



# **IMS** MAGAZINE™

**IP MULTIMEDIA SUBSYSTEM**

**2008 MEDIA KIT**

**203-852-6800**

**[www.imsmag.com](http://www.imsmag.com)**

Produced by TMC, publishers of INTERNET TELEPHONY and hosts of ITEXPO.



IMS Magazine™ is the only publication devoted to teaching the service provider community about the massive opportunities afforded them in the move to IP Multimedia Subsystem (IMS)-based architectures.

There are few opportunities in the telecom market like IMS. Not only are service providers looking for ways to provide advanced services while reducing provisioning and deployment costs they also have many incentives to act quickly in order to stay ahead of an increasingly competitive telecom environment. **Carriers need to spend money on IMS today so they can make money tomorrow.**

While IMS has the potential to drastically simplify the way providers provision and deploy new services, getting there will take much education, evangelizing and a focus on success stories in the market. Expect IMS Magazine™ to focus on these issues. In this way, IMS Magazine™ is the primary resource service providers turn to when deploying next-generation networks.

With every issue, our goal is to provide our readers — 150,000+ Communications professionals — with an unrivaled editorial product that focuses on IMS information essential to our readers' interests and needs. In each issue, IMS Magazine™ features breaking news, in-depth analysis, product reviews, trends, people and technological advances affecting the IMS community, in-depth interviews and more!

It is our goal to make the editorial environment of the magazine an essential read for the most important buyers in the market.

IMS Magazine™ is published by TMC, the company that launched the first magazine in the call center space in 1982, the first magazine in the VoIP space in 1998, and the first Unified Communications magazine. TMC is the producer of the most visited communications site in the world, TMCnet.

In short, IMS Magazine™ is the best place for serious service provider decision makers to turn when they need to learn about and make purchasing decisions about your IMS products and services.

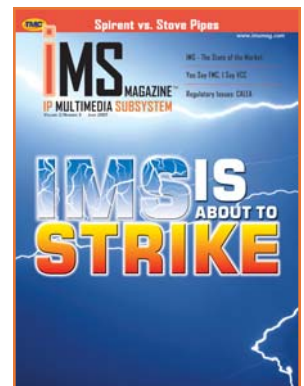
Please call (203) 852-6800 ext. 229 for more information about a custom marketing program centered around IMS Magazine™.

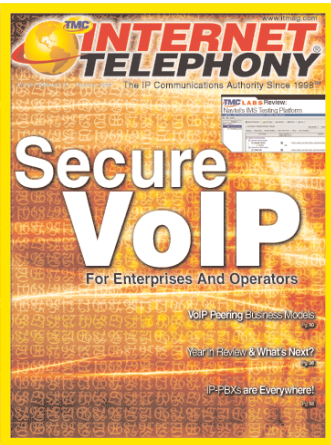
Sincerely,



Rich Tehrani

TMC President & Group Editor-in-Chief





TMC has distinguished itself in the market as the ideal company to produce *IMS Magazine™*. We have been publishing magazines in the communications space since 1982. *INTERNET TELEPHONY®* is regarded as the most authoritative voice in IP communications and has been educating service providers on how to build next-generation networks since 1998. In October 2006, TMC published the landmark 100th issue of *INTERNET TELEPHONY®*.

In addition, TMC produces the best-attended trade shows in the world — *INTERNET TELEPHONY®* Conference & EXPO East and West.

Our Web portal, TMCnet, is the most-visited site in communications and technology with as many as 3 million unique visitors and 30 million page views each month. In addition, the site's traffic ranks in the top 5,500 sites in the entire world\*. No other communications site comes close. TMCnet's traffic is ranked higher than many general technology sites as well.

TMC has been educating the world on VoIP and IMS solutions for as long as these technologies have been around. We have written numerous articles, hosted numerous conferences focusing on these topics, and we realize the market now needs a consistent source of information on the rapidly growing IMS market. TMC is uniquely positioned to provide this voice.



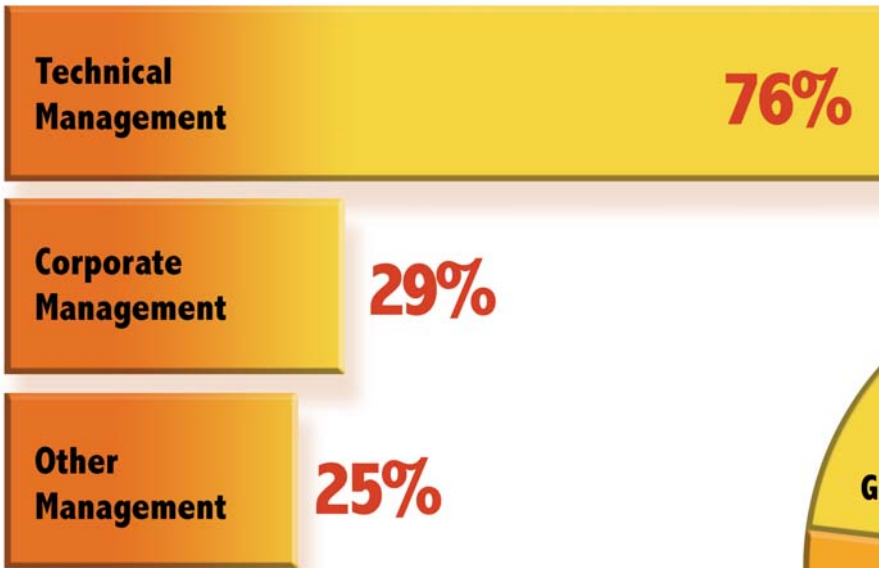
one of the World's Best-Attended IP Communications Events



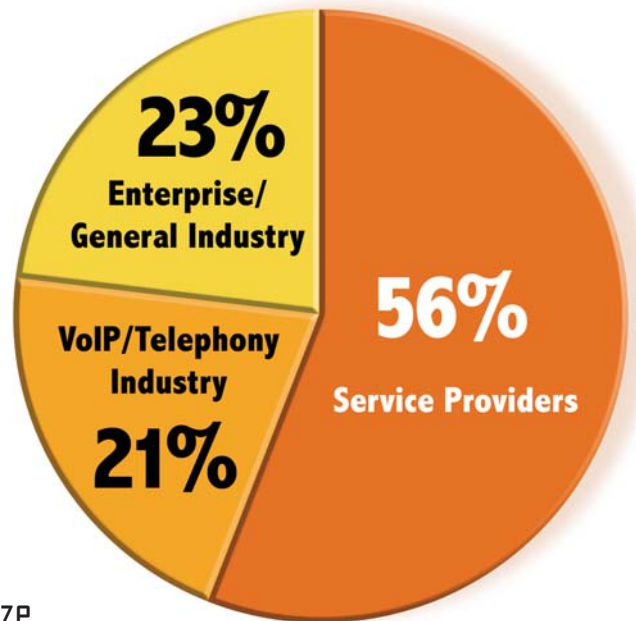
\*Sources: Alexa.com & Webtrends

# Who Reads IMS Magazine?

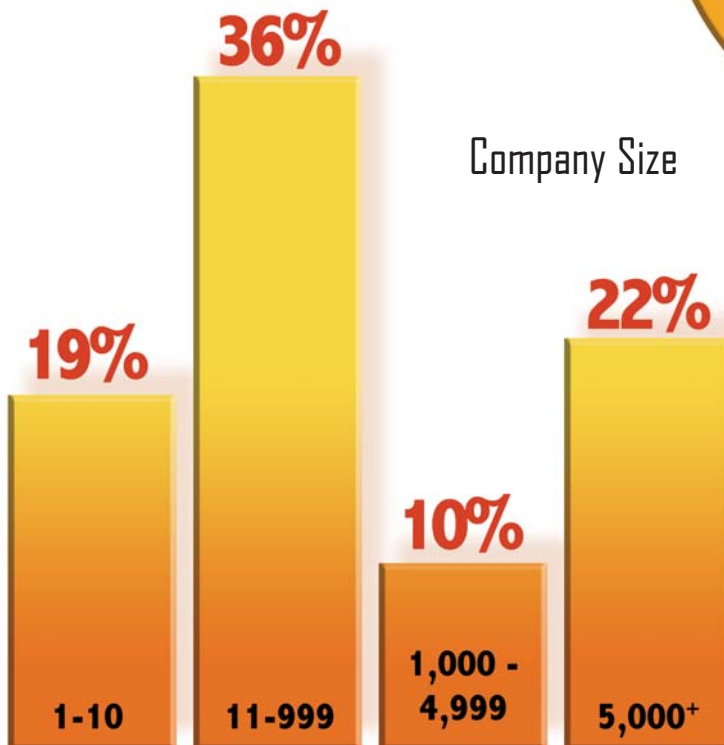
## Job Functions



## Business Types



## Company Size



## You Reach an Educated Audience Seeking Quality Solutions



**Rich Tehrani**

*President & Group Editor-in-Chief, TMC*

Rich, TMC's president and group editor-in-chief, is an IP communications industry expert, visionary, author, and columnist. Rich founded the leading magazine focused on the topic in 1998 and, in his role as president of TMC, is the owner of the registered trademark for the term Internet Telephony. Rich is also the founder and chairman of INTERNET TELEPHONY Conference & EXPO, THE leading conference focused on IP communications since its launch in 1999. In addition to contributing monthly perspective to *IMS Magazine*, *INTERNET TELEPHONY* and *Unified Communications* magazine, Rich is a frequent keynote speaker at industry events. For Rich's daily take on IP communications and IMS topics, read his blog at [www.tehrani.com](http://www.tehrani.com).



**Greg Galitzine**

*Group Editorial Director, IP Communications Group*

Greg Galitzine, Group Editorial Director of TMC's IP Communications Group, which includes *Internet Telephony*, *Unified Communications*, and *IMS* magazines as well as the industry's leading Web site, TMCnet.com. Galitzine has been Editorial Director of *Internet Telephony* since its inception in 1998, overseeing the magazine's editorial direction. He also oversaw print magazine launches of *Unified Communications* magazine, *SIP Magazine*, and *IMS Magazine*. Galitzine creates the conference program at the semiannual Internet Telephony Conference & EXPO. Greg writes the monthly VoIP Authority column in *Internet Telephony* magazine, and maintains a blog, <http://voip-blog.tmcnet.com/blog/greg-galitzine/>. Prior to the launch of *Internet Telephony*, Galitzine was Managing Editor at CTI magazine and Chief Copy Editor at NASA Tech Briefs.



**Richard 'Zippy' Grigonis**

*Executive Editor*

Richard Grigonis is an internationally known technology editor and writer. He joins TMC after spending nearly a decade as the Chief Technical Editor of *Computer Telephony* magazine (later called *Communications Convergence*). The author of five books on computers and telecom (including the *Computer Telephony Encyclopedia and Dictionary of IP Communications*), Grigonis has published articles in many of the leading technology trade magazines. Grigonis is a preeminent figure in the field of embedded bus & board technologies and fault resilient computers who has won several awards for programming and has advised foreign governments and corporations on computer telephony, Voice over IP and call center technology.



**Tom Keating**

*TMC CTO; Executive Editor, TMC Labs*

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs has over 10 years of experience within the IP communications industry and has been there since the birth of VoIP. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first-ever product review of a VoIP product. Tom is the founder of TMC Labs, launched in 1996 as a leading source of objective reviews and analysis in both the IP communications and call center industries. When he isn't testing VoIP products, he writes his renowned VoIP blog: <http://blog.tmcnet.com/blog/tom-keating/>.



**Erik Linask**

*Associate Editor*

Prior to joining TMC, Erik was Managing Editor at *Global Custodian*, an international securities services publication, where he also managed the magazine's survey research. Erik began his professional career at management consulting firm Leadership Research Institute.

Any way you turn, TMC gives you a full range of integrated marketing opportunities to pinpoint your target audience!



## The Leader in Web, Print, & Tradeshows!

What makes TMC stand apart from any other player in the communications and technology business? Our 360° Global Reach in Web, Print, and Trade Shows.

TMC's media properties in print, online and in person provide the most effective way to reach your target buyer, regardless of their preferred method for gathering product information. Here's the proof:

- **IN PRINT** – TMC publishes four print publications: Customer Interaction Solutions, *INTERNET TELEPHONY*, *Unified Communications* and *IMS Magazine*. These publications are the leading industry trade magazines in their genre reaching over 700,000 readers\*. TMC's publications are geared toward an audience of high-level decision-makers providing experience and unbiased views of the communications and technology industry.
- **ONLINE** – TMCnet.com generates as many as 3 million unique visitors and 30 million page views each month\*. Ranked among the top 5,500 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic, TMCnet is the leader of communication and technology Web sites.

TMCnet beats business magazine websites such as Fortune Magazine, Smart Money and Inc. Magazine. TMCnet.com even ranks better than Fortune 500 companies Ford, GE and General Motors. As you can see, TMCnet outranks the competition which means advertising on TMCnet will produce a better return for you.

- **IN PERSON** – TMC has major trade shows annually including *INTERNET TELEPHONY Conference & Expo*. Why travel the world when TMC can have the world come to you? Thousands of attendees representing as many as 110 countries appreciate the targeted focus of TMC's shows which provide valuable information they can take away and apply to their business.

\* Includes pass-along readers \*\* According to Webtrends

# Broad Scope or Concentrated Focus

## TMC has an Advertising Opportunity that's Right for You!

Integrated marketing should be the foundation of your marketing program (including online, print, and trade shows), bringing appropriate brand recognition and helping you maximize your marketing ROI.

From millions of monthly visitors on TMCnet, to one-on-one relationship building at a conference track, an integrated marketing program with TMC adds value at any level of advertising.

A custom advertising program for you means:

- A media-appropriate message and content your audience is looking for at each of the particular access points they're using — print media, online media, live events and Web events.
- Connecting with your best prospects and customers.
- High volume of business technology executives absorbing your message at a point when they are thinking about buying.
- A custom-built ad program around the product-focused editorial of all TMC publications, Web sites and conference programs.
- Building brand awareness.
- Leads! Leads! Leads!

## Educate Audiences At Each Level



**The choice is yours. Develop a plan on one or every level and see the rewards.**

- **Print Advertising**  
Reach key decision makers when they are in a buying frame of mind.
- **Buyers' Guide**  
24/7/365 access to qualified buyers. Feature your company with an enhanced listing to help you stand out! Found on our Web site plus trade show bonus distribution!
- **Webinars**  
Receive actionable leads from pre-registration, live event attendees, and post event archive downloads. Turnkey Events – TMC executes all marketing, logistics and collaborates with you to create the most compelling content.
- **Trade Shows & Conferences**  
Why travel the world seeking prospects when TMC's live events deliver them to you? Thousands of attendees **representing up to 110 countries** appreciate the targeted focus of TMC's conferences and Expos.
- **Global Online Communities**  
TMCnet's GOCs are robust editorial platforms, built with layer upon layer of content in multiple media formats. Each GOC focuses on a specific area of the market, and is populated and designed in conjunction with the community's sponsor. GOCs are vibrant communities that, over time, achieve very high rankings on leading search engines. Based on the extreme focus of their content and resources, GOCs are bookmarked by decision-makers who join these communities seeking news, product information, and partnership opportunities. All GOCs are highlighted on TMCnet's, appearing in the top tabs on each page of the site - including the TMCnet home page.
- **E-Newsletters**  
Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted and editorial-rich, e-mail newsletters can be delivered daily, bi-weekly or monthly.
- **Whitepaper Program**  
Post your whitepapers on TMCnet and receive a constant flow of quality leads. Qualified readers will be driven to your whitepapers through an extensive marketing campaign across TMC's leading media properties.
- **TMCnet Web Advertising**  
Join one of the top .005% most visited Web sites in the world with our banners program. Your message, nine different advertising units, plus run-of-site options.
- **TMCnet Channels**  
Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.
- **Marketing Support & Strategy**  
Armed with years of experience, proven expertise, and unique advertising programs, TMC can turn your marketing vision into results and achieve a better ROI — faster!



## February

Cable vs. Telco Innovation • IMS Network Elements • IMS vs. UMA

**Bonus Distribution: CTIA Wireless**

*I/Os & Ad Materials Due: 1/18/2008, Editorial Abstracts Due: 11/17/2007*

## April

IMS, FMC and Unified Communications • IMS Security • Regulatory Issues

**Bonus Distribution: Interop**

*I/Os & Ad Materials Due: 3/22/2008, Editorial Abstracts Due: 1/5/2008*

## June

IMS State of the Market • Interoperability and Other Testing in IMS • QoS, QoE & Bandwidth Management

**Bonus Distribution: NXTComm**

*I/Os & Ad Materials Due: 5/24/2008, Editorial Abstracts Due: 3/2/2008*

## August

“Flavors” of SIP in IMS • IMS Business Models • Service Creation & Provisioning

**Bonus Distribution: ITEXPO West 2008**

*I/Os & Ad Materials Due: 7/19/2008, Editorial Abstracts Due: 5/4/2008*

## October

Session Border Control • Billing & OSS • Hybrid IMS/TDM Networks

*I/Os & Ad Materials Due: 9/20/2008, Editorial Abstracts Due: 7/6/2008*

## December

Context-Aware Services and IMS • IMS Year in Review • IMS Buyers' Guide

**Bonus Distribution: ITEXPO East 2009**

*I/Os & Ad Materials Due: 11/19/2008, Editorial Abstracts Due: 9/7/2008*

## Editorial Opportunities:

Aside from the news and columns you find in each issue of *IMS Magazine™*, you will also find vendor contributed editorial that is of the utmost quality and objectivity.

We are proud to have leading companies in our industry write articles for *IMS Magazine™* because they are advancing topics important to our readers faster than any journalist can keep up with them.

By accepting only the highest quality contributed editorial, *IMS Magazine™* increases the number of available authors on a given subject by an order of magnitude over magazines that rely only on in-house editors.

To that end, we invite vendors in our industry to submit article abstracts to the attention of our Executive Editor, Richard "Zippy" Grigonis via e-mail addressed to [rgrigonis@tmcnet.com](mailto:rgrigonis@tmcnet.com).

All abstracts will be considered, but only a small percentage will be selected for development into full articles.

If accepted, authors will be notified and given a word count, typically 1,500 words, as well as a deadline for completion of the article.

Submission of an article abstract is no guarantee that it will be chosen by the editorial staff of *IMS Magazine™*.

## Display Advertising:

### Inserts:

National, regional and postcard inserts vary on a per-job basis. Direct all inquiries to your sales representative for specific rates and mechanical information.

### New Advertisers:

New advertisers are required to submit payment and a completed credit application form along with their first insertion order. Upon approval of credit, advertisers will be issued credit for net 30 days payment. If credit is granted, applicant agrees to pay all amounts due on any future advertising placement, and agrees to pay in addition any and all collection costs for amount due.

### Commissions:

15% of gross billing is allowed to recognized agencies provided payment is received within 30 days of invoice date. 2% cash discount is allowed for payments received within 10 days of billing date. Interest charge of 1.5% per month will be added to all overdue accounts.

4-COLOR ADVERTISING RATES			
	1X	3X	6X
Full Page	\$4,999	\$4,775	\$4,565
Half Page	\$2,995	\$2,865	\$2,740

Size	Width	Height
Trim Size	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Full Page (live image area)	7"	10"
Full Page Bleed	8 <sup>3</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
2 Page Spread	14"	10"
2 Page Spread Bleed	16 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Island Bleed	5 <sup>5</sup> / <sub>16</sub> "	8 <sup>3</sup> / <sub>16</sub> "
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	8 <sup>3</sup> / <sub>8</sub> "	5 <sup>11</sup> / <sub>16</sub> "
1/2 Page Horizontal Spread Bleed	6 <sup>3</sup> / <sub>4</sub> "	5 <sup>11</sup> / <sub>16</sub> "

### Frequency Discounts:

Rates are based on the number of insertions run in a contract year (12 consecutive months). If, within 12 months, more or fewer insertions are used than specified, the rates will be rebated or short-rated accordingly. Two-page spreads count as two insertions toward earned frequency discount.

### Combination Rates:

Ads in *IMS Magazine™*, *Unified Communications*, *INTERNET TELEPHONY™* and *Customer Interaction Solutions™* count toward frequency discounts. Schedules may be combined.

## Mechanical Requirements:

### Electronical Ad Specs:

Acceptable file formats include: Press Optimized PDF (written with hi-res images in place and all fonts embedded), PDF X-1a or Illustrator EPS files with all type converted to curves. 300 dpi, CMYK files only.

### File Transfer:

Files may be mailed on CD or e-mailed to [production@tmcnet.com](mailto:production@tmcnet.com). Transfer of files through an FTP site is also available for advertisers with FTP capability. Call (203) 852-6800 ext. 229 for details.

### Proof:

Iris, chromalin proof, or standard color proof required for all ads containing color.

### Spread Ads:

A 1/2" dead area should be allowed in the gutter.

### Printing:

Prints web offset with a saddle-stitch binding.

### Mail Ads To:

*IMS Magazine™*, Advertising Dept.  
Technology Marketing Corp.  
One Technology Plaza • Norwalk, CT 06854 USA



[www.imsmag.com](http://www.imsmag.com)



Technology Marketing Corporation  
One Technology Plaza  
Norwalk, Connecticut 06854 USA  
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