

2010 Media Kit



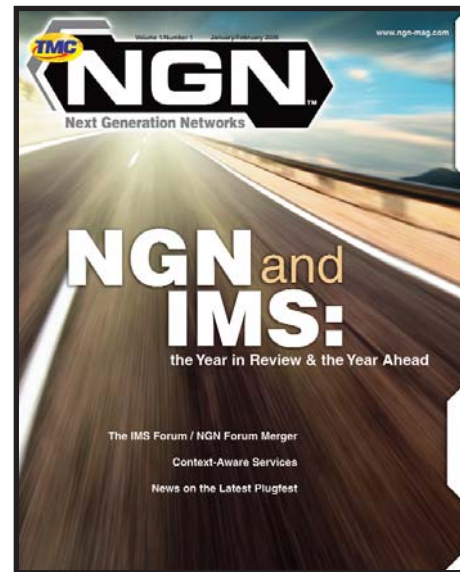
Introducing Next Generation Networks (NGN) Magazine

To Reach Key Decision Makers Investing in Next Generation Technology Products, Applications and Services, Include NGN Magazine in Your Media Plans

- How do service providers select the best technologies?
- How can they cost-effectively deploy services and applications to a rapidly-changing array of devices?
- In today's competitive marketplace, how do they meet and exceed customers' ever-higher expectations?

NGN magazine answers these important questions and more. To better serve communications service providers, TMC's newest publication is an evolution of IMS Magazine. It addresses a host of issues relevant to carriers looking to gain market share while maximizing ROI. Its premiere issue in January 2009 will raise the bar for the communication industry. NGN will be the font of expertise for providers using cable, VoIP and converged networks, and those migrating from legacy technologies to 4G.

The rapid influx of applications, as well as the potential for breaking into new and under-served territories, present great opportunities for today's service providers to profit - but only if smoothly deployed and wisely selected. NGN will provide the strategies and detailed content to enable service providers to proceed with confidence.



Credible, Unbiased Editorial

- Featured Articles Bringing Winning Strategies
- Columns by Recognized Experts/Analysts
- Industry and Regulatory News, Plus Coverage of Important Events

These are the highly credible editorial backdrop for your marketing messages. All of this is brought in bi-monthly issues by the veteran editorial team of Technology Marketing Corporation (TMC). For over 26 years, TMC has been serving communications technology professionals, leading the way through technological evolutions.



Experienced Editorial Team

NGN Magazine Features The Voices You Have Come to Rely on For Communications and Technology News, Opinions, and Product Information



Rich Tehrani, currently president and group editor-in-chief, has led TMC® in many capacities since 1982. Rich 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 the ITEXPO and has watched it grow into the world's best attended IP communications trade show. Tehrani is also the founder of TMCnet, the most popular communications/technology portal 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. **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, *IMS Magazine* 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 Years' 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.



Gary Kim, Contributing Editor

Mr. Kim has been a journalist and industry analyst since 1983. Gary has been an independent consultant and has worked in the ISP and system integrator industry. He also was on the board of InternetNow, a Phoenix-based dial-up ISP.



Peter Radizeski, Contributing Editor

Mr. Radizeski is an agent for about 20 carriers, as well as a consultant for service providers (ISP, WISP, CLEC, MSO, FTTH, and ITSP) on strategy, marketing, messaging, and sales training. He is also a frequent blogger on TMCnet.



NGN's Focused Circulation

NGN magazine reaches only those professionals in the position to make, recommend, or influence purchase decisions. To providers of services, applications and products for those deploying next-generation networks, this means we take the guesswork out of reaching your prime prospects. NGN will reach potential buyers when they are ready to make RFPs, now and in the near future.

We want to partner with you to help you thrive and prosper. NGN is vital reading for C-Level and IT executives at carriers, cable service operators, ISPs, Value Added Service Providers and others delivering wireless services. With continual updates of our subscriber base, TMC does not waste resources, time, paper and postage on marginal readers. Just as we deliver premium editorial, we deliver top-level readership to advertisers.

NGN magazine reaches over 55,000 professionals with buying power: high-placed technical executives, C-level management, and other management. The readership comes from network service providers: ILECs and CLECs; Wireless and ISPs; independent telcos; Satellite, Cable and MSO providers; Rural telcos; competitive access providers.

Influential Job Functions:

- Technical Management.....48%
- Corporate Management28%
- Other Management28%

Only Relevant Business Types:

- Service Providers51%
- Telephony Industry24%
- General Industry.....25%

Reaching Carriers of all Sizes (# of Employees):

- 5000+24%
- 1000 – 499911%
- 11-99941%
- 1-1023%

Your Ads Should be in NGN If You are Involved with:

- Wireless Backhaul
- 4G
- WiMAX
- Network Processors
- WiFi
- VoIP
- Satellite
- LTE
- IPTV
- OSS / BSS
- FMC
- Fiber Optics
- Optical Technology
- Infrastructure
- Smart Boxes
- IPR
- Cable
- Spectrum
- Testing Equipment

TMC Builds Communities In Print, In Person, and Online

In addition to reaching the communications and technology market via NGN, TMC offers the support of online media and key industry events to help you reach domestic and international buyers. These vehicles enable brand building and provide the means to become the "go-to" supplier for market niches.

For information about creating an integrated marketing program capitalizing on TMC's ability to target your prime prospects, contact Tim Goins:
e-Mail: tgoings@tmcnet.com
Phone: (203) 852-6800 x229



2010 NGN Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution
January	<ul style="list-style-type: none"> Moving from Legacy to Next Generation Networks Service Creation and Provisioning Next Generation Data Centers 	ITEXPO East 2010 Miami
<i>January Ad Materials Deadline: Wednesday, December 23, 2009</i>		
March	<ul style="list-style-type: none"> The State of 4G Next Generation Application Delivery Wireless Backhaul 	CTIA Wireless Comptel Spring Interop Las Vegas
<i>March Ad Materials Deadline: Wednesday, February 17, 2010</i>		
May	<ul style="list-style-type: none"> Voice over LTE Wireless and Wireline Convergence Web Services and SOA NGN Leadership Awards 	SUPERCOMM 2009, Chicago
<i>May Ad Materials Deadline: Wednesday, April 21, 2010</i>		
July	<ul style="list-style-type: none"> Making the Most of Legacy Services The Realities of IMS Service Assurance and Bandwidth Management 	Comptel Fall
<i>July Ad Materials Deadline: Wednesday, June 23, 2010</i>		
September	<ul style="list-style-type: none"> Service Oriented Networking A Look at Broadband Stimulus, Round One Optical Networking 	ITEXPO West CTIA Wireless Comptel Fall
<i>September Ad Materials Deadline: Wednesday, August 25, 2010</i>		
November	<ul style="list-style-type: none"> Subscriber Migration Strategies 2010: The Year in Review 2011 NGN Buyer's Guide 	
<i>November Ad Materials Deadline: Wednesday, October 27, 2010</i>		

4-COLOR ADVERTISING RATES

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

AD SIZES WIDTH HEIGHT

Trim Size	8 ¹ / ₈ "	10 ⁷ / ₈ "
Full Page (live image area)	7"	10"
Full Page Bleed	8 ³ / ₈ "	11 ¹ / ₈ "
2 Page Spread	14"	10"
2 Page Spread Bleed	16 ³ / ₄ "	11 ¹ / ₈ "
1/2 Page Island	4 ¹ / ₂ "	7 ¹ / ₂ "
1/2 Page Island Bleed	5 ⁵ / ₁₆ "	8 ³ / ₁₆ "
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	8 ³ / ₈ "	5 ¹¹ / ₁₆ "



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