

• MEDIA KIT 2026

Reach the People Building the AI Era

Inside AI is a daily AI news publication delivering original reporting to the engineers, founders, researchers, and product teams shaping the future of artificial intelligence.

Daily

PUBLISHING CADENCE

20–30

ARTICLES PUBLISHED PER DAY

100%

AI-FOCUSED AUDIENCE

insideai.news

WEBSITE

Precision Reach Into AI's Core Community

Inside AI readers are active decision-makers, not casual observers. They evaluate tools, influence purchases, and set technical direction at AI-native companies and research institutions.

36%

AI/ML & Software Engineers

Building with LLMs, fine-tuning models, and shipping AI features in production. They evaluate developer tools on technical merit and move fast when something works.

27%

Founders & Executives

Deciding which AI stack to adopt, which vendors to trust, and where to allocate budget. A single reader conversion in this segment can represent five or six-figure contract value.

20%

AI Researchers & Academics

Publishing papers, reviewing tools, and influencing the technical direction of the field. They are the people peers look to before making tooling decisions.

17%

Product & Design Teams

Figuring out how to integrate AI into user experiences without breaking trust. They need frameworks, case studies, and tools that translate technical capability into product reality.

Quality Over Quantity

Inside AI is a niche specific publication and not a mass-market general publication like Reuters, BBC, CNN, etc. Every reader arrived here intentionally, searching for AI news, tools, and analysis. That intent is what makes this audience valuable.



Zero Audience Waste

Every single reader is AI-focused. No generalist traffic diluting your campaign reach.



Daily Publishing Velocity

20–30 original articles published daily keeps readers returning and ensures your ad stays in active rotation.



B2B Buying Power

Founders and engineers hold real budget authority. One converted reader can justify an entire campaign.



Research-Grade Trust

A significant portion of our readers are academics and researchers, among the most trusted voices in their organizations.



Multi-Channel Distribution

Content is distributed across our website and social media channels, giving your message multiple touchpoints with an engaged AI audience.



Growing Publication

Current advertiser pricing is locked for one full month as our audience and reach continue to grow month over month.

Flexible Placements for Every Goal

From high-visibility homepage banners to deeply contextual in-article placements, choose the format that matches your campaign objective.

SPONSORED CONTENT

Sponsored Article

Your brand's story, published as a full editorial article on insideai.news. Distributed across the site and our social media channels.

Per article

\$69

DISPLAY BANNERS

Homepage Header Banner Maximum visibility. First impression on every homepage visitor.	Per week \$109
Category Page Header Banner Targeted placement at the top of specific AI category pages.	Per week \$89
Category Page Sidebar Banner Persistent sidebar placement alongside AI category content.	Per week \$69
Article Page Header Banner Above-the-fold placement on every individual news article page.	Per week \$69
Article Page Sidebar Banner In-context placement alongside individual AI news articles.	Per week \$49

BANNER SPECIFICATIONS

728 × 90

Header / Leaderboard

WebP · GIF

300 × 250

Sidebar / Rectangle

WebP · GIF

160 × 600

Wide Skyscraper

WebP · GIF

WebP max 100 KB. GIF max 150 KB. Static or animated (max 15s loop). All placements are desktop and mobile responsive.

PAID SOCIAL PROMOTION

Amplify Your Reach on Social

We run targeted paid campaigns on Meta and LinkedIn to extend your message to a wider AI audience through our own channels.

Social Media Ad Campaigns

We handle everything — ad creative, targeting setup, and campaign execution. You set the ad budget; we charge a flat service fee per ad run. Reach AI professionals on the platforms where they spend time outside of work.

Meta (Facebook & Instagram)

LinkedIn

Ad spend paid directly by client. \$19 service fee covers creative production and campaign management per ad run.

FROM

\$19

Service fee per ad run

Announce Directly to the AI Community

Have a product launch, funding round, partnership, or milestone to announce?

We publish press releases from AI companies and research institutions to our audience of practitioners and decision-makers.

Press Release Publication

Submit your official press release for publication on insideai.news. Please send a unique press release that has not been submitted to PR wire services to avoid duplicate content issues. Distributed to our AI-focused readership and shared across our social media channels.

\$29

BILLING

Accepted Payment Method

We accept Payoneer for all advertising and sponsored content payments.



Payoneer

Global cross-border payments

Ready to Reach the AI Community?

Get in touch to discuss placements, custom packages, or any questions about advertising on Inside AI.

✉ advertise@insideai.news