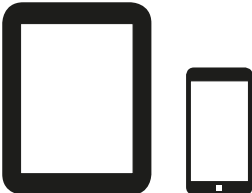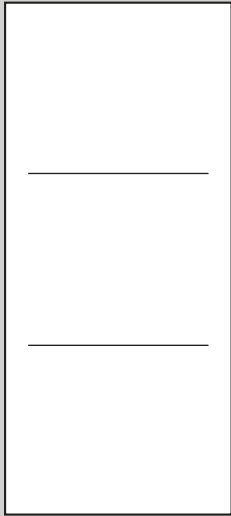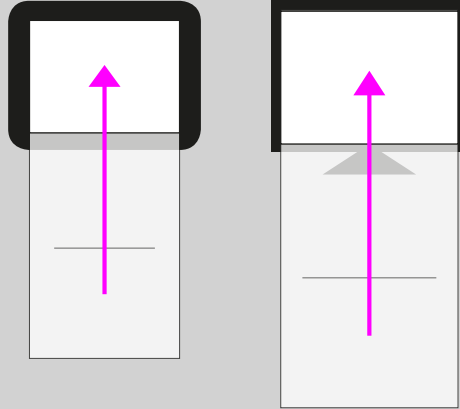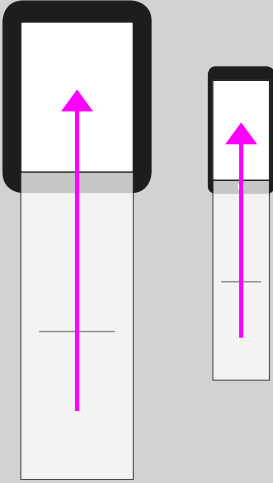
INTERACTIVE LEAD PAGE

Full page advert with interactive elements and optional video content, linked to your website.
- Engage and inform potential clients
- Maximise brand visibility
- Increase brand awareness
- Generate new sales leads
- Drive traffic to your website
- Measure ROI

MULTI-PAGE ADVERTS

Our multi-page option gives you the freedom to add extra pages on a vertical scroll, allowing you to combine additional text, images, interactive elements or video content to create a package to suit your brand's needs.

Encourage the reader to scroll down through up to 7 pages to explore your products in more detail. Additional pages can include text, video, picture galleries and interactive elements.

IF YOU BUY	YOU GET THIS IN HORIZONTAL ORIENTATION	A PORTRAIT VERSION OPTIMISED FOR TABLET AND MOBILE DEVICES
Interactive lead page	Up to 250 words of copy per page. Requires creative and materials.	Content will be restructured and optimised for smaller screens
Scroll pages	Multi-page option on a vertical scroll. Additional charge for each page. Requires creative and materials.	Content will be restructured and optimised for smaller screens

ADVERTISING OPTIONS: EXAMPLES OF ADVERT TYPES
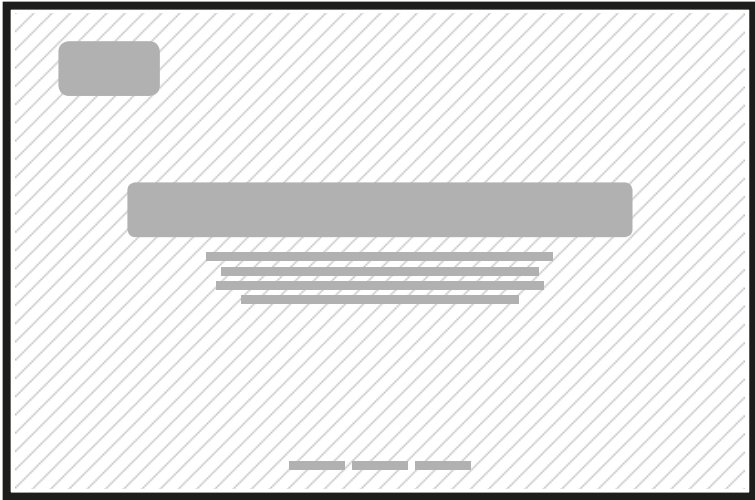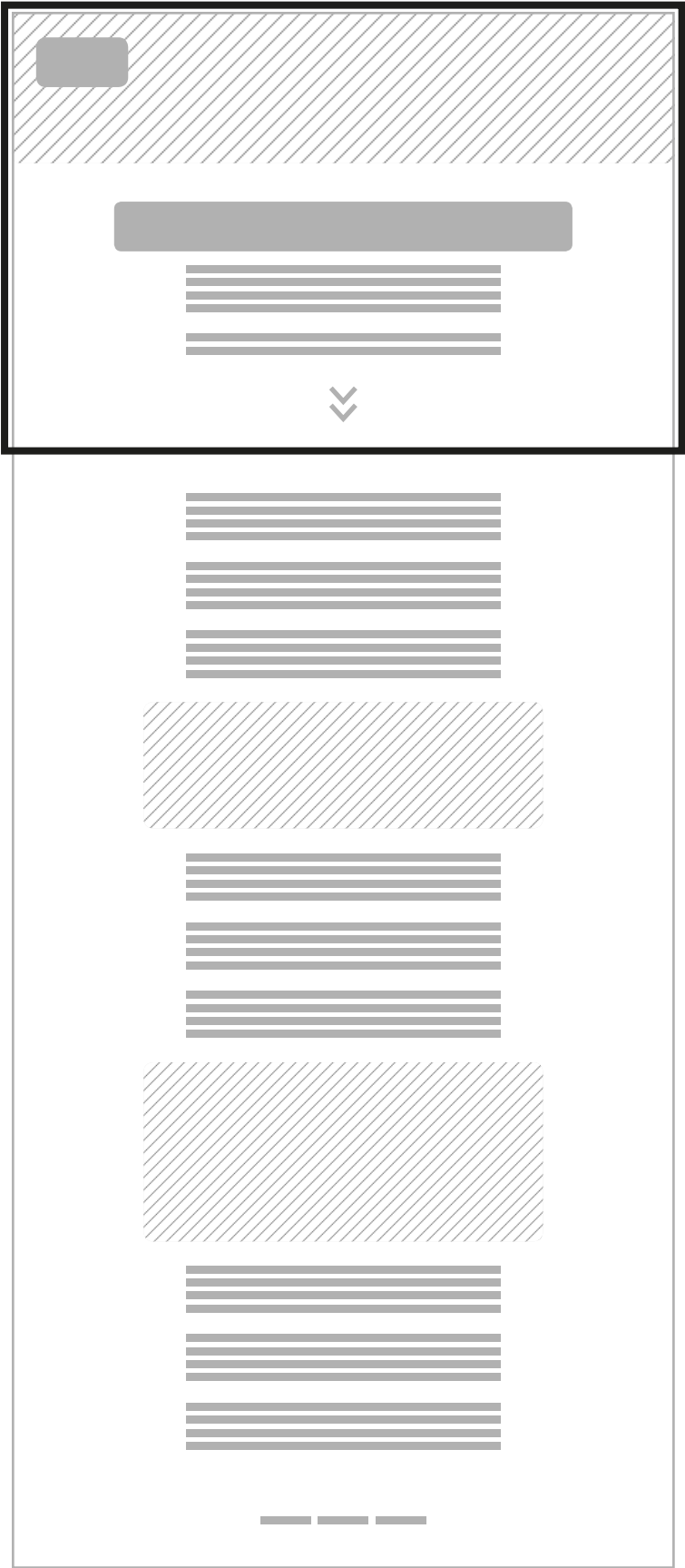

FULL SCREEN IMAGE

SPLIT SCREEN

SCROLLING

IMAGE SLIDESHOW

All adverts will be optimised for tablets and mobile devices in portrait view.

FULL SCREEN VIDEO
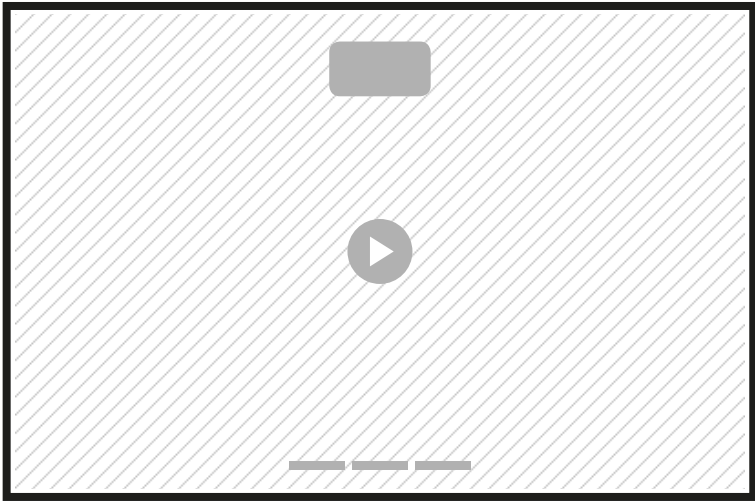
SINGLE-LEVEL POPUP NAVIGATION

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FULL ISSUE SPONSORSHIP

THOUGHT LEADERSHIP

Sponsoring an edition gives your company the most prominent, high-profile position throughout the magazine. Increase awareness of your company among a highly targeted audience by having your logo on the front cover and the contents page of the sponsored edition, and on all mail-outs promoting the edition. This package includes a multi-page advert with two additional scroll pages.
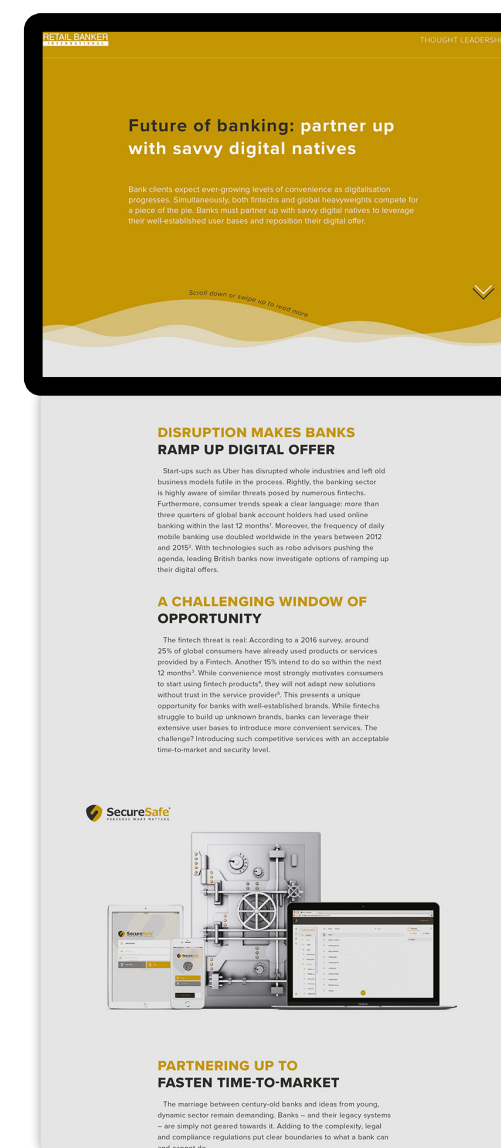
Our Thought Leadership option allows you to present a full article of up to 800 words to our readers, beautifully designed in a template that fits with the editorial content of the magazine.

NO TECHNICAL KNOWLEDGE NEEDED
WE DESIGN AND BUILD YOUR ADVERT FOR YOU

Don't worry if you're not technical, or don't have the resource to design your advert. Our design team will work with you to create your advert with your basic materials. In this case, all you need to supply is the following:

- Any images and logos you would like to include. Images in RGB and as high resolution as possible. Logos ideally vectored .eps files
- Text (inc contact details and links) as a Word document - Up to 250 words per page you have booked
- Company brand guidelines if available (fonts, colours etc)
- Design brief as a guide for our designers, covering what you would like to include in the advert, along with any ideas on how you would like the advert to look

ISSUE SPONSORSHIP
If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution **.eps**, **.ai** or **.tif** file.

SUBMITTING YOUR ADVERT
Please email materials to:
copy@pmgoperations.com

Please note: Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service such as Dropbox or Wetransfer.

PREFER YOUR OWN TEAM TO DESIGN YOUR ADVERT?

If you would like to supply your own design, please submit your advert according to the specifications on the right. We will require the final design plus all elements as separate files (see above) in order to build your advert. If you need further information, please contact your client services executive and we'll be happy to help.

Once our design team have built the advert from your design, they will provide you with a link to view the fully functioning page. This will include restructured versions of your advert that have been optimised for tablet and mobile devices in portrait mode, which can be viewed either with a tablet or mobile device or by resizing your web browser. Please note that mobile versions will contain no animation.

Document size: 960x655 pixels (Width x Height)

We can accept the following files:
- Photoshop and Illustrator files and most image formats
- PDFs
- Packaged InDesign files

- **Videos:** Most popular video formats. 100MB max

If you would like to provide layouts for mobile and tablet devices viewed in portrait mode please use these screen sizes as a guide:
Tablet: 768x820 pixels (WxH)
Mobile: 480x670 pixels (WxH)

Body text minimum font size recommendation:
Desktop 16pt, Tablet 19pt, Mobile 22pt

IF YOU ARE PROVIDING THE DESIGN DON'T FORGET TO SEND ALL THE ELEMENTS OF THE ADVERT AS SEPARATE FILES SO THE DESIGN TEAM CAN BUILD IT. IMAGES SHOULD BE AS HIGH QUALITY AS POSSIBLE. LOGOS PREFERABLY IN .EPS FORMAT. PLEASE ZIP ALL FILES AND FOLDERS BEFORE SENDING.

Please submit your Thought Leadership article according to the following specifications.
If you need further information, please contact your client services executive and we'll be happy to help.

Your content:

The Thought Leadership article is an opportunity to share information about your company's expertise and services with your peers. Aim to write a general introduction before moving on to more in depth details about a particular product or service that you offer. Bear in mind that a highly technical piece is inappropriate for the readership and the publication as a whole.

The article will be labelled 'Thought Leadership'. We will lay the page out with a headline, stand first, main text, pull quote, contact details and supporting elements such as tables or images. You can write the article in prose form, or in a questions & answers style.

Article smust be:

- Informative: they must add to the knowledge base
- Original: they should not, ideally, have been published previously
- Appropriate for the readership in terms of register and tone.

Please bear in mind the following points:

- The maximum word count for the article body is 800 words. In addition, please supply a headline, standfirst (introduction to the article, up to 50 words) and captions for your images.
- We encourage you to submit up to three supporting elements such as images and tables as this will make for a more visually interesting page.
- We will not publish company logos in these articles.
- The sub-editor will cut anything they consider inappropriate, irrelevant, libellous etc.
- They will also correct grammar and spelling, and may restructure the article if necessary
- All text must meet our house style to ensure quality and consistency.
- Contact details will consist of your company name and up to two further pieces of information, for example website address, telephone number or email address.

Issue sponsorship

If you have purchased a full issue sponsorship as part of your package, please supply your company logo in .eps format in addition to the other materials.

Submission:

- You can submit your article by email in a Word document.
- Please provide all images in .tif, .jpg, .png or .eps format at high resolution (minimum of 300dpi).
- All images must be supplied as separate image files. We can't accept images embedded in Word documents or Outlook messages as the image quality would not be sufficient.
- Please email materials to **copy@pmgoperations.com**
- **Please note:** Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service such as dropbox or wetransfer.

Post-submission

You will receive a fully laid-out proof of your article for review prior to publication.

We reserve the right to return articles that do not meet the standards of the publication.