

2025

media kit



**AUTOMATION &  
SELF-SERVICE**  
Transforming the world through technology

# our mission //



Automation & Self-Service (automationandselfservice.com), provides news, research and analysis of technology that is transforming the world we work and live in. The site covers trends in artificial intelligence, robotics, kiosks, payments, and more. It will examine how businesses and employees use these technologies to increase productivity and profitability and how consumers use them to improve their daily lives.



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# about the editor //



## **DANIEL BROWN // editor**

[editor@automationandselfservice.com](mailto:editor@automationandselfservice.com) 

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Daniel Brown is the editor of AutomationAndSelfService.com as well as DigitalSignageToday.com. He is an accomplished technology writer whose experience includes creating knowledge base content for a major university's computing services department. His previous experience also includes IT project management, technical support and education. He can usually be found in a coffee shop near a large pile of books.



## **KATHY DOYLE // ceo**

[publisher@networldmediagroup.com](mailto:publisher@networldmediagroup.com) 

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As the former group publisher of Purchasing, Semiconductor International, and Industrial Distribution magazines and websites at Reed Business Information, Kathy Doyle brings 20-plus years of print and online media experience to this position. Her background spans marketing, sales, communications and content distribution for a wide range of diverse audiences, connecting buyers and sellers in more than 10 vertical markets on a global spectrum.



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# editorial submissions //

## WANT TO BE FEATURED ON AUTOMATIONANDSELFERVICE.COM?

### Here's how to get in front of the editor:

**Press Releases.** We love them! But make it easy for us. Copy and paste your press release into the body of an email addressed to [Editor@automationandselfservice.com](mailto:Editor@automationandselfservice.com) (Don't attach it). Sending a PDF will not prevent copy-editing, but it will probably delay the posting of your news.

**Include photos.** Include photographs and/or video if available and of good quality. Standard-format digital files are accepted (.png, .jpg, .gif) as are video links, and embed codes. Identify the source and person or place shown; if more than one person, tell us who's who (by name, title, company).

**Avoid flowery descriptions and exaggerated or hyperbolic expressions of praise.** No opinions; stick to the facts and keep them short and sweet.

**Provide a quote from a specific brand leader.** Include name, title and employer of the person being quoted.

**Provide lists and/or stats when possible.**



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# editorial calendar //

Below are just some of the topics we will cover throughout the year. Contact your Network World Media Group account representative to learn how your brand can be associated with our coverage of any of these topics.

- **DEI and accessibility automation and self-service**
- **Sustainability**
- **Robots, AMRs, and drones in manufacturing and beyond**
- **Electric Vehicles and charging stations**
- **Supply chain evolution and futureproofing**
- **Choosing hardware and software for lean manufacturing**
- **Automation in finance and fintech**
- **AI trends and strategies, including:**
  - **Retail**
  - **Government/Defense**
  - **Manufacturing**
  - **Shipping/Logistics**
  - **Banking/Finance**
  - **Self-service, vending, and QSR**
  - **Smart home/city/business ecosystems**
- **Balancing privacy, security, human touch in AI deployments for customer experience**
- **Cybersecurity in the age of AI**
- **Defense industry applications for automation**
- **Software trends in post-AI world**
- **AI, IOT, hardware, and software solutions for:**
  - **Smart homes and IOT**
  - **Smart cities**
  - **Smart businesses**
- **Global trends and emerging markets for automation, robotics, and self-service**
- **Self-driving solutions for consumer, industrial, and shipping/logistics vehicles**



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# connecting you to a **large audience** interested in automation and self-service innovation

**Automation and Self-Service** is part of the Networld Media Group family of technology media and events that reach **more than 1.3 million** site visitors, subscribers, followers and event attendees every year.



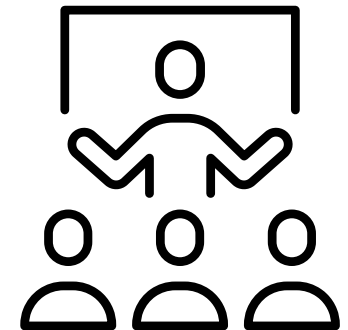
**1.1 MILLION**  
Site Visitors Annually



**171,000**  
Email & Push Notification Subscribers



**48,000**  
Social Media Followers



**300**  
Event Attendees



**Vending Times**



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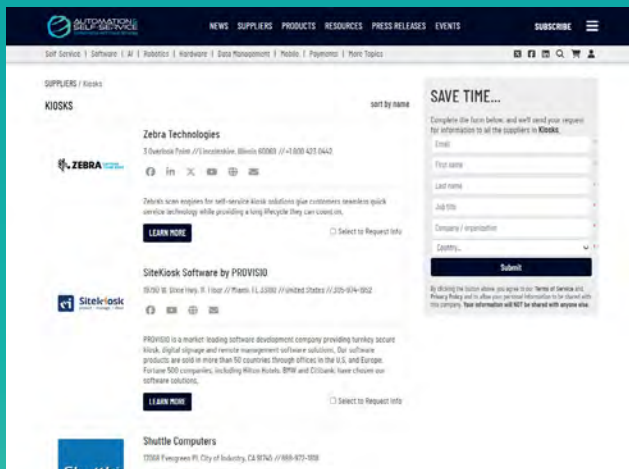


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# company showcase //

A Company Showcase is your springboard to a successful marketing campaign on our site and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Company Showcase includes these key elements:



**SUPPLIER DIRECTORY LISTING**  
Gain exposure to potential customers who use the directory to find vendors by name or by category. Users can request information from suppliers straight from the directory. Your listing leads to your Company Showcase.



**COMPANY SHOWCASE**  
Visitors can learn about your company and products/services, download your white papers and case studies, and access news and other content on our site that mentions you. A contact form makes it easy for users to request more information from you. You can also include links to your website and social media pages.



**PRODUCT/SERVICE SHOWCASES**  
Found within your Company Showcase, these provide visitors with more information about your specific offerings.





# email newsletters //

Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.

**AUTOMATION & SELF-SERVICE** Transforming the world through technology  
**KIOSK marketplace**  
**Vending Times**

OCTOBER 05, 2023 SUBSCRIBE | ADVERTISE

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**Control the Access Point On Your ATM And Kiosk Enclosures**  
There are many options to lock your enclosure. Make sure you review the best options for your location.  
[Download now!](#)

**LOCK AMERICA Inc.**  
The Definitive Word In Locks

**TOP STORIES**

**In-store media: Retail's next frontier**  
Data from in-store retail media enable brands and retailers to better engage with customers and create more personalized promotions. [READ MORE »](#)

**European vending, coffee service recover slowly from COVID**  
Vending and coffee service providers have posted gains since 2021 following COVID, but did not yet achieved 2019 levels by 2022, according to the recently released annual report of the European Vending & Coffee Service Association. The report, which provides... [READ MORE »](#)

**Transact acquires Quickcharge**  
Transact Campus Inc., a provider of campus technology and payment solutions, has acquired Quickcharge, a dining and retail technology platform for K-12, healthcare, corporate and government campuses, according to a press release. Terms of the acquisition were not disclosed. Operating... [READ MORE »](#)

**Self-Service Innovation Summit**  
**December 4-6, 2023 | Miami**  
Discover technology that is empowering businesses to provide products and services when, where and how consumers expect them as we explore the changing landscape of vending, kiosks and mobile. *Early Bird pricing ends November 3.*  
[Agenda](#) | [Register](#)

**NEWS & FEATURES**

Retail group lauds Supreme Court decision to hear swipe fee case

## AUTOMATION AND SELF-SERVICE NEWSLETTER

Our regular newsletter keeps readers up to date on the top industry news, trends and insights and includes content from our sister sites, Kiosk Marketplace and Vending Times.

DELIVERY SCHEDULE: Wednesday, Saturday  
SUBSCRIBERS: 23,200+

## TOP TENS

This newsletter recaps the previous month's most-read stories, most-downloaded resources, most-visited company showcases and more.

DELIVERY SCHEDULE: Monthly  
SUBSCRIBERS: 13,700+

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TOP TENS: JULY 2023

**TOP 10 NEWS & FEATURES**

1. NCR unveils names for 2 independent companies: Voyix and Ateos
2. Consumers prefer self service to human interaction, but not all are happy about it
3. Micro markets, self-service retail now ubiquitous with customers loving convenience, variety
4. Clear members face increased airport ID checks
5. Call to Interact – How PepsiCo communicated a touchless experience
6. Biometric payments: Consumers eager, challenges for retailers
7. Why you should outsource your kiosk manufacturing
8. How GPT can create smarter kiosks
9. Voice order at the self-service kiosk? Coming right up
10. Powering the QSR customer experience: AI and machine learning

**Self-Service Innovation Summit**  
**December 4-6, 2023 | Miami**  
Discover technology that is empowering businesses to provide products and services when, where and how consumers expect them as we explore the changing landscape of vending, kiosks and mobile. *Early Bird pricing ends September 22.*  
[Agenda](#) | [Register](#)

**TOP 5 RESOURCES**

1. Challenges Facing Today's Self-Service Industry
2. Kiosks and the Customer Experience
3. 4 Questions to Ask Yourself Before Investing in a Self-Service Kiosk
4. Help Prevent Allergen Transfer During Surface Cleaning
5. FMAGAZINE: Merchandising to Meet Evolving Shopper Demands

**Bank Customer Experience (BCX) Summit**  
**September 12-13, 2023 | Charlotte, NC**  
Discover how innovative financial institutions are meeting the demands of today's digitally minded consumers. *Early Bird pricing ends August 11. Save \$150 off the standard rate.*  
Co-located with [Interactive Customer Experience \(ICX\) Summit](#)



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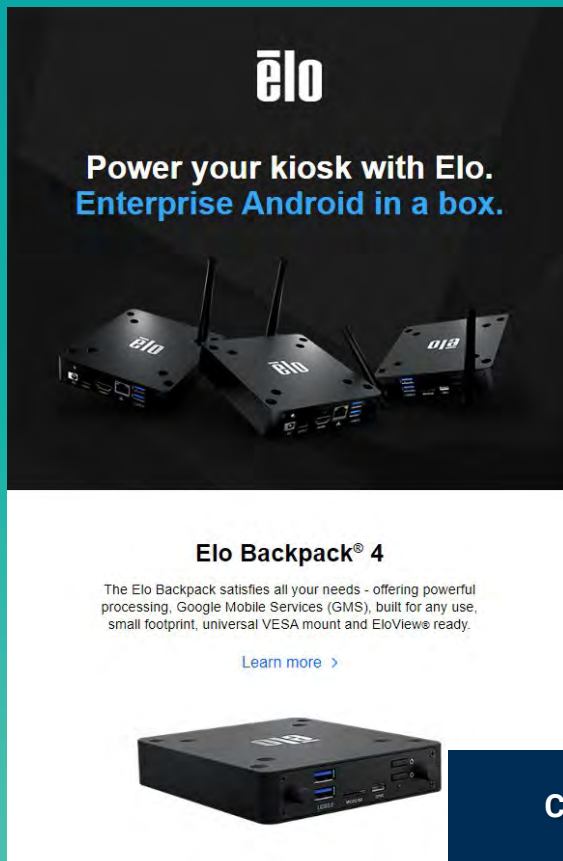
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# e-blasts //

Deliver your customized message to subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you. E-blasts are great for promoting new products, special offers, free downloads, and much more.



**ēlo**

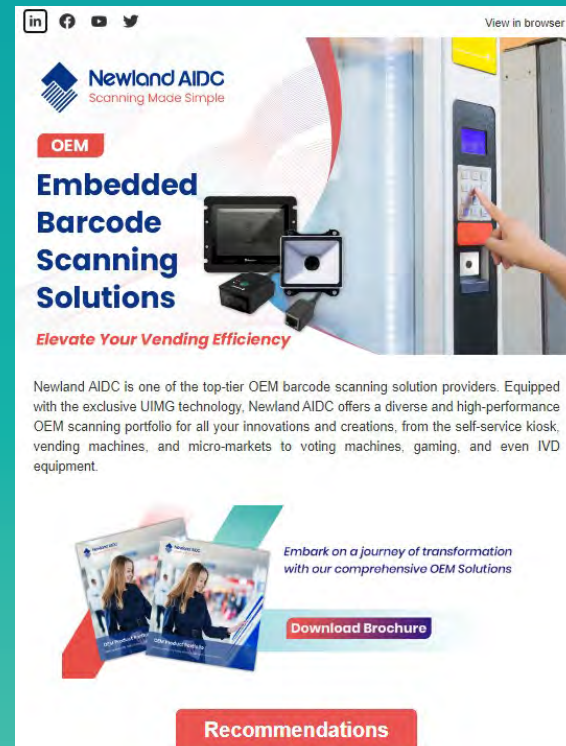

**Power your kiosk with Elo.  
Enterprise Android in a box.**



**Elo Backpack® 4**

The Elo Backpack satisfies all your needs - offering powerful processing, Google Mobile Services (GMS), built for any use, small footprint, universal VESA mount and EloView® ready.

[Learn more >](#)




**Newland AIDC**  
Scanning Made Simple

**OEM**

**Embedded Barcode Scanning Solutions**

*Elevate Your Vending Efficiency*

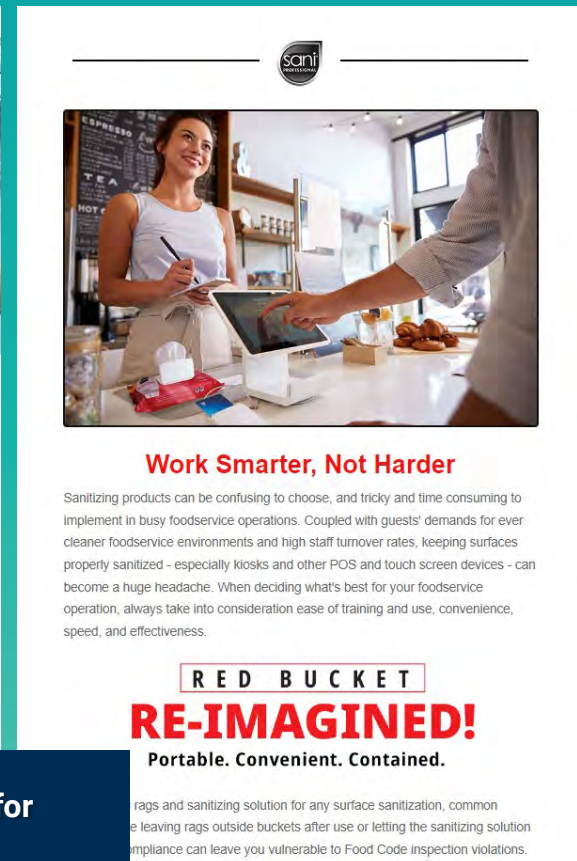
Newland AIDC is one of the top-tier OEM barcode scanning solution providers. Equipped with the exclusive UIMG technology, Newland AIDC offers a diverse and high-performance OEM scanning portfolio for all your innovations and creations, from the self-service kiosk, vending machines, and micro-markets to voting machines, gaming, and even IVD equipment.




*Embark on a journey of transformation with our comprehensive OEM Solutions*

[Download Brochure](#)

**Recommendations**



**sani**



**Work Smarter, Not Harder**

Sanitizing products can be confusing to choose, and tricky and time consuming to implement in busy foodservice operations. Coupled with guests' demands for ever cleaner foodservice environments and high staff turnover rates, keeping surfaces properly sanitized - especially kiosks and other POS and touch screen devices - can become a huge headache. When deciding what's best for your foodservice operation, always take into consideration ease of training and use, convenience, speed, and effectiveness.

**RED BUCKET**

**RE-IMAGINED!**

**Portable. Convenient. Contained.**

...rags and sanitizing solution for any surface sanitization, common... e leaving rags outside buckets after use or letting the sanitizing solution... mpliance can leave you vulnerable to Food Code inspection violations.

**Combine E-blasts and Push Notifications for powerful marketing outreach.**



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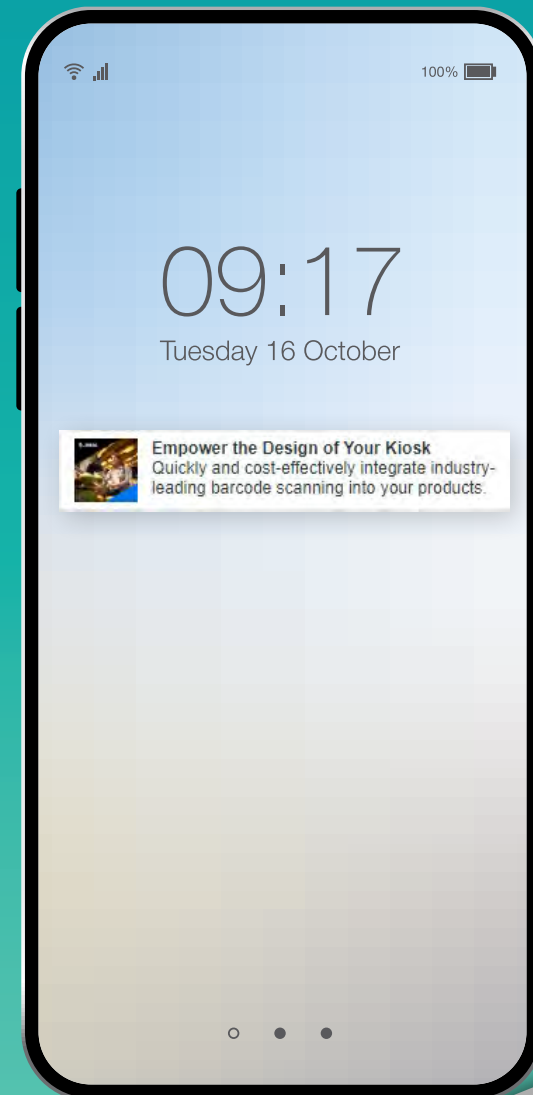
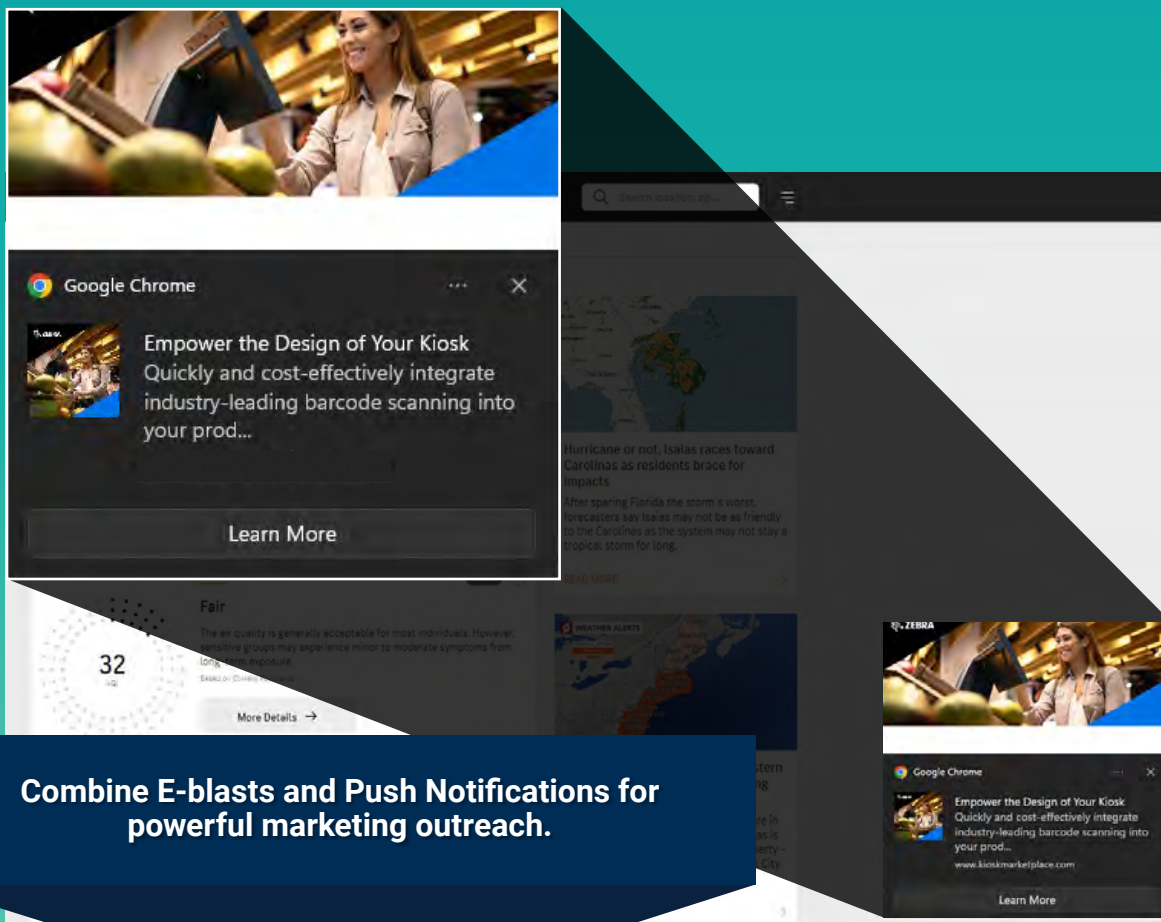


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# push notifications //

Push notifications are a high impact marketing solution. Subscribers visit the website and opt-in to receive notifications from us directly to their device of choice. Your message is then sent directly to these devices (desktop, laptop, tablet and phone). Subscribers do not even have to be viewing our site to receive these notifications.



Combine E-blasts and Push Notifications for powerful marketing outreach.



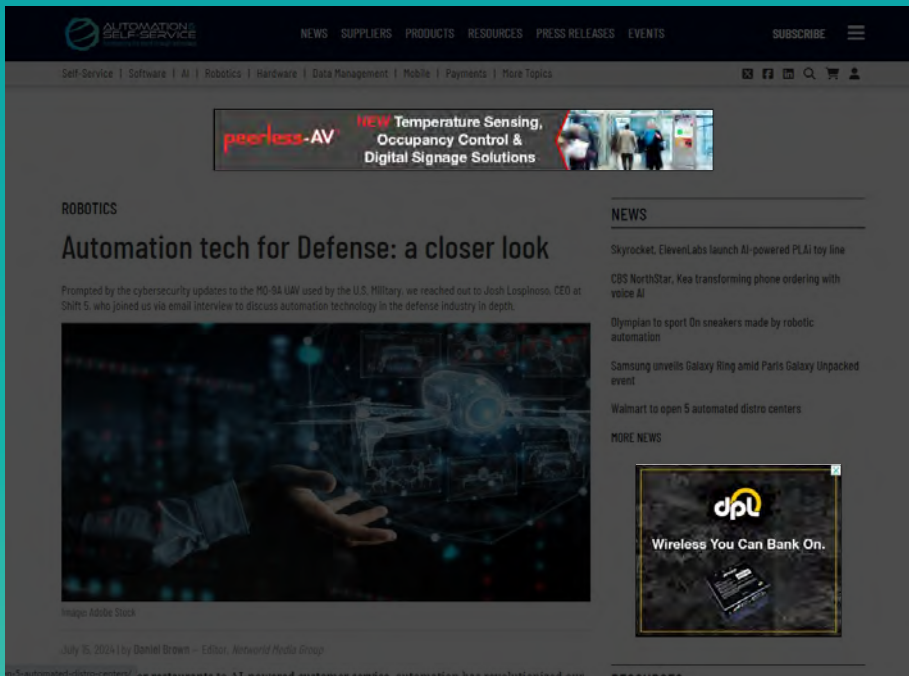
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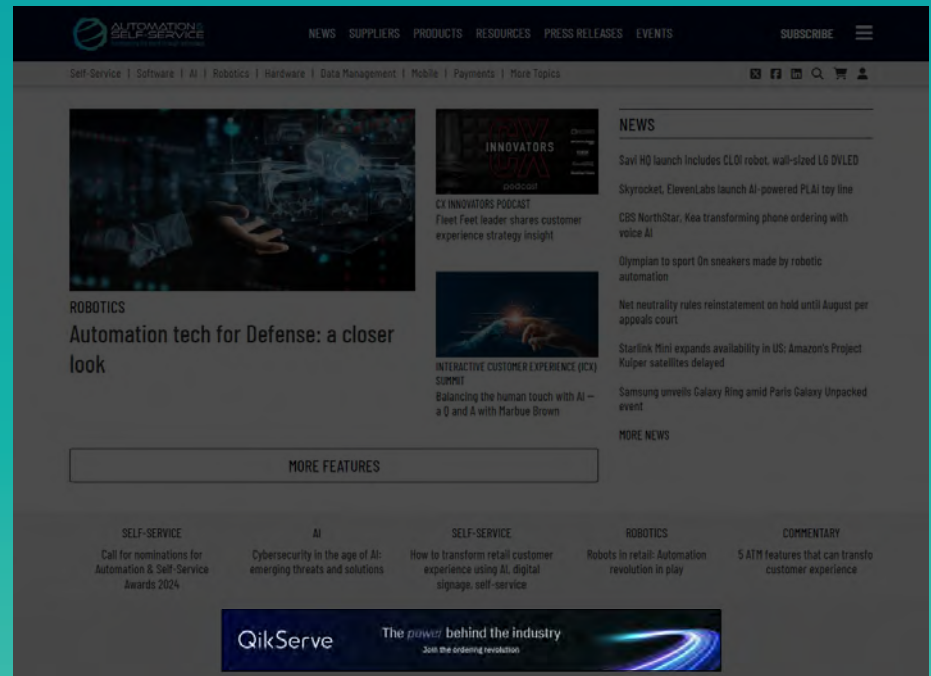


# display ads //



## BANNER ADS

Build or reinforce your brand awareness with a banner campaign designed to meet your budget.



## STICKY FOOTER ADS

Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



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# display ads //

The screenshot shows a website article titled "Robots in retail: Automation revolution in play". The article text includes: "Autonomous robots deployed in retail cover millions of square meters a week with inventory scanning robots capturing 20 million images a day. Brain Corp CEO David Finn shares what he envisions to come." Below the text is a photo of a person in a store aisle. A speedbump ad is positioned below the photo, with the text: "Ready to transform your self-service banking experiences? Innovation. Expertise. Scale. Just three of the reasons why NCR Atleos is the industry leader in digital-first, self-service banking experiences. Start your brand transformation journey today." The ad also features the NCR Atleos logo and a social media handle "@NCRATLEOS".

## SPEEDBUMP ADS

Speedbump ads appear in articles, blogs and news items just below the main image of the story. They will naturally pass through the reader's field of vision as they scroll to read.

The screenshot shows a website article with a prestitial ad. The ad features a large image of an outdoor kiosk displaying a tropical scene. The text on the ad reads: "Outdoor kiosk project? Here's what you need to know." Below the image, there are two buttons: "Strategies for Outdoor Kiosk Success" and "Download Now". In the top right corner of the ad area, there is a link that says "CONTINUE TO SITE » or wait 4 seconds".

## PRESTITIAL ADS

Prestitial ads are great for making an immediate and significant impression on site visitors. These ads typically serve when a user enters the site for the first time each day. The ad stays visible for 15 seconds or until the user clicks "Continue to Site."



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# topic centers //

The screenshot displays the website's navigation bar with categories like NEWS, SUPPLIERS, PRODUCTS, RESOURCES, PRESS RELEASES, and EVENTS. A banner for the 'SELF-SERVICE INNOVATION SUMMIT 2024' is featured at the top. The main content area is titled 'TOPIC CENTER Self-Service' and includes a 'topic sponsor' widget for the summit. Below this, there are sections for 'CX INNOVATORS PODCAST' (with a featured article 'Fleet Feet leader shares customer experience strategy insight'), 'NEWS' (listing several industry updates), and 'SELF-SERVICE' (with a featured article 'Fleet Feet leader shares customer experience strategy insight'). A 'WHITE PAPER' section is also visible, titled 'Cellular Networks Driving New Retail Business Models'. A 'VIEW MORE ON SELF-SERVICE' link is provided at the bottom of the content area.

Topic Centers are where we compile all of the content we publish on a given topic, including articles, blogs, news, white papers, case studies and more. Think of it as the home page for the topic.

Topic Center sponsorships are a great way to connect your brand to topics of significant interest to our readers. They also offer valuable lead generation opportunities.

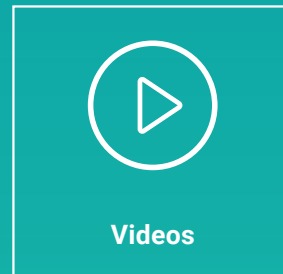
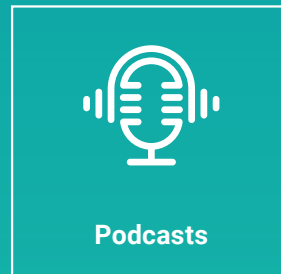
Exclusive sponsorships come with an additional Topic Center widget that appears on our home page and at the end of content related to the topic, giving you even more brand impressions.



# sponsored content //

Is content marketing crucial to your overall go-to-market strategy? Let us put the thought leadership content you've worked so hard to create in front of the right audience.

Sponsored content opportunities are available for any of the following types of content:



No Content? We can help you produce what you need to kickstart your content marketing strategy.



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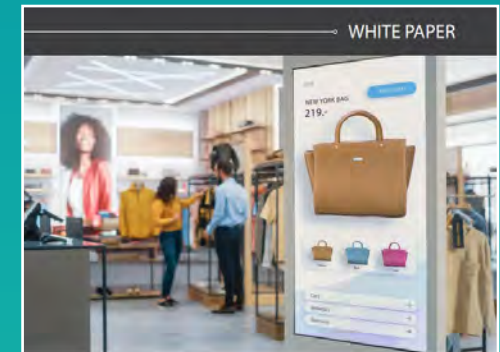
# special publications //

Content marketing is great for elevating your brand as an industry thought leader and for generating potential sales leads.

But not every company has the ability or bandwidth to create compelling content that drives engagement. That's why we offer a turnkey service for writing, designing, publishing and promoting custom white papers, case studies and more.

When you partner with us to create a special publication, you get:

- Credibility in the marketplace
- Knowledge and support from known industry experts
- Inclusion in our online Resources library
- Budget-friendly promotion to our large audience of executives, senior decision makers and influencers
- Lead generation to fill the top of your sales funnel





# podcasts //

Our podcasts feature interviews with industry movers and shakers and offer listeners a view into the news and trends affecting their businesses.

Sponsoring our podcasts is a great way to get your message across, in partnership with our editors, to a targeted and engaged audience. They're perfect for increasing brand awareness and establishing your company as an industry thought leader.



Join your host Mandy Wolf Detwiler for the Pizza Marketplace podcast. Each episode features interviews with industry insiders and covers topics that are critical to the success of pizza restaurant operators of all sizes.



This podcast series from the publishers of FastCasual.com, PizzaMarketplace.com and QSRweb.com provides restaurant owners and executives with the insights and inspiration they need to grow their brands. Each episode features interviews with experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.



Join host Daniel Brown for the Digital Signage Today Podcast featuring interviews with industry thought-leaders and news-makers. They will explore the latest trends and innovations in digital signage hardware, software, content, and more.



Tune into the CX Innovators podcast to hear how top brands are using cutting-edge technology to take the customer experience to incredible new heights. We'll talk to the executives who are spearheading the CX charge for their brands and the tech companies they rely on to make the magic happen.



Discover how businesses are revolutionizing their operations and enhancing customer experiences through the power of automation and self-service technologies. Join us as we explore real-world examples, industry trends, and expert insights on how to harness these tools for maximum impact.



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# webinars //

## WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

## YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

**Production** – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

**Moderator** – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

**Promotion** – We drive registrations for your webinar through an aggressive campaign that includes e-blasts, newsletter mentions, and social media posts.

**Registration / Reminders** – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

**On-Demand Hosting** – After the live webinar, we host the recording on our site for visitors to view at their convenience. Registration is required to view the recording.

**Lead Generation** – We send you the contact information of everyone who registers for the live webinar and everyone who registers to view the on-demand recording.



**ZEBRA**

## Serving the Digital Natives

Providing a multi-dimensional shopping experience that exceeds digital savvy customer expectations

By Richard Thompson Director, Global OEM Sales  
& Mark Thomson, Director of Retail & Hospitality Solutions EMEA

The slide features the Zebra logo at the top left. The main title is in large white font, followed by a subtitle in blue. Below that, the speakers' names and titles are listed in white. On the right side of the slide, there are three small video thumbnails showing the speakers in a virtual meeting environment.



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# executive summits //

5th Annual



December 10-12 | Tampa

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.

[Learn More >](#)



9th Annual



March 11-13 | Myrtle Beach

Some of the fastest growing chains in the restaurant industry are the ones embracing innovation in many different areas of their business. From experience innovation to kitchen innovation to menu innovation and more, the Restaurant Franchising & Innovation Summit will look at how brands can leverage innovation in its many forms as a catalyst for franchise expansion. Multiple sponsorship opportunities will be available to connect companies with innovative products and solutions to the franchise executives in attendance.

[Learn More >](#)



9th Annual



June 2-3 | Indianapolis

Digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them. Financial institutions must innovate quickly to keep up with consumer demands and to respond to challenges from non-traditional competitors. Bank Customer Experience (BCX) Summit will provide bank executives with powerful insights on these trends and highlight innovative technology to help today's financial institutions transform themselves to serve consumers now and into the future.

[Learn More >](#)



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# at the watercooler //

*At the Watercooler* is a sponsored content opportunity.

Here's how it works:

1. An executive from your company completes a short Q&A (4-6 questions).
2. We edit the executive's responses for grammar, spelling, clarity, etc. and send a final draft for your approval.
3. We publish the approved draft as a sponsored blog post on the website.
4. Your company logo is displayed at the top of the blog post.
5. The blog post will appear on the home page for a minimum of 1 week and will be accessible via the Features and Blogs archives for a minimum of 1 year.
6. If you have a Company Showcase, your blog post will also appear there for as long as your Company Showcase is active.
7. Posted on our social media pages.
8. You have the right to re-publish the blog post on your own website.



***Get started today!***



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# contact us //

## CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

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marketingservices@networldmediagroup.com | tel: 502.241.7545 ext. 139 | fax: 502.241.1385

## ADVERTISING AND PACKAGE OPTIONS

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**KATHY DOYLE** | CEO  
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# NETWORLD MEDIA group

Through these media & events properties, Network Media Group brings critical business knowledge to more than 500,000 people around the world every month.



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