



This quarterly, digital magazine provides 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, focusing on how they drive business 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.

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2009 CALENDAR SCHEDULE

	AD BOOKING	AD MATERIALS DUE
Spring 2009	February 10, 2009	February 17, 2009
Summer 2009	May 23, 2009	May 30, 2009
Fall 2009	August 13, 2009	August 20, 2009
Winter 2009	November 20, 2009	November 27, 2009

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"
2/3 Page (vertical)	4-9/16"	10"
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"

Total Registered Subscribers

2,300 (12/30/08)

Analytics currently averages more than 1,300 unique visitors each month, that's 4,000+ per issue.

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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2009 EDITORIAL CALENDAR

	TOPIC	DESCRIPTION
Spring 2009	Homeland Security	Analytics in action: detecting terrorists and responding to potential attacks.
	Applying Science to the Art of Business	Preview of 2009 INFORMS Practice Conference in Phoenix, Ariz.
	Statistical Analysis Software	Survey includes directory of vendors and compares capabilities of products.
Summer 2009	Consultancy Makeover	How merger mania has impacted the analytical-oriented shops.
	Global Optimization	Overview of interesting analytical applications from around the world.
	The 'Super Bowl' of Analytics	Results from the 2009 Franz Edelman competition crowning world's best application.
Fall 2009	Supply Chain 101	Managing risk and uncertainty; meeting new challenges and complexity.
	Lean, Mean Manufacturing	The new business model for industry in the wake of the Big Three meltdown.
	The High Cost of Living (Well)	Can analytics curb rampant inefficiency in the nation's healthcare system?
Winter 2009	Services Sciences	What is it and how can analysts cash in on this emerging field?
	Career Choices	Everything you need to know about being an analyst but were afraid to ask.
	Simulation Software	Survey includes directory of vendors and compares capabilities of products.