

AI SPECTRUM INDIA

**The business of AI and Industry
Transformation**

www.aispectrumindia.com

Media Pack 2025



About AI Spectrum India

AI Spectrum^{INDIA}
The Business of AI and Industry Transformation

AI Spectrum India is a global B2B media and intelligence platform spotlighting how artificial intelligence is shaping industries, policies, and people. From autonomous systems and digital twins to ethical frameworks and investment flows, we connect decision-makers across sectors who are building the next frontier of AI-driven growth.

We translate complex innovation into actionable business insight — through news, interviews, podcasts, webinars, and deep-dive reports that reach the world's most forward-thinking professionals in AI, analytics, and digital transformation

Global Reach

AI Spectrum India is read and followed by professionals across:

- **Asia-Pacific:** India, Singapore, Japan, South Korea, Australia
- **Europe:** United Kingdom, Germany, France, Netherlands
- **North America:** United States, Canada
- **Middle East & Africa:** UAE, Saudi Arabia, South Africa

Monthly Reach

- **320K+ Website Visits**
- **95K+ Daily Newsletter Subscribers – Opt In and LinkedIn Community Network & Social Impressions**
- **25+ Countries Audience Footprint**
20+ Subject Specific Newsletter

MM Activ Knowledge Network



Industry Sector

Healthcare & Life Sciences

Financial Services (BFSI)

Manufacturing & Industry 4.0

Semiconductors & Hardware

Energy & Sustainability

Government & Policy

Education & Research

Retail & E-Commerce

Logistics & Supply Chain

Cybersecurity & Defence

Key Readership Segments

Digital health leaders, pharma R&D, diagnostics firms, AI in imaging

Fintech innovators, data risk managers, AI compliance experts

Smart factory executives, robotics & automation leads

Chip designers, embedded AI specialists

Smart grid, climate tech, and clean energy AI users

Regulators, digital policy advisors, public-sector technologists

AI labs, academic researchers, and data science educators

AI-driven retail analytics, supply-chain automation

AI-powered operations, predictive demand analytics

AI risk management, national security technology experts

Typical Advertisers

Biopharma, MedTech, CROs

Banks, Insurance, Payments, Analytics firms

Industrial automation, robotics, sensors

Semiconductor manufacturers, hardware OEMs

ESG consultants, energy innovators

National innovation councils, public agencies

Universities, training platforms

Martech, e-commerce solution providers

Logistics firms, automation software

Cyber defence firms, data-protection providers

Industry Wide Outreach

- Sector Penetration

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Industry Sector	Core Audience Segments	Monthly Reach
Healthcare & Life Sciences	Biopharma executives, MedTech leaders, AI-driven diagnostics teams	82,000+
Financial Services (BFSI)	FinTech founders, data-risk officers, analytics & compliance heads	77,000+
Manufacturing & Industry 4.0	Robotics, automation, and operations transformation heads	73,000+
Semiconductors & Hardware	Chip designers, AI hardware engineers, fab-tech leaders	71,000+
Energy & Sustainability	Clean-tech innovators, smart-grid planners, ESG data analysts	69,000+
Government & Policy	Regulators, national AI-mission planners, e-governance leaders	66,000+
Education & Research	Academics, AI-lab directors, data-science educators	64,000+
Retail & E-Commerce	Martech strategists, AI-driven logistics and CX managers	63,000+
Logistics & Supply Chain	Predictive logistics specialists, automation system integrators	61,000+
Cybersecurity & Defence	Threat-intelligence, risk-AI experts, defence technologists	59,000+

Industry Wise

Newsletter and Emailer Opportunity

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Cumulative Reach

- **Total Industry Engagement:** 685,000+ verified professionals
- **Global Spread:** Readers across 25+ countries
- **Audience Mix:** CXOs (42%), senior managers (33%), innovators (25%)

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Collaborative Ecosystem

AI Spectrum India has worked with and featured leaders from:

Global Innovators: IBM, NVIDIA, Microsoft, Intel, Google Cloud, AWS

Research & Policy Bodies: NITI Aayog, OECD AI Unit, Singapore's IMDA

Emerging Startups: Innovators in GenAI, robotics, and AI ethics

Enterprise Clients: Fortune 500 companies deploying AI across sectors

Why It Matters

Cross-Industry Relevance: Your brand appears before diverse yet

connected audiences — decision-makers who invest, build, and regulate AI.

Collaborative Growth: We serve as a bridge between AI enablers (technology providers) and AI adopters

(enterprise users).

High-Value Conversations: Our editorial network amplifies your message to boardrooms and innovation

teams across the AI adoption curve.

Who Reads AI Spectrum India

A discerning global audience of AI adopters, digital leaders, and strategic decision-makers from:

- Artificial Intelligence, Machine Learning, Data Science
- Cloud & Edge Computing
- Healthcare, Life Sciences, Manufacturing, FinTech, Energy
- Government, Policy, and Research Institutes

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Reader Personas

- **AI Architects & Engineers**
- **Chief Information Officers (CIOs)**
- **Chief Data & Digital Officers (CDOs, CDOOs)**
- **Innovation & Transformation Leaders**
- **Investors & Venture Partners**
- **Academic and Think-Tank Researchers**

Audience by Job Profile

Job Title	% of Readership
C-Suite (CXO, VP, Director)	41%
Department Heads / Senior Managers	33%
Researchers / Developers / Analysts	18%
Academia / Policy / Consultants	8%

Regional Distribution

Region	% of Traffic
India	34%
APAC (Ex-India)	29%
North America	18%
Europe	14%
Middle East & Africa	5%

Why Brands Advertise with AI Spectrum India

Precision Audience Targeting – Reach verified professionals and decision-makers in AI and deep-tech domains.

Multi-Channel Amplification – Leverage an ecosystem of display, video, and content-driven engagement.

Editorial Credibility – Position your brand alongside industry leaders and thought-provoking analysis.

Global Recognition, Local Resonance – Trusted across boardrooms, labs, and policy forums.

Measurable Impact – Transparent performance reports with CTR, engagement metrics, and conversion tracking.

Advertising & Partnership Opportunities

Display Advertising – Leaderboards, MPU, Skyscraper, and Rich Media formats.

Webinars & Roundtables – Curated virtual or hybrid events with 250+ targeted registrations.

Podcasts & Video Interviews – Feature in the AI Leadership Podcast Series and ‘Future Intelligence Dialogues’.

Email Marketing & Newsletters – Branded eDM campaigns and newsletter inserts.

Content Collaboration – Sponsored Insights, Whitepaper Syndication, and Interview Features.

Custom eMag Engagement – Quarterly distribution to 90K+ professionals across APAC and beyond.

Engagement Snapshot

- **Average Time on Page:** 3.4 mins
- **Newsletter CTR:** 7.5% (B2B benchmark: 3%)
- **Webinar Conversion:** 38% lead-to-attendee ratio
- **LinkedIn Engagement:** 4× higher than B2B media average



Display Ads

Tactics	Standard Cost X1	Average Monthly Impressions
Top Banner	7500\$	500,000+
Mid Page Unit	5500\$	400,000+
Mid Standard Banner	4500\$	250,000+
In Article Standard Banner	8500\$	1200,000+
Double MPU Ad (Premium) On Demand	12000\$	1800,000+
Footer Banner Ad	3000\$	150,000+

Electronic Direct Emailers

Cost 8500 USD

Single Deployment Reach 150000 plus Decision Makers at a Time

- **Key Benefits**

- Guaranteed visibility among India's most active AI, tech and enterprise innovation leaders
- Direct brand exposure to a premium opt in audience with high engagement behaviour
- Strong lead generation through clear call to action placement and dedicated tracking
- Exclusive brand slot ensuring zero competition within the same deployment
- Perfect for product launches, whitepaper downloads, webinar promotions and market education
- Backed by AI Spectrum India's trusted editorial positioning which lifts brand credibility

Newsletter Advertisement

Weekly Sponsorships Available

Cost 5000 USD

Daily Reach 120000 Readers

- **Key Benefits**

- Consistent brand visibility across India's fastest growing AI and technology readership
- Ideal for sustained awareness and top of mind recall through repeated daily presence
- Premium placement that positions your brand alongside trusted editorial content
- Strong click through performance due to high intent professional audience
- Suitable for product promotions, thought leadership, event marketing and lead capture
- Daily deployment ensures your message reaches decision makers at the right moment



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AI Spectrum Webinar



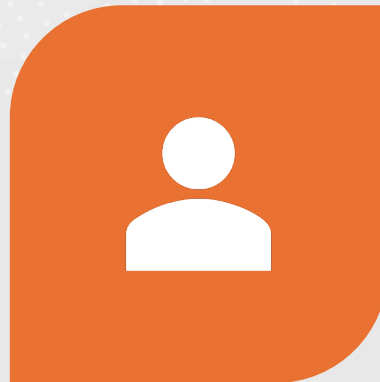
Cost 18000 USD
Average 350 + Registrations
Live Attendance Rate 65%



Key Benefits

- High intent audience of senior AI, tech and enterprise innovation leaders
- Strong engagement with a consistently high live turnout that drives real conversations
- End to end webinar production including moderation, promotion and reporting
- Multi channel promotion across website, newsletters and social platforms
- Excellent for thought leadership, product demonstrations, case studies and customer storytelling
- Generates qualified leads with complete attendee analytics and post event insights

AI Spectrum Content Syndication



**PROGRAMME STARTS AT 9000 USD
GENERATES UP TO 120 + QUALIFIED LEADS**



KEY BENEFITS

- GUARANTEED LEAD FLOW FROM A VERIFIED, HIGH INTENT ENTERPRISE TECHNOLOGY AUDIENCE
- IDEAL FOR WHITEPAPERS, CASE STUDIES, REPORTS AND SOLUTION EXPLAINERS
- MULTI CHANNEL AMPLIFICATION ACROSS WEBSITE, NEWSLETTERS AND TARGETED EMAIL OUTREACH
- LEAD QUALIFICATION WITH DETAILED PROFILES TO SUPPORT SALES FOLLOW UPS
 - STRONG CREDIBILITY LIFT BY PLACING YOUR CONTENT WITHIN A TRUSTED AI INDUSTRY PLATFORM
- DELIVERS BOTH DEMAND GENERATION AND LONG TERM THOUGHT LEADERSHIP IMPACT

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AI Spectrum – Partner Content Visibility



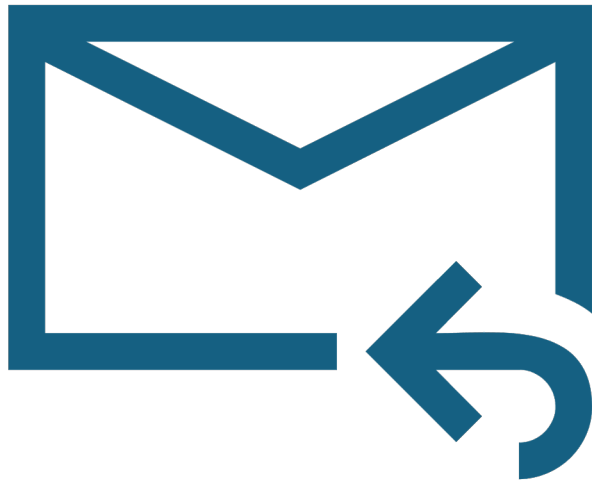
Cost 7500 USD
Leadership Content Placement
Page Views up to 500000 plus
One Month Homepage Spotlight with Additional Visibility



Key Benefits

- Premium positioning that places your leadership story at the heart of India's AI ecosystem
- Massive visibility with half a million impressions driven by homepage spotlighting
- Ideal for CEO insights, innovation narratives, market positioning stories and strategic announcements
- Extended amplification across internal recommendation widgets and related content blocks
- Enhances brand authority by aligning with trusted AI Spectrum editorial reputation
- Delivers both awareness and long term search discoverability through indexed content

Get in Touch



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