



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

RPA Today® is Now Automation TodaySM!

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 TodaySM.

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



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.

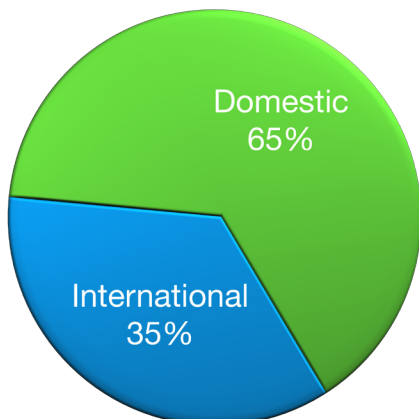
OUR EXECUTIVE AUDIENCE IS LOOKING FOR:

- 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

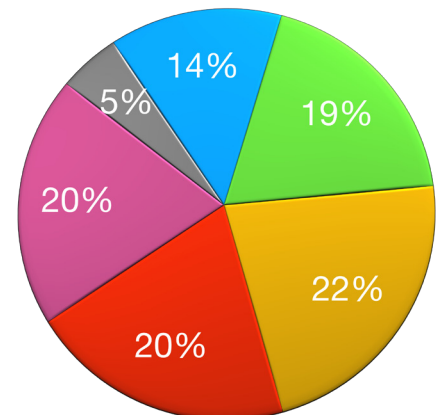
SUBSCRIBER VERTICALS:

- | | | | |
|------------------------|---------------------------------------|--|------------------------------------|
| • Accounting | • Electrical/Electronic Manufacturing | • Legal Services | • Publishing |
| • Apparel & Fashion | • Entertainment | • Leisure, Travel & Tourism | • Railroad Manufacture |
| • Automotive | • Facilities Services | • Logistics and Supply Chain | • Real Estate |
| • Banking | • Financial Services | • Luxury Goods & Jewelry | • Restaurants |
| • Biotechnology | • Food & Beverages | • Machinery | • Retail |
| • Broadcast Media | • Food Production | • Mechanical or Industrial Engineering | • Semiconductors |
| • Chemicals | • Gambling & Casinos | • Medical Devices | • Staffing and Recruiting |
| • Civil Engineering | • Health, Wellness and Fitness | • Mining & Metals | • Supermarkets |
| • Computer Hardware | • Higher Education | • Nanotechnology | • Telecommunications |
| • Computer Networking | • Hospital & Health Care | • Oil & Energy | • Textiles |
| • Computer Software | • Hospitality | • Online Media | • Transportation/Trucking/Railroad |
| • Construction | • Human Resources | • Outsourcing/Offshoring | • Utilities |
| • Consumer Electronics | • Information Technology and Services | • Packaging and Containers | • Warehousing |
| • Consumer Goods | • Insurance | • Paper & Forest Products | • Wholesale |
| • Education Management | • Law Practice | • Pharmaceuticals | • Wine and Spirits |
| | | • Printing | |

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.



- [14%] CEOs / Presidents
- [19%] Senior / Executive VP
- [22%] Vice Presidents
- [20%] Directors
- [20%] Managers
- [5%] Associates



OUR OFFERINGS:

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

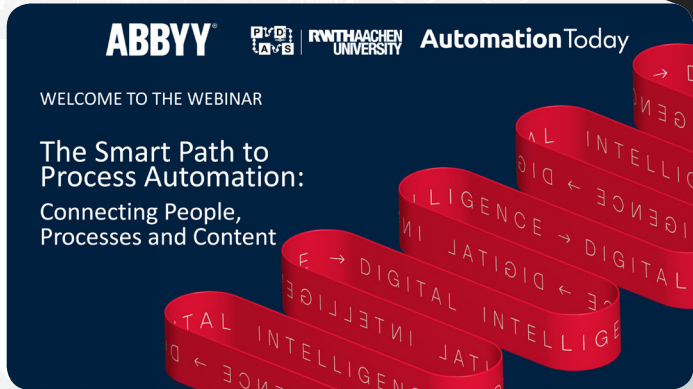
**NOW
BOOKING
DISCOUNTED
12-18 MONTH
PACKAGES**

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

WEBINARS / VIRTUAL EVENTS: \$15K

- Generate New Leads
- Expand Existing Customer Base
- Qualify Prospects
- Improve Brand Awareness & Thought Leadership
- Move Potential Customers to the Next Stage of the Sales Process

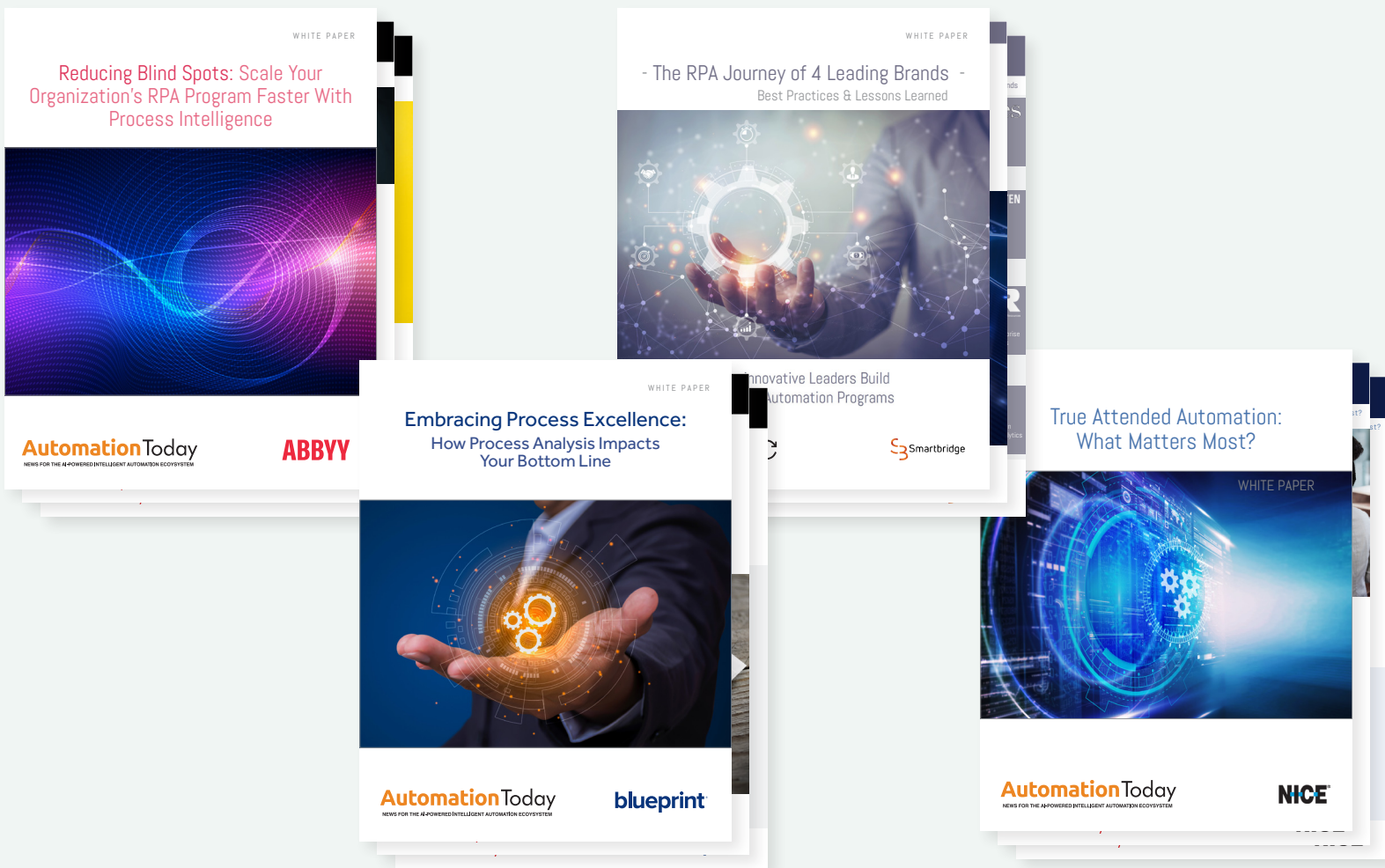
Co-branded webinars facilitated by Automation Today editorial staff will catapult your brand into the realm of thought leadership with both potential and existing customers. E-learning will also help your sales team connect with qualified prospects and move each contact to the next stage of the funnel. 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.



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.

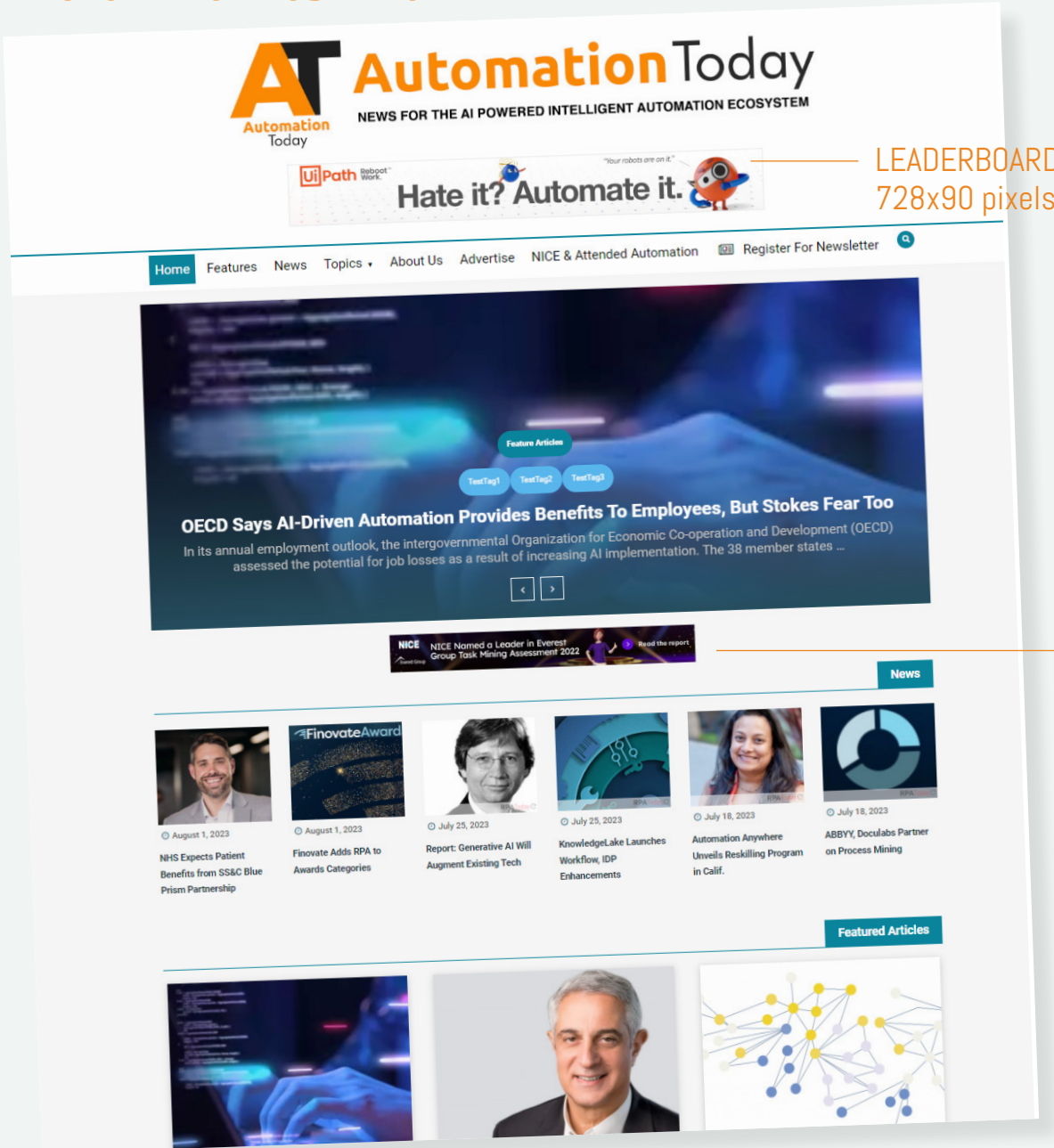


SPECIAL EMAIL BLASTS: \$5K

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.

AUTOMATION TODAY PORTAL



LEADERBOARD
728x90 pixels

NOW BOOKING DISCOUNTED 12-18 MONTH PACKAGES FOR OUR ADVERTISERS

STANDARD BANNER
468x60 pixels

AVERAGE BANNER
CLICK THROUGH
RATES: 0.7-1.6%

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
Standard Banner	\$3K a month/ 3 month minimum

AUTOMATION TODAY PORTAL



Automation Today

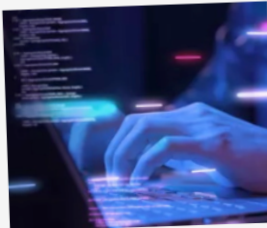
NEWS FOR THE AI POWERED INTELLIGENT AUTOMATION ECOSYSTEM



- Home
- Features
- News
- Topics ▾
- About Us
- Advertise
- NICE & Attended Automation
- Register For Newsletter

OECD Says AI-Driven Automation Provides Benefits To Employees, But Stokes Fear Too

By RPA Staff | August 1, 2023



In its **annual employment outlook**, the intergovernmental Organization for Economic Co-operation and Development (OECD) assessed the potential for job losses as a result of increasing AI implementation.

The 38 member states of the OECD include many of the most developed countries of North America and Western Europe along with some South American nations and APAC representatives from Japan, Australia, and New Zealand. AI implementation in some of these countries is as advanced as anywhere in the world. While the OECD report focused on unemployment and real wages in these countries (both down in the past year), a significant portion of this year's report addressed how employers and employees feel about AI-driven automation.

"It is vital to gather new and better data on AI uptake and use in the workplace, including which jobs will change, be created or disappear, and how skills needs are shifting," the OECD said.

According to the report, including AI and other automation technologies, 27 percent of jobs could be automated out of existence. Employers are responding, though, by reskilling their existing workforce. Respondents to an OECD survey found 64 percent of organizations in the finance sector and 71 percent of manufacturers have begun retraining internal workers because AI is changing their staffing needs. When asked about how AI is affecting their work lives, many employees responded favorably, the report says, although they are apprehensive about the future.

"The findings show that AI use at work can lead to positive outcomes for workers around job satisfaction, health and wages," the report's authors wrote. "Yet there are also risks around privacy, work intensity and bias. The survey revealed a clear divide between what workers think about AI use in their jobs today and their fears for the future. The results highlight the urgent need for policy action now, to ensure that no one is left behind."

In both finance and manufacturing, around 80 percent of employees indicated that AI had improved their own performance, and more than half said it had improved their mental health. At the same time, however, 57 percent of manufacturing employees and 63 percent of finance workers worry that they will lose their job in the next 10 years due to AI-led automation.

The OECD concluded that it will be important for government policy to provide guardrails for the ethical and trustworthy use of AI and to make sure retraining and upskilling accelerates alongside the rapid development and adoption of AI.



The secret ingredient of the end-to-end business transformation

Uncover it now >

Recent News


- ▶ NHS Expects Patient Benefits from SS&C Blue Prism Partnership
- ▶ Finovate Adds RPA to Awards Categories
- ▶ OECD Says AI-Driven Automation Provides Benefits to Employees, But Stokes Fear Too
- ▶ Report: Generative AI Will Augment Existing Tech
- ▶ KnowledgeLake Launches Workflow, IDP Enhancements

MEDIUM RECTANGLE
300x250 pixels

RPA TODAY NEWSLETTER

AutomationToday
NEWS FOR THE AI-POWERED INTELLIGENT AUTOMATION ECOSYSTEM

Automating at the Intersection of Healthcare and Government



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.

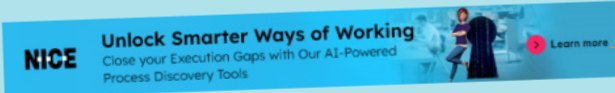
Most healthcare in Canada is publicly funded and delivered through provincial systems. [Alberta Health Services \(AHS\)](#) is the largest in the country, directly employing more than 112,000 people and providing health services to more than 4.4 million people in Western Canada through more than 900 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

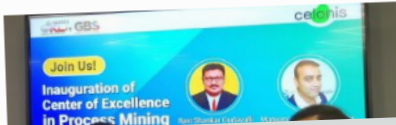
[Link to this Article](#)

Advertisement: [Download the Everest Group's 2022 Task Mining PEAK Matrix Assessment](#)



[Dig deeper to read the Everest Group's 2022 Task Mining PEAK Matrix](#)

Celonis Establishes Process Mining CoE with Indian Institution



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.

EMAIL BANNER
468x60 pixels

PRICING & SPECIFICATIONS

Ad Placement	Pricing*
Leaderboard	\$5K per month / 3 month minimum
Medium Rectangle	\$5K per month / 3 month minimum
Standard Banner	\$3K per month / 3 month minimum

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

- Static GIF, PNG or JPG
- Animated GIF

**NOW
BOOKING
DISCOUNTED
12-18 MONTH
PACKAGES
FOR OUR
ADVERTISERS**

Co-branded content prices vary depending on the amount of involvement required of AutomationToday editorial staff, sample sizes, length of questionnaires, 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

Contact:
Steve Casco
978.761.9198
Steve@AutomationToday.net