



The IP Communications Authority Since 1998



# Media Kit 2009

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## **INTERNET TELEPHONY® Magazine, THE Product-Focused, IP Communications Industry Leader Since 1998**

**Grow Your Business by Reaching INTERNET TELEPHONY's 225,000+\*  
Corporate and IT Management Decision Makers!**



INTERNET TELEPHONY® magazine presents an unmatched mix of product focused and strategic editorial — the hallmark of our leadership role since 1998. For these reasons and more, we also continue to be the first place buyers turn when they need to learn about IP communications products and services.

### **Consistent Editorial Content**

Since the very first issue in February of 1998, Greg Galitzine has been the Editorial Director of *INTERNET TELEPHONY®* magazine and Tom Keating has been the head of TMC Labs, supplying, with myself, a consistent, experienced, and unbiased view of the complicated IP communications space. In 2006, Richard "Zippy" Grigonis, a highly respected voice of the industry, following tenures at CMP's Computer Telephony/Communications Convergence magazine, joined the TMC team as Executive Editor for *INTERNET TELEPHONY®*.

Every month, the editorial content produced by this seasoned team covers the topics and issues our readers NEED to read to keep up with our quickly evolving market. With feature articles written by staff and industry experts, plus regular columns and departments featuring industry news, reviews, and opinions, *INTERNET TELEPHONY®* continues to provide the insights and world wide leadership we established in 1998, and retain today.

### **Focus on Solutions**

Your advertising presence in *INTERNET TELEPHONY®* will reach this targeted audience at a time when they're thinking about purchasing, and are ready to purchase, the solutions you provide! Combined with an average pass-along of three readers per magazine, you are effectively reaching 225,000+ influencers and buyers in the IP communications marketplace.

### **Use Integrated Marketing to multiply the Impact of your message**

As part of your integrated marketing options, you can add powerful extensions to your advertising through the MOST visited IP communications Web site in the world. As ranked by Alexa.com, (an Amazon.com company), TMCnet is among the most visited Web sites in the world. With a choice of nine different advertising units, plus keyword targeting options, TMCnet not only provides a very large and growing audience, you also get plenty of choices for exactly how and where your message appears, rich-media-enabled for maximum effect.

### **Your Own 'Channel' Is Also Available!**

The TMCnet Channels Program can create a category exclusive, search engine optimized portal that provides keyword targeted readers for your customized messages. This can include your company overview, whitepapers, customer case studies, product demos, application notes, training, catalogs and brochures, articles, and more. Let us show you how.

### **The Bottom Line Is Results**

As IP communications grows, we have reinforced our relationship with readers by focusing on the ROI of IP Communications and successful deployments of products and services throughout enterprises and service provider networks. IP communications solutions are now being purchased in large numbers. *INTERNET TELEPHONY®* and TMCnet provide a reliable, consistent, and respected voice. This provides an environment in which readers trust YOUR message, and respond to it!

**Let us show you ALL the ways we can help  
YOUR company become an industry leader.**

Sincerely,



**Rich Tehrani, President and Group Editor-in-Chief**

\* Includes pass along readership

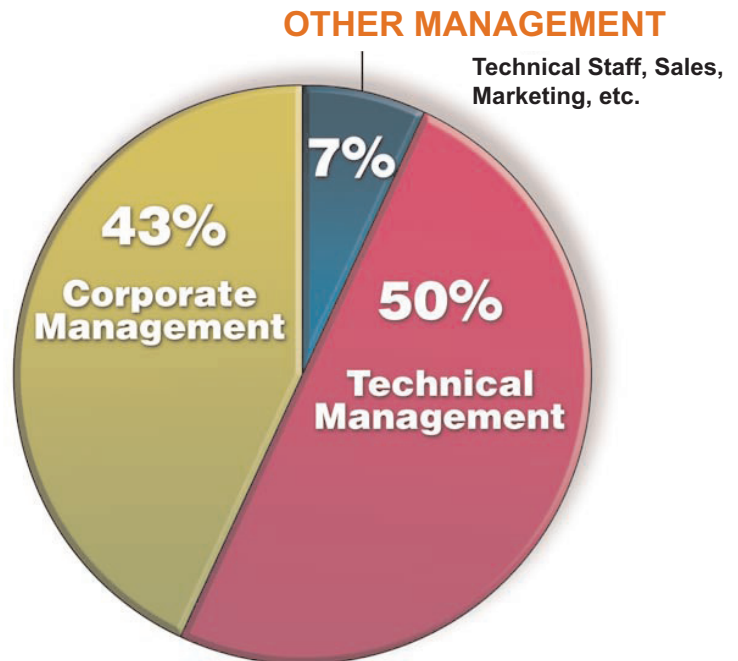
**Your Ad Reaches Decision Makers in Over 110 Countries Every Month Who Are Ready to Buy**

Product/Service	% of Readers Planning to Buy Within 12 Months*
VoIP/IP Communications	50%
IP Phones	38%
Wireless/Mobile	36%
IP PBX	33%
Security	33%
SIP Phones	30%
VoIP Gateways	29%
WiFi Telephony Solutions	29%
Storage	28%
Infrastructure	28%
Network & System Management	28%
Power Systems/UPS	25%
Outsourcing/Services	24%
Web Services	23%
IP Video	22%
Communications Software	22%
VoIP Firewall	21%
IP Centrex/Hosted Comm/SIP	20%
Network Management Tools	20%
Security Solutions	18%
Testing Equipment	18%
Softswitch	17%
IP Fax	16%
Unified Communications Services	16%
Rural Telecom Solutions	15%
IP Contact Center	15%
Video Conf/Collaboration Solutions	15%
Media Server	14%
Dual Mode Phones	14%
Enhanced Services	14%
Fixed/Mobile Convergence Solutions	14%
Mesh/WiMax	14%
Cable Telephony Solutions	13%
IMS – Compliant Equipment	13%
Session Border Control	12%
Satellite Solutions	12%

# 88%

of readers specify, recommend, approve, purchase or influence the purchase of IP Communications products or services.\*

## Job Function of *INTERNET TELEPHONY* readers



\*Source: 2008 Reader Survey

**Service Providers**

INTERNET TELEPHONY® now reaches more than 21,000\* Service Providers, including the likes of AOL, Cablevision, Sprint, Qwest, AT&T and Verizon, plus many regional carriers and nextgen service providers.

**Enterprise/SMB/Government**

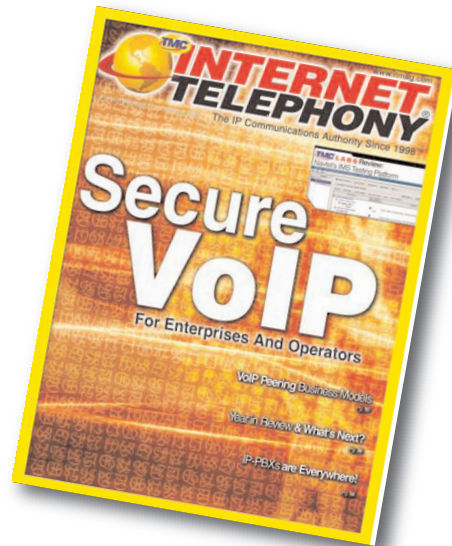
INTERNET TELEPHONY® now reaches nearly 22,000\* Enterprise & Government readers, including executive-level decision makers at companies, and many fast-growing SMBs.

**Resellers/Developers**

INTERNET TELEPHONY'S circulation to industry resellers and developers remains at more than 10,000, a very strong core of prominent businesses in a critical segment of the overall IP communications marketplace

66%

Answered YES when asked if they were planning to purchase VoIP/IP Communications products/services in the next 12 months.\*

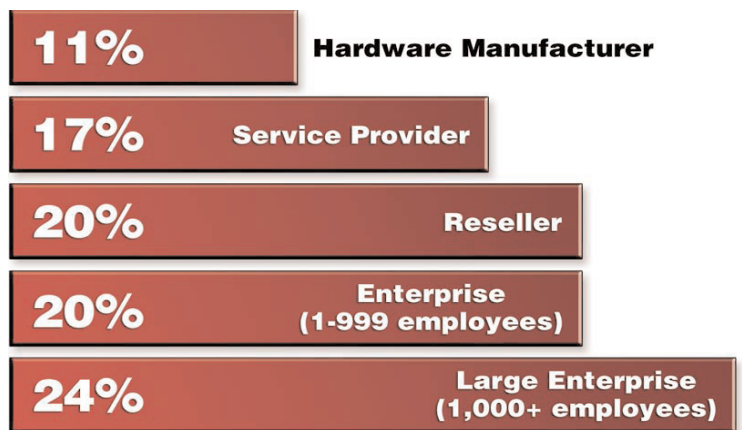


62%

of readers have browsed the Web site of a company as a direct result of an advertisement in INTERNET TELEPHONY\*

\*Source: 2008 Reader Survey

**Primary Business Type of INTERNET TELEPHONY Readers\***



**62%** browsed the Web site of a company as a direct result of an ad in INTERNET TELEPHONY

**38%** referred to and discussed an ad in INTERNET TELEPHONY with colleagues or customers

**36%** requested more information from an advertiser in INTERNET TELEPHONY

**33%** saved an ad in INTERNET TELEPHONY magazine for reference

**22%** recommended a product or service advertised in INTERNET TELEPHONY magazine

**20%** purchased a product or service advertised in INTERNET TELEPHONY magazine

Actions Taken as a Result of Seeing an Ad in *INTERNET TELEPHONY*\*

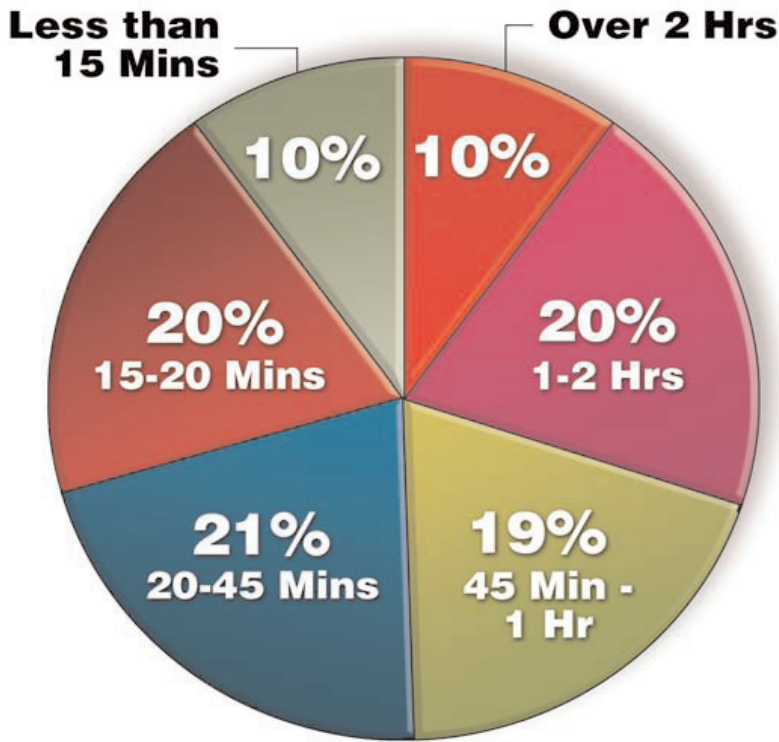
**70%**

of readers review advertisements in *INTERNET TELEPHONY*® magazine to ensure they are not missing new product information\*

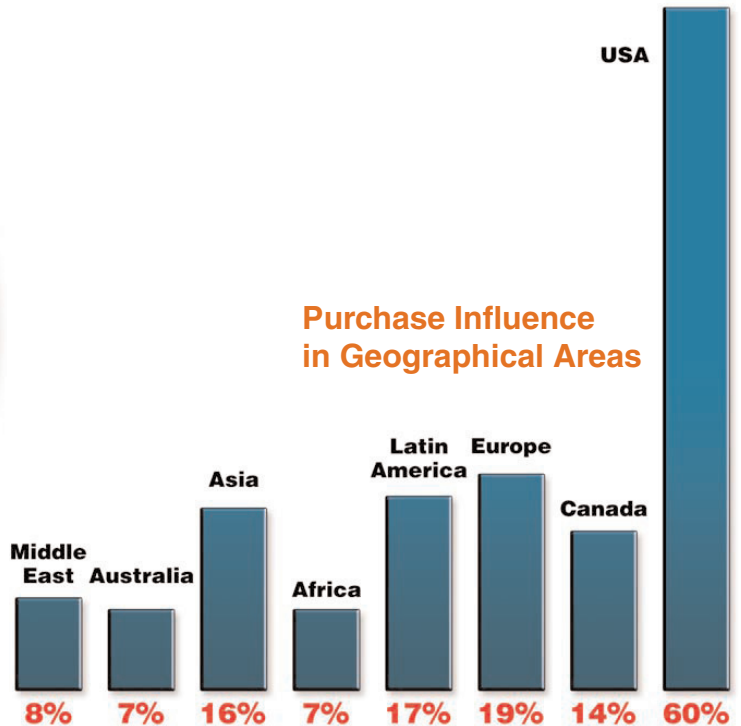
**58%**

of readers say that advertisements in *INTERNET TELEPHONY*® magazine have influenced their purchase of products and service\*

Readers were asked the average time they spent reading each issue of *INTERNET TELEPHONY*.\*



Purchase Influence in Geographical Areas



\*Source: 2008 Reader Survey

# TMC **INTERNET TELEPHONY**® - Integrated Marketing

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

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.

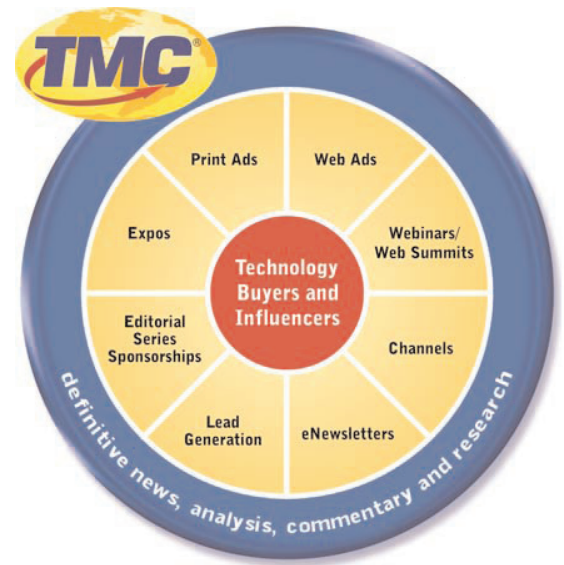
TMC's media properties in print, online and in person at trade shows and conferences provide the most effective way to reach your target buyer, regardless of their preferred method for gathering product information. Here's the proof:

- TMCnet is ranked among the most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. TMCnet is viewed by more than **2 Million unique visitors** and serves nearly **30 million page views every month**.

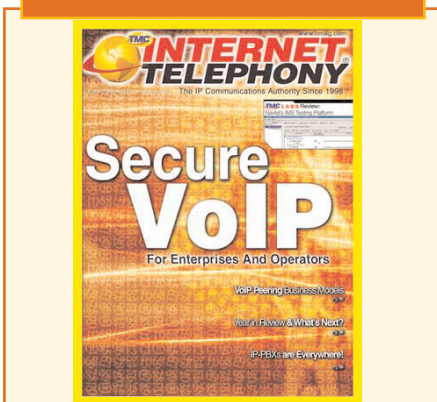
- TMC publishes four print publications: **INTERNET TELEPHONY**, **Unified Communications**, **NGN and Customer Interaction Solutions**. These publications are the leading industry trade magazines in their genre, **reaching over 600,000 readers each month**. TMC's publications are geared toward an audience of high-level decision makers, providing experience and unbiased views of the communications and technology industry.

- TMC produces the leading IP Communications trade show, ITEXPO. Why travel the world seeking prospects when TMC can have the world come to you? Thousands of attendees **representing 110 countries** appreciate the targeted focus of TMC's shows, which provide valuable information they can take away and apply to their businesses.

Get 360° Global Reach with TMC and get a qualified audience, highly credible content environments, and simple brand clout that no other name in communications and technology media can deliver!  
**No other company offers the best service in Web, Print, and Trade shows.**



## In Print



## In Person



## Online



## A Million to One! 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, in print and trade shows to bring appropriate brand recognition and help you maximize your marketing ROI.

From two million visitors on our Web site, down 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:

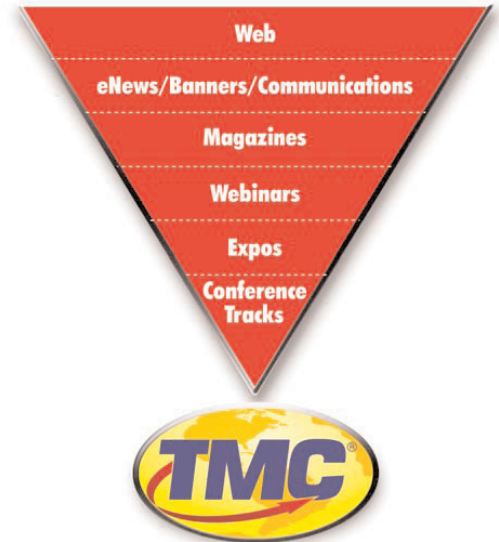
- A media-appropriate message and content your audience is looking for at each of the particular access points they're using —magazines, Web sites, live events, Web events, newsletters, etc.
- Connecting with your best prospects and customers.
- A large number of business technology executives are delivered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

### TMC has an advertising opportunity that's right for you!

- **Print Advertising**  
Reach key decision makers when buying decision are being made.
- **Buyer's Guide**  
24/7/365 availability 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/Web summit**  
Receive actionable leads from pre-registration, live event attendees, and post event archive attendees. Complete Turnkey Events, Webinars are single-sponsor events while Web Summits can be sponsored by multiple companies or partners.
- **TMCnet Web Advertising**  
Join one of the top .05% most visited Web sites in the world with our banners program. Your message, nine different advertising units, plus run of site options.

- **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, appearing in the top tabs on each page of the site - including the TMCnet home page.
- **Trade Show & Conferences**  
Why travel the world seeking proprospects when TMC's live events delivers them to you? Thousands of attendees representing 110 countries appreciate the targeted focus of TMC's conferences and Expos.

## Educate Audiences At Each Level



- **E-Newsletters**  
Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted, editorial-rich, e-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.
- **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!
- **TMCnet Channels**  
Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.

## TMC's Media Outlet

Join TMC's media outlet and become part of an influential community.

TMC has built a community reaching purchasing decision makers in your key target markets. These decision makers use TMCnet, TMC publications, and TMC trade shows to stay informed and to evaluate and select products and services.

Reach an audience of over 2,600,000 communications and technology professionals every month — the largest, highest quality group of prospects in these markets.

### High-level decision makers who use TMCnet products are:

- Corporate Management (CEO, CFO, COO)
- Corporate Executives (President, VP, DIR)
- Management: IT, MIS, Telecom/Datacom, Call Center, Engineering



# 96%

OF READERS RATE *INTERNET TELEPHONY*<sup>®</sup> AS USEFUL/ EXTREMELY USEFUL\*

# 1/2

OF READERS SAY ADVERTISEMENTS IN *INTERNET TELEPHONY*<sup>®</sup> HAVE INFLUENCED THEIR PURCHASING DECISIONS\*

# 88%

OF READERS SPECIFY, RECOMMEND, APPROVE, PURCHASE OR INFLUENCE THE PURCHASE OF IP COMMUNICATIONS PRODUCTS AND SERVICES\*

# 60%

EMPLOYED BY COMPANIES WITH UP TO 1,000 - 5,000 EMPLOYEES\*

\*Source: 2008 Reader Survey

# Editorial Team and TMC Labs -



**Rich Tehrani**, currently president and group editor-in-chief, has led TMC® in many capacities since 1982. Rich Tehrani is an IP Communications industry expert, visionary, author and columnist. He founded *INTERNET TELEPHONY* magazine in 1998 and, as President of TMC, is the owner of the registered trademark for the term Internet Telephony. In 1999, Tehrani launched ITEXPO and has watched it grow into the best attended IP show in the world. Tehrani is also the founder of TMCnet, the most popular communications/ technology portal in the world. More recently he launched TMC's newest title, NGN magazine.

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 Tehrani is a computer engineer who graduated from the University Of Connecticut with a hardware/software Bachelor of Science degree.

## **26 Years' Industry Experience**



**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, NGN and Unified Communications. 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.

## **9 Years' Industry Experience**



**Paula Bernier**, Executive Editor for TMC's IP Communications Publications.

As executive editor, Bernier will oversee editorial content and operations of *INTERNET TELEPHONY*, NGN and Unified Communications magazines. An 18-year veteran of reporting in the communications industry, Bernier has most recently served as a freelance blogger and feature-writer for various communications industry businesses and organizations. Bernier served as Editor-in Chief, xchange magazine, Virgo Publishing, where her role included editorial control of custom publishing efforts for eBooks and webinars. During her tenure at Virgo Publishing, Bernier acted as Editor-in-Chief, PHONE+ magazine, and launched Sounding Board, a voice over IP publication.

## **18 Year's Industry Experience**



**Mike Dinan**, Group Managing Editor for TMC's IP Communications Group, including TMCnet

Dinan joined TMC as TMCnet Contributor. He currently oversees the editorial team of TMCnet, TMC's global resource for communications news and information. Prior to joining TMC, Dinan plays a vital role in continuing the transformation of TMC from a communications site to the leading technology Web site in the world. Prior to joining TMCnet's editorial team in April 2008, Dinan worked as a reporter for the Greenwich Time newspaper, covering social services, health, housing and the waterfront.

## **6 Year's Industry Experience**



**Tom Keating**, CTO & Executive Technology Editor

Tom is executive technology editor for TMC® Labs, the industry's most-well known and respected testing lab, and has written hundreds of unbiased and objective reviews covering many technologies. He holds a bachelor's degree in computer science and engineering from the University of Connecticut.

## **15 Years' Industry Experience**

## **The Industry's Only In-House Testing Lab Providing Objective Tests for the Communications Market**

TMC Labs highlights technologies that it regards as especially 'hot' when it honors leading vendors with the TMC Labs Innovation Award. TMC Labs profiles each of the winning vendors with individual reviews in an issue of *INTERNET TELEPHONY*. Each year, *INTERNET TELEPHONY* bestows its Product of the Year Award on companies that develop the creme de la creme of cutting-edge products and services that drive the VoIP market. These products have helped improve the bottom line at organizations around the world.













# 2009 Editorial

## INTERNET TELEPHONY Magazine

Month	Enterprise		Service Provider	
January	Enterprise Mobility	Enterprise Network Management	Delivering Mobile Unified Communications	Securing Carrier Networks
February	Unified Communications	IP in the Contact Center	VoIP Peering	Metro Ethernet
March	Alternatives for the Enterprise: Hosted VoIP	Alternatives for the Enterprise: Premises-Based IP PBXs	Delivering Video Services	Telepresence Strategies and Solutions
April	Conferencing & Collaboration Strategies	Telecom Expense Management	Wireless Broadband Alternatives	IMS
May	Securing Enterprise Communications	Unified Communications & Presence	Network Management	Location-Based Services
June	Open Source Telephony Selection Criteria	Designing the Mobile Enterprise	Billing	WiMAX
July	Network Monitoring	Communications Enabled Business Practices	Moving Beyond Triple Play	Network Expense Management
August	Guaranteeing Quality of Service	The Greening of Enterprise Communications	VoIP Peering	Consumer VoIP
September	IP Enabling the Contact Center	Enterprise WiFi Telephony Solutions	Cable Telephony	IPTV
October	Unified Communications	Conferencing Tools & Solutions	IMS	Delivering Mobile Video
November	Telecom Expense Management	The State of Open Source Telephony	OSS/BSS	Hosted VoIP
December	<b>2010 Buyers' Guide - Sell Your Products</b>			

The Publisher reserves the right to change, alter and/or eliminate any editorial feature without notification. Companies interested in specific editorial topics should contact *Internet Telephony*® editors at least three months before the desired issue. Erik Linask, Group Editorial Director, 203-852-6800 ext. 284 or [elinask@tmcnet.com](mailto:elinask@tmcnet.com)

# Calendar

Developer	Wireless	Special Focus	VoIP in Verticals (Case Studies)	IO/Material Due Date	Bonus Distribution
Host Media Processing	Enterprise WiFi Security	Product of the Year 	Healthcare	December 11, 2008	
Open Source Development Tools	Mobile VoIP & Video	The State of Consumer VoIP	Finance	January 8, 2008	
Choosing Development Platforms	Location-Based Services	International VoIP	Hospitality	February 12, 2008	
Service Oriented Architecture (SOA)	WiMAX	How To Resell VoIP	K-12	March 12, 2008	Billing OSS World CTIA Wireless
SIP	Enterprise Mobility	Effective Marketing of VoIP Services	SMB	April 9, 2008	Interop
VoIP Testing Solutions	Selecting Wireless Handsets	The IP Enabled Contact Center 	Retail	May 14, 2008	Supercom
High Availability	Unlicensed Mobile Access (UMA)	TMC Labs Innovation Awards I		June 11, 2008	
Power Protection & Management	Next-Gen Mobility: 4G & Beyond?	TMC Labs Innovation Awards II Corporate Profiles		July 9, 2008	
Service Creation Tools	Mobile Multimedia	IPTV Excellence Awards 	Higher Education	August 13, 2008	Interop 
Software Development Tools	Wireless Broadband Alternatives	Internet Telephony Excellence Awards 	Government	September 10, 2008	
VoIP Testing	WiFi Telephony	The Year In Review... The Year Ahead OSS Excellence Award	SMB	October 8, 2008	
				November 12, 2008	

**And Services 365 Days A Year!**

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# INTERNET TELEPHONY®

## - TMC's Guaranteed Lead Program

### The TMC Guaranteed Lead Program Delivers, Quality, Targeted Prospects from Elite Companies...EVERY DAY!

You concentrate on crafting and delivering your sales message.

New, qualified and targeted leads are the lifeblood of any serious marketing campaign.

TMC's Lead Generation Program will provide a steady stream of quality leads. You can target by category and by company, and it all happens while you sharpen your message and develop the new relationships that turn into sales!

### How many of these companies would you like to do business with?

#### Some of the Companies and Organizations that Have Responded to Our Lead Generation Program:

- 3Com
- Accenture
- ADT Security Services
- Alcatel USA
- American Airlines
- American Express
- American Gas Association
- Ameritrade
- Amtrak
- Apple International Group
- AT&T
- Avaya
- Bank One Corporation
- Bellsouth
- Booz Allen Hamilton
- Capital One Services, Inc.
- Charles Schwab & Company
- Chicago Transit Authority
- Citibank
- Cole Haan
- Comcast Cable Corp
- DOT - Tolls Data Center
- Dow Chemical Company
- Dupont
- Empire Blue Cross
- Fedex Custom Critical
- Fidelity Investments
- Foxwoods Resort Casino
- FTD.COM
- Gateway
- GE Consumer Finance
- Georgia-Pacific Corp.
- General Motors
- Goldman Sachs
- Hewlett Packard
- Nissan Motor Acceptance Corp.
- ING
- Intel Corporation
- Johnson & Wales University
- Jostens
- JPMorgan Chase
- Kaiser Permanente
- Knight Ridder, Inc.
- Lucent Technologies
- Manhattan College
- Marquette University
- MBNA America Bank, N.A.
- MCI
- Mercedes Benz
- Microsoft
- Minnesota Timberwolves
- Motorola
- Mutual of Omaha
- Nortel
- OfficeMax
- Oracle
- Pitney Bowes
- PNC Bank
- Procter & Gamble
- Provident Bank
- Qwest Communications
- Samsung
- SBC
- Sears
- Shell
- Siebel Systems, Inc.
- Siemens
- Sprint
- State of Oregon - DAS
- Sun Life Financial
- Sun Microsystems
- T-Mobile USA
- TD Waterhouse
- The Honeybaked Ham Co.
- Time Warner Cable
- Toshiba
- United Healthcare
- United Nations
- Verizon
- Visa International
- Whirlpool
- Yahoo!