

## The Hearst Challenge Starts on October 14<sup>th</sup>

### Challenge Description

Over the years, the magazine publishing industry has made significant strides in improving subscription based circulation by developing analytic frameworks that better predict customer response to acquisition and renewal offers. The objective of this contest is to apply the same analytic discipline and effectively predict newsstand locations "response". Specifically the objective is to predict the number of copies to be placed in each newsstand location to optimize the overall contribution of the newsstand location typically referred to as draw.

### Prizes

The prizes include:

- **Winner to receive \$25,000 in prize money**
- **Top 3 teams required to present at NCDM 2010 conference, Miami, FL. Airfare, lodging and conference registration provided for 2 members for each of the 3 finalist teams**

Winner is solely responsible for the reporting and payment of all applicable federal, state, and local taxes (if applicable) associated with the receipt of any prize.

### Important Dates

Important dates for this competition:

- **October 14:** Competition dataset available
- **December 3rd:** Results to be submitted to Contest website
- **December 7th:** Finalists announced/contacted
- **December 13-15:** NCDM Conference – Miami – winner to be announced at Conference.