Automation Today

The only dedicated B2B publication focused squarely on the Software Automation, IA, RPA, Process Mining, BPM, Low Code, Hyper Automation and AI space.

- Media Kit -

2023

Steven Casco | Founder & CEO | 978.761.9198 | Steve@AutomationToday.net

RPA Today© is Now Automation Today℠!

When RPA Today© launched in late 2019, the AI revolution had barely begun. Since then, and especially in the last year, AI-driven technologies have become the norm across an enormous range of industries. Few spaces have felt AI's impact as much as process automation. RPA and AI have combined to create an intelligent automation ecosystem that is more powerful and has more applications than ever.

While RPA Today has always covered the entirety of the process automation technology space, our team felt it was time our name reflected the industry's evolution. In September, RPA Today will become Automation Today℠.

The changes in this dynamic industry are echoed in our readership. Over the course of just a few years we have watched subscribers in a dozen initial business categories explode into thousands of individuals representing more than 60 industry verticals consuming our content week after week.

Those readers and technology providers in the space understand how the industry has changed and they expect us to change with it. We intend to deliver by covering every aspect of AI-powered software automation and we will do it under the all-encompassing banner of Automation Today.

RPA is but one tool in the toolbox of developers automating business processes for an ever-expanding universe of end users. Automation Today will continue to provide our readers news and information on RPA, but we will also highlight the full range of automation technologies including AI, business process management, intelligent automation, natural language processing, process mining/process intelligence and more. We will also continue to cover people in the industry and how process automation is taking the public sector by storm.

We are excited for this new chapter and can't wait to serve the software automation industry as Automation Today!

Steven Casco, Founder & Publisher
Steve@AutomationToday.net

Automation Today

AutomationToday MEDIA KIT 2023
NEWS FOR THE AI-POWERED INTELLIGENT AUTOMATION ECOSYSTEM

WHO WE ARE:

Automation Today is the only dedicated B2B publication focused squarely on the Software Automation, IA, RPA, Process Mining, BPM, Low Code, Hyper Automation and AI space. Our online publication attracts approximately 600+ unique visits per day, with a subscriber base that has grown to over 15,000 readers. Our uniquely focused content is also open and viewable to any visitor.

OUR EXECUTIVE AUDIENCE IS LOOKING FOR:

- a reliable source for Software Automation, RPA, IA, Process Mining & AI news, information and education
- a trusted place to vet potential solution providers
- a central location to learn about the latest developments and best practices
- a thriving Software Automation community to belong to
- an alternative to trade shows

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- Staffing and Recruiting
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- Telecommunications
- Textiles
- Transportation/Trucking/Railroad
- Utilities
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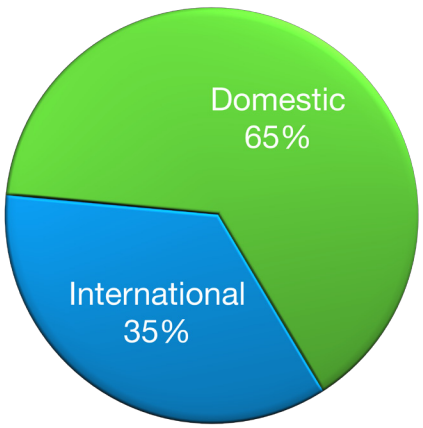
- Wholesale
- Wine and Spirits

OUR AUDIENCE: For advertisers & sponsors, Automation Today offers a chance to effectively reach more top decision makers at potential customers & partners through a wide range of channels.



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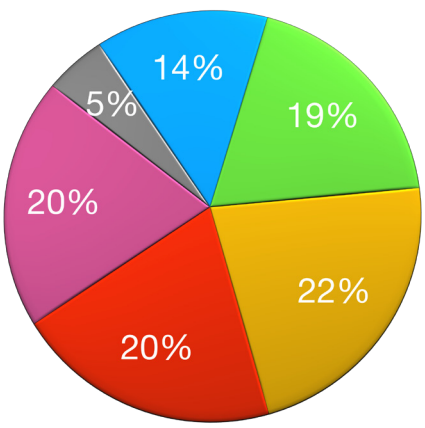

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OUR OFFERINGS:

- Automation Today Portal [AutomationToday.net]
- Automation Today Newsletter
- Co-Branded Original Content
  - Webinars
  - Whitepapers
  - Surveys / Primary Research
  - Special Email Blasts

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Webinars/ eLearning have averaged between 250-300 signups per event...

WEBINARS / VIRTUAL EVENTS: $15K

- Generate New Leads
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- Qualify Prospects
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Co-branded webinars facilitated by Automation Today editorial staff will catapault your brand into the realm of thought leadership with both potential and existing customers. E-learning will also help your sales team connect with qualified prospects and move each contact to the next stage of the funnel. And, by co-branding and co-promoting each online e-learning event with us, you will reach a much larger audience and benefit from Automation Today's reputation for impartiality and unbiased coverage.

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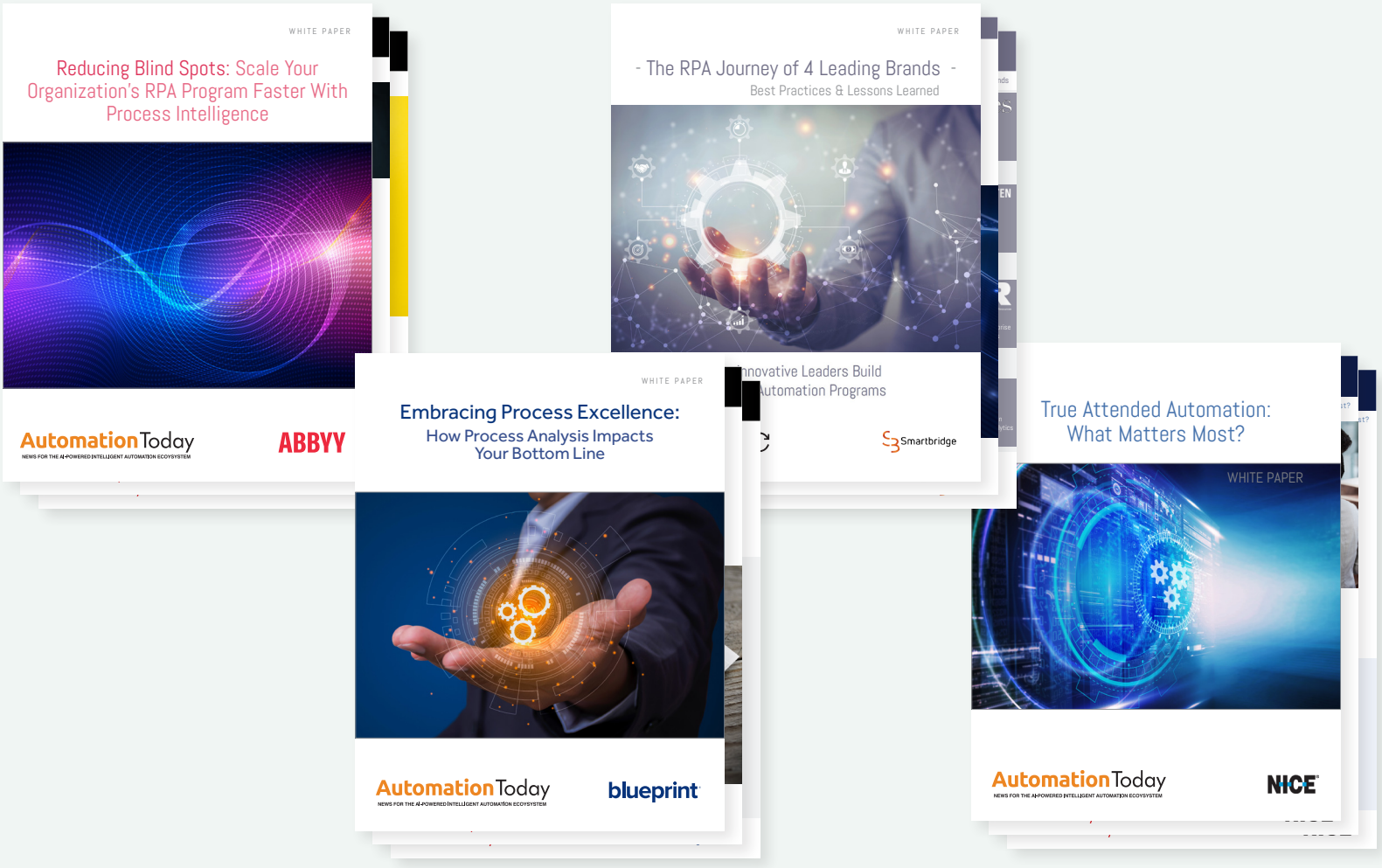
WHITE PAPERS & PRIMARY RESEARCH: $20K / $30-50K

Thought leadership, on both an individual and corporate level, is derived from having your name and face associated with effective ideas. Apply your expertise to the problems faced everyday by RPA Today readers in original content distributed to our readers via all of our media channels.

Bylined viewpoint articles, white papers and primary research—that you've already spent time and effort on internally or that you work with our editorial team to produce under your name—will enhance your value and your company's standing in the automation industry. Paid and free opportunities to reach our audience with your thoughts and data exist in this category.



SPECIAL EMAIL BLASTS: $5K

Do you want to reach Automation Today's influential readership with a message that requires more than a banner ad? Our staff can give your communication the attention it deserves in a specially designed and formatted HTML email that can be sent to our entire subscriber list.

Work with us to craft a communication that enables more thorough corporate messaging with a look and feel that's consistent with your marketing strategy.

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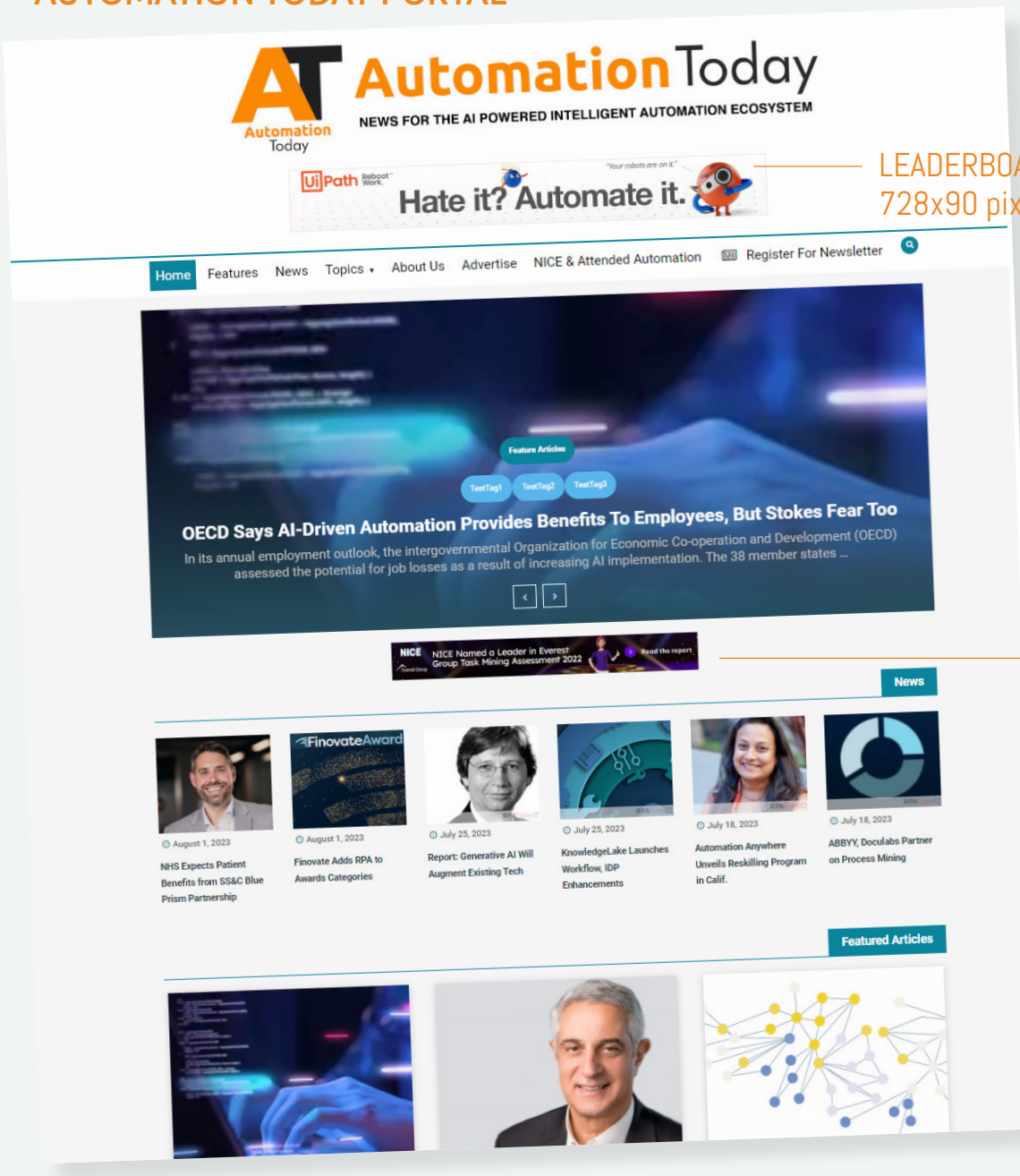
AUTOMATION TODAY PORTAL



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AVERAGE BANNER CLICK THROUGH RATES: 0.7-1.6%

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AutomationToday.net is regularly updated with feature articles that include deep-dive pieces on the biggest news stories in the RPA space; company profiles focusing on technology, software and other providers serving everyone from the biggest global technology companies to the hottest new startups; viewpoints from respected executives examining the most pressing issues in IA, AI and RPA.

Ad Placement	Pricing*
Leaderboard Banner	$5K a month/ 3 month minimum
Medium Rectangle	$5K a month/ 3 month minimum
Vertical Banner	$3K a month/ 3 month minimum
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AUTOMATION TODAY PORTAL

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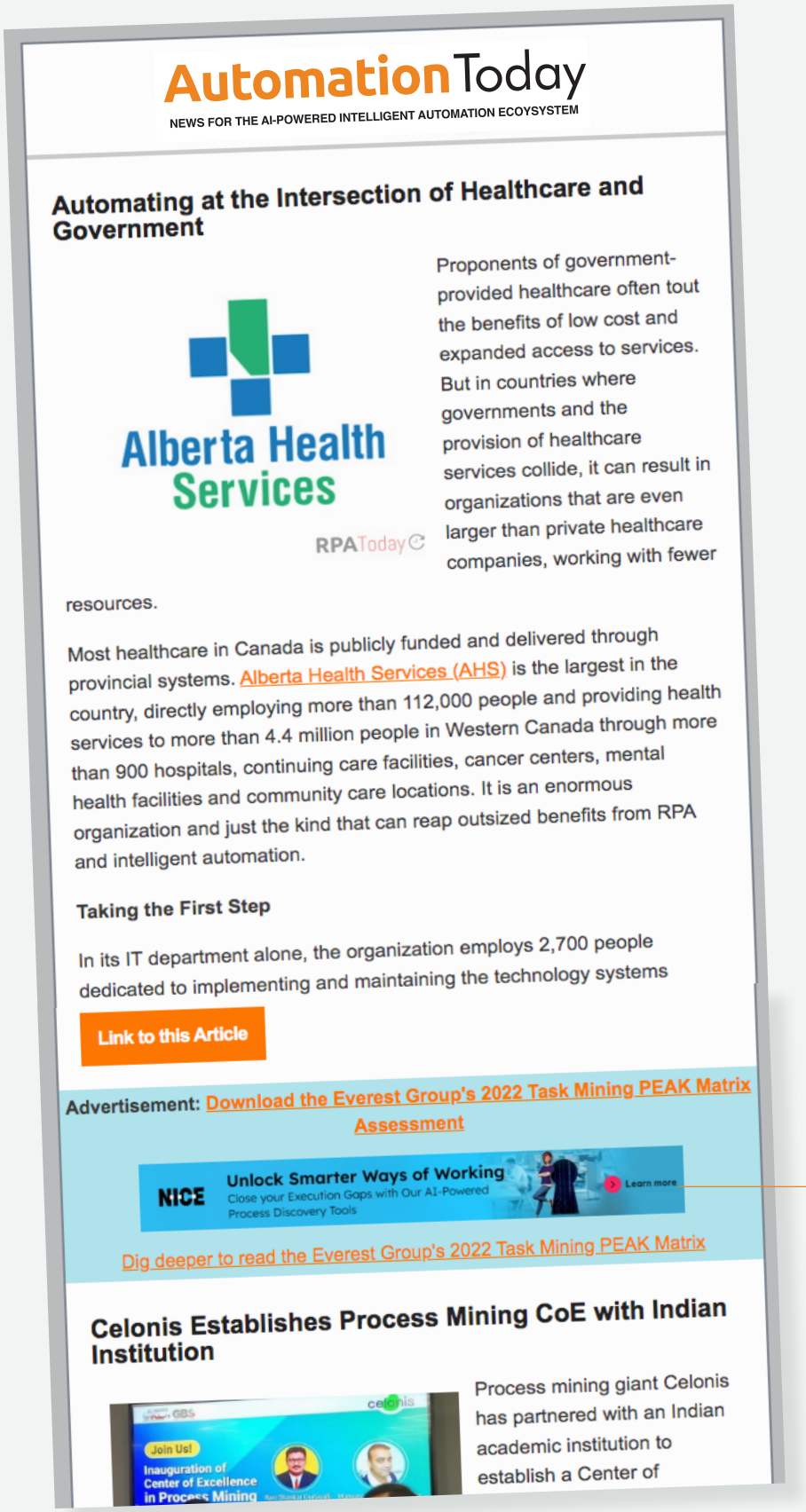
RPA TODAY NEWSLETTER



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Automating at the Intersection of Healthcare and Government

Alberta Health Services

RPAToday

Proponents of government-provided healthcare often tout the benefits of low cost and expanded access to services. But in countries where governments and the provision of healthcare services collide, it can result in organizations that are even larger than private healthcare companies, working with fewer resources.

Most healthcare in Canada is publicly funded and delivered through provincial systems. Alberta Health Services (AHS) is the largest in the country, directly employing more than 112,000 people and providing health services to more than 4.4 million people in Western Canada through more than 900 hospitals, continuing care facilities, cancer centers, mental health facilities and community care locations. It is an enormous organization and just the kind that can reap outsized benefits from RPA and intelligent automation.

Taking the First Step

In its IT department alone, the organization employs 2,700 people dedicated to implementing and maintaining the technology systems

Link to this Article

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Celonis Establishes Process Mining CoE with Indian Institution

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Process mining giant Celonis has partnered with an Indian academic institution to establish a Center of

AVERAGE OPEN RATE: 28-30%

The AutomationToday newsletter is published and distributed via email once a week to all AutomationToday subscribers. It tracks the most recent news and events and packages the stories in a brief, easily digestible format, delivered to our readers' inboxes. Your banners are featured in a formatted HTML email adjacent to the most topical RPA-related stories of the day and served directly to AutomationToday's growing list of thousands of subscribers.

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Standard Banner	$3K per month / 3 month minimum

Acceptable Formats: (All files must be 35K or less)

- Static GIF, PNG or JPG
- Animated GIF

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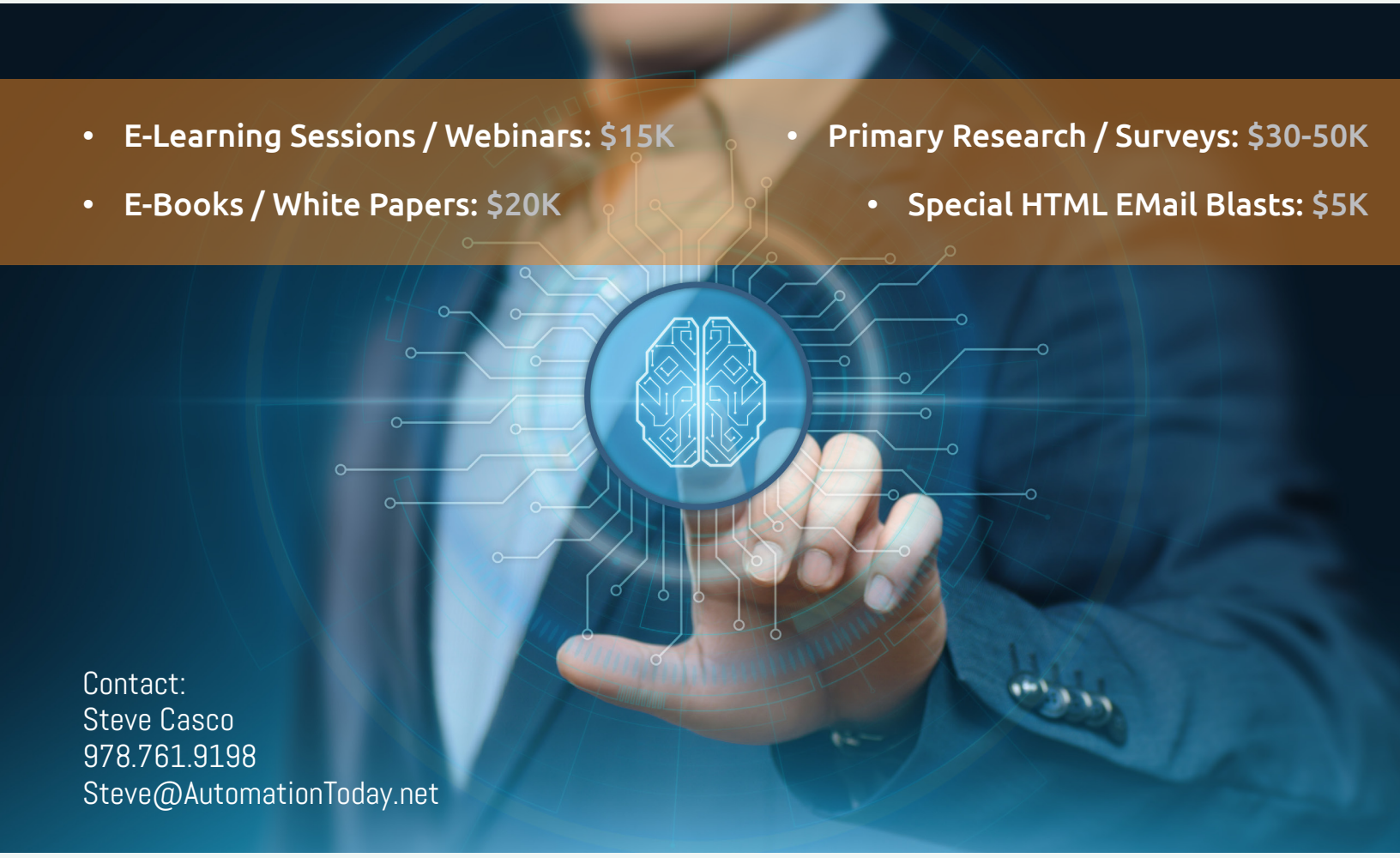
Co-branded content prices vary depending on the amount of involvement required of AutomationToday editorial staff, sample sizes, length of questionaires, duration of surveys, etc. Please call for details.



- **E-Learning Sessions / Webinars: $15K**
- **E-Books / White Papers: $20K**
- **Primary Research / Surveys: $30-50K**
- **Special HTML EMail Blasts: $5K**

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