

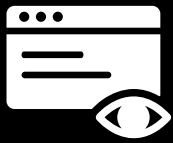


**TMC**  
**INTERNET**  
**TELEPHONY®**

# 2026 MEDIA KIT

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



**181,000**  
MONTHLY PAGE VIEWS

INTERNET TELEPHONY is the leading publication in telecom, VoIP, Unified Communications, Collaboration, and all forms of IP communications tools and services.

INTERNET TELEPHONY's product-focused editorial allows you to reach influential tech buyers at the exact point when they are in the frame of mind to evaluate solutions.

**Targeted Audience:**

The magazine has a niche readership consisting of end users, industry analysts, MSPs and resellers, and service providers. All with purchasing power. By partnering with INTERNET TELEPHONY, you directly reach your target audience and ensure your message reach those with authority to make volume purchases.

**Expert Content:**

INTERNET TELEPHONY provides high-quality, authoritative content covering the latest trends, technologies, and advancements in IP communications. By associating with a respected publication, you instantly enhance your credibility and position as an industry leader.

**Industry Insights:**

INTERNET TELEPHONY delivers in-depth articles, case studies, and interviews with industry thought leaders, providing valuable insights and analysis. Advertisers can leverage this content to demonstrate their expertise, showcase their solutions, and highlight how they can address the needs and challenges of the readers.

**Product Showcases:**

INTERNET TELEPHONY features product showcases and reviews, attracting tech buyers to evaluate solutions during the buying process. By surrounding this focused content with your messaging, you generate awareness and interest among your most highly-valued prospects.

**Market Reach:**

INTERNET TELEPHONY reaches a global audience of professionals and decision-makers. Advertisers can benefit from this extensive reach, ensuring your message reaches a diverse range of potential customers.

**94%**

Subscribers/Visitors Who  
Make Purchase Decisions

**75%**

Visitors from MSPs, MSSPs,  
Resellers, VARs Agents

**1 in 5 VISITORS**

Work at companies with gross  
sales of \$100 Million or more!

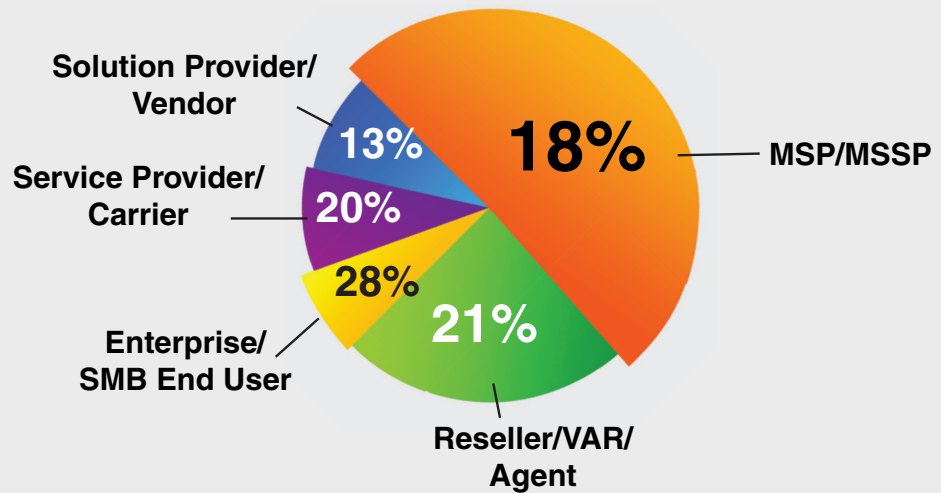


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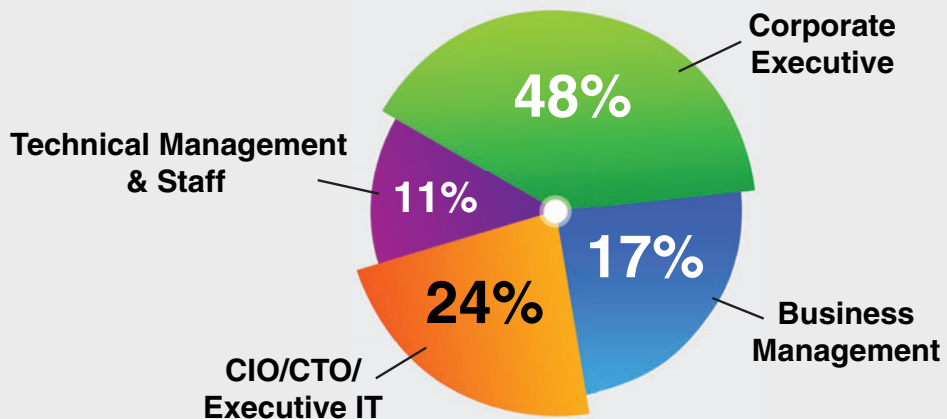
To advertise, please contact Client Services at [Inquiry@tmcnet.com](mailto:Inquiry@tmcnet.com) or 203-852-6800

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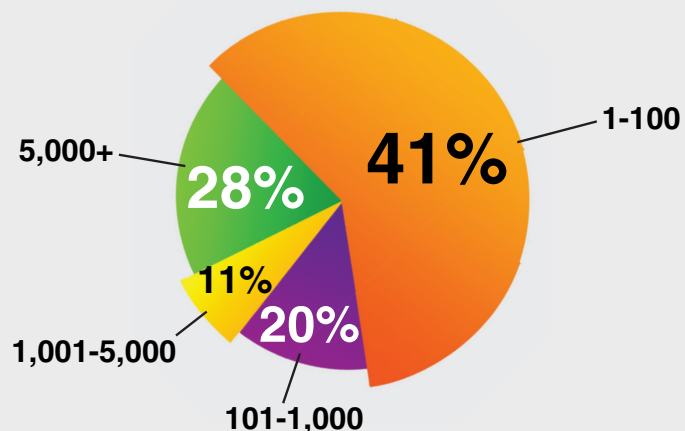
## AUDIENCE BREAKDOWN



## INFLUENTIAL DECISION-MAKERS



## COMPANY SIZE



**63%**

OF VISITORS ARE  
EXECUTIVE-LEVEL  
CORPORATE  
MANAGEMENT



### Increase Your Brand Visibility:

As the exclusive sponsor of INTERNET TELEPHONY eNews, you instantly increase your brand visibility among a targeted audience you know is interested in IT solutions.

### Lead Generation:

Tap into the 31,000+ subscriber base of communications & technology professionals, decision makers, and potential partners and customers who will see your ads prominently placed in each issue. Use compelling calls to action to generate clicks to your site.

### Product Promotion:

Use your sponsorship real estate as a platform to promote your solutions - or to roll out a new partner program or product launch. Showcase your offerings to a targeted audience, generating increased interest - and higher sales.

### Partnership Opportunities:

Your sponsorship messaging reaches the heart of the IP communications market. Explore opportunities to expand your partner and channel programs.



## Weekly Newsletters

- INTERNET TELEPHONY



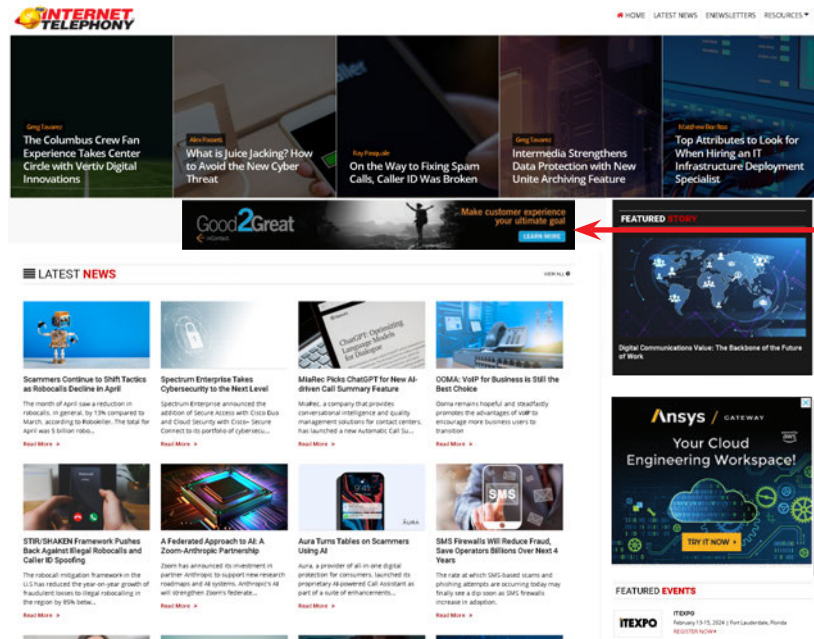
### E-Newsletter Sponsorship:

- \$1,000** - single newsletter
- \$2,500** - pack of four newsletters



## Targeted Relevant Results

Infuential readers see your ads in context with relevant editorial - placing them in a frame of mind to evaluate solutions.



### Leaderboard:

728x90 pixels  
72 dpi, 50k max  
Acceptable files:  
.gif, .jpg, .swf,  
.png, I-frame

### Ad Box:

Dimensions  
300x250 pixels  
72 dpi, 70k max  
Acceptable files:  
.gif, .jpg, .swf,  
.png, I-frame

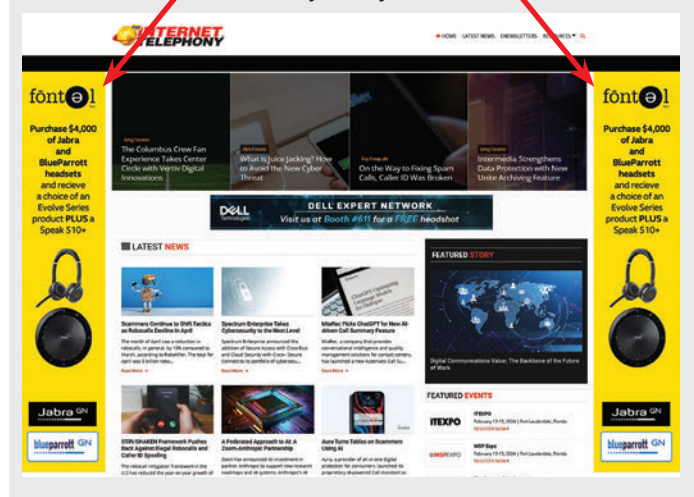
### Site Road Block

A Road Block utilizes up to three ad units in feature stories to maximize exposure.



### Site Takeover

High Impact opportunity seen by every visitor.



**INTERNET TELEPHONY** offers a variety of choices to fit your branding and your budget. With such high volume and targeted traffic, your ads are a cost-effective way to build your brand and connect with prospects who have active budgets and are researching solutions.

**27,000**  
Monthly Unique Visitors

## Splash Page

This stand-alone interstitial page is dedicated to a single advertiser.

Your large-format ad appears between pages of content. The splash page will appear once a day for each visitor.



## Benefits

- No clutter of competition; the advertiser owns the page.
- The advertiser can have animation in the ad to create excitement or curiosity, and increase click-thru rates.
- The larger size format enables the advertiser to provide more detail. (Dimensions: 160 x 600)

## Online Advertising Rates

Ad Unit	Rate	Minimum buy
Leaderboard	\$20 CPM	Minimum 100,000 impressions
Skyscraper	\$20 CPM	Minimum 100,000 impressions
Ad Box	\$20 CPM	Minimum 100,000 impressions
Site Takeover	\$30 CPM	Minimum 100,000 impressions
Splash Page	\$50 CPM	Minimum 25,000 impressions
Roadblock	\$30 CPM	Minimum 100,000 impressions

## Turn-Key:

By partnering with **INTERNET TELEPHONY** and **TMCnet**, you gain access to a turn-key webinar program that delivers high quality, actionable leads.

## Here's What You Get:

- Complete contact info for all registrants
- Expert moderator
- Access to INTERNET TELEPHONY, ITEXPO and TMCnet databases to attract quality prospects
- Easy-to-use webinar platform
- Professional registration system
- 6-month archive to drive more leads

## Targeted:

Pinpointing your ideal audience has never been easier. With our advanced targeting options, you can narrow down your audience ensuring that your message reaches the right audience by :

- industry type
- annual revenue
- number of employees
- region
- job function

## Trusted:

Your webinar experience will be seamless from start to finish. Our expert team manages every step of the process - from marketing and promotion to registration and content development. With a veteran TMC editor serving as moderator, you can trust that your message will be expertly delivered.

## Maximum Visibility:

By partnering with Internet Telephony, you leverage our influential audience and expand your reach, ultimately increasing your visibility and brand recognition.

## Instant Credibility:

Your association with Internet Telephony and TMCnet multiplies your credibility and reputation. It's a seal of approval that builds trust with potential customers and partners.

## Consultative Expertise:

Tap into our expertise to create a more informative and engaging webinar that resonates with your audience.

## Cost-Effective:

Your webinar program includes all production and marketing costs. Plus, you get complete contact info for all registrants at no extra charge.

## Quality Lead Generation:

Webinars are a well-known method to generate leads and fill your pipeline. By partnering with Internet Telephony and TMCnet, you reach a pool of new leads and customers.



[Click Here To View The Complete Webinar Media Kit](#)

## Email Blast Campaigns



## Cost Effective, Measurable, Highly Targeted

Reach your target audience among our extensive database with customized metrics:  
**Business Type; Job Function; Geography; Company Size**

Your email will be sent from INTERNET TELEPHONY. You submit the creative, subject line and sender.

Following email deployment we will provide you with open rates and click through metrics so you can measure the effectiveness of your campaign.

**30,000**  
Subscribers

### Rates:

- \$4,000 - 3 Blast Pack
- \$3,000 - 2 Blast Pack
- \$2,000 - Single blast

## Content Marketing Tailored To Your Needs

### CEO Spotlight Feature Story - \$4,000

Establish your company as an industry leader using a comprehensive multimedia campaign to develop credibility and influence amongst your target audience. INTERNET TELEPHONY Editors conduct an in-depth interview with your CEO (or other corporate management) to discuss your business, the industry, and your long term goals. This interview is then turned into a featured article/story with social media and email promotion.

### Priority Press: INTERNET TELEPHONY's Content Placement Program - \$2,500/4 Articles

A new program to help you use powerful editorial to promote your brand, solutions and services – all at once. **You get Custom Content Creation, Premium Placement, and Maximum SEO benefits in a turnkey program.**

### INTERNET TELEPHONY Product Review - \$3,000

A product review conducted by the expert editors at INTERNET TELEPHONY provides your brand with an unparalleled opportunity to highlight your product offering to your target audience. Unbiased reviews delivered by INTERNET TELEPHONY reaches the world's largest audience of communications and technology decision makers.

## CONTRIBUTED CONTENT

### **\$500 Gold -**

**Your content featured on INTERNET TELEPHONY:**

Your submitted article posted as a feature story on INTERNET TELEPHONY, socialized across all TMC and TMCnet Social Media channels and featured in the appropriate newsletter.

### **\$250 Silver -**

**Your content featured on INTERNET TELEPHONY:**

Your submitted article posted as a feature story on INTERNET TELEPHONY, and socialized across all TMC AND TMCnet Social Media channels.

### **\$100 Base -**

**Your content posted on INTERNET TELEPHONY:**

**Your submitted article posted on INTERNET TELEPHONY news page.**

## The Most Respected Editorial Team in the Channel!



### **Rich Tehrani, Chief Executive Officer, Group Editor-in-Chief**

Since 1982, Rich has led TMC® in many capacities. Rich is an IP Communications industry expert, visionary, author and columnist. He founded *INTERNET TELEPHONY*® magazine in 1998, launched ITEXPO in 1999 and is the founder of TMCnet, the most popular communications/technology site in the world.

A well-respected voice of the communications industry, Tehrani has served as an expert witness and been quoted frequently in such prestigious publications as the *Economist* and *New York Times*. Rich is a computer engineer who graduated from the University of Connecticut with a hardware/ software Bachelor of Science degree.



### **Erik Linask, Group Editorial Director, TMC**

Erik Linask, Group Editorial Director for TMC's IP Communications Group, including TMCnet. Erik joined TMC as Associate Editor of *INTERNET TELEPHONY*, and subsequently helped launch TMC's two most recent publications, *IoT Evolution Magazine*, *Cloud Computing Magazine*. He currently oversees the editorial team of TMCnet, TMC's global resource for communications news and information. Prior to joining TMC, Erik worked as Managing Editor for Global Custodian, after beginning his professional career at management consulting firm Leadership Research Institute.





## Contact Us Today!

Client Services at [Inquiry@tmcnet.com](mailto:Inquiry@tmcnet.com)  
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