



The IP Communications Authority Since 1998

TMC Labs Innovations Awards
Volume 3/Number 6 June 2010 www.uc-mag.com

Unified
COMMUNICATIONS
Discover Convergence Opportunities

UC for the SMB

Cloud-based Solutions Help Make UC More Accessible to a Wider Group

Getting Users Amped About Using UC

SIP, UC Stick Together

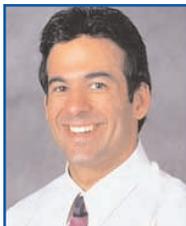
Mobile UC Solutions Hit the Street in

Media Kit 2011

www.ucmag.com 203-852-6800

©2010 Technology Marketing Corporation. All Rights Reserved.

Launched in 1997



Dear Colleague,

Unified Communications magazine is devoted to educating enterprise decision-makers on why and how they need to deploy unified communications (UC) solutions.

Enterprises are increasingly deploying today's UC solutions to:

- Improve employee productivity and transform the way people communicate.
- Integrate communications into business processes.
- Simplify operations by connecting people and information more efficiently.
- Reduce capital expenditures.

The market for unified communications software and the hardware that it runs on is experiencing tremendous growth. In fact, the unified communication market is expected to top \$1 billion by 2013. Today's enterprise workforce is demanding these productivity-enhancing options from their IT and telecom departments. Responding to this pressure from their staffs, decision makers at all levels are selecting and deploying solutions at a frantic pace.

Every issue of *Unified Communications* magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall St. perspective on the unified communications market.

Unified Communications magazine presents targeted editorial that enables decision-makers to make better purchasing decisions.

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

Launched in 2009



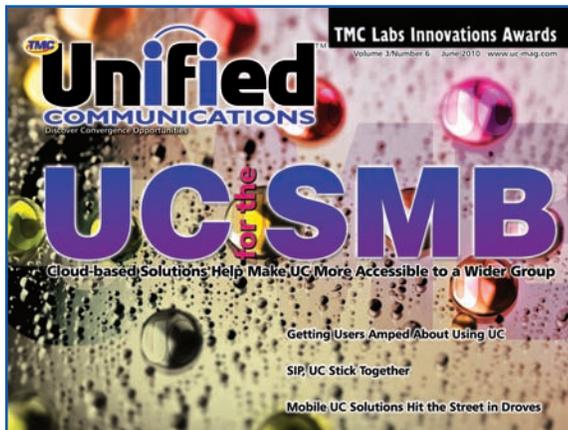
From TMC, Pioneers in Print and Web Publishing

Unified Communications 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 produces the most visited communications site in the world, TMCnet®.

Unified Communications magazine is the best place for serious decision-makers to turn when wanting to learn what they should buy and why.

Sincerely,

Rich Tehrani
Chief Executive Officer, TMC



To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

Why TMC?



TMC has distinguished itself in the market as the ideal company to produce *Unified Communications* magazine. We have been publishing magazines in communications since 1982 and still publish the world's longest-running IP communications magazine, INTERNET TELEPHONY®. This publication 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®.

TMC produces ITEXPO; 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the Cloud Communications Summit (in conjunction with Light and Electric); CVx ChannelVision Expo (in conjunction with Beka Publishing); and MSPWorld™ (in conjunction with the MSP Alliance). Why travel the world seeking prospects when TMC can have the world come to you? Thousands of attendees **representing 100 countries** appreciate the targeted focus of TMC's shows, which provide valuable information they can take away and apply to their businesses.

First Issue: February 1998
100th Issue: October 2006

TMCnet is the leading communications and technology site in the world with nearly 2 million unique visitors on average and 40 million page views in a given month. In addition, the site's traffic ranks in the top 5,000 sites in the entire world, according to Alexa.com. No other communications site comes close, and we are ranked higher than many general technology sites as well.

TMC has been educating the world on cutting-edge communications solutions for the past decade, as long as these technologies have been around. We have written numerous articles, hosted numerous conferences focusing on these topics, and we provide a source of information on the rapidly growing unified communications market. TMC is uniquely positioned to provide this voice.

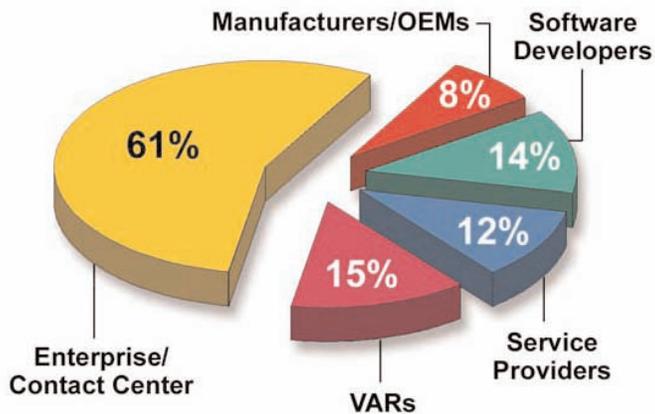


To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com
© 2010 Technology Marketing Corporation. All Rights Reserved

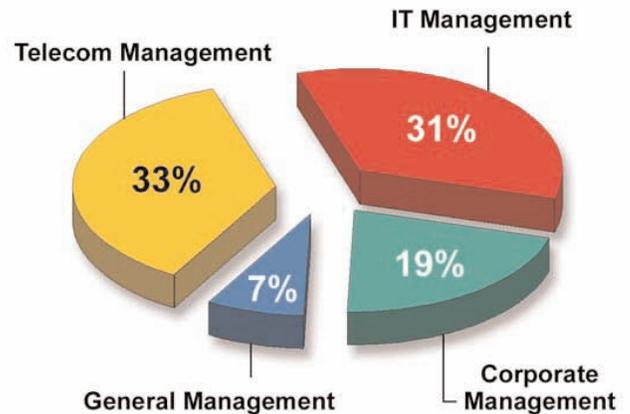
The Publisher reserves the right to change, alter and/or eliminate any editorial feature without notification. Companies interested in specific editorial topics should contact *Unified Communications*® editors at least three months before the desired issue. Erik Linask, Group Editorial Director, 203-852-6800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

Unified Communications Magazine is Where Serious Decision-Makers Turn to Learn What to Buy

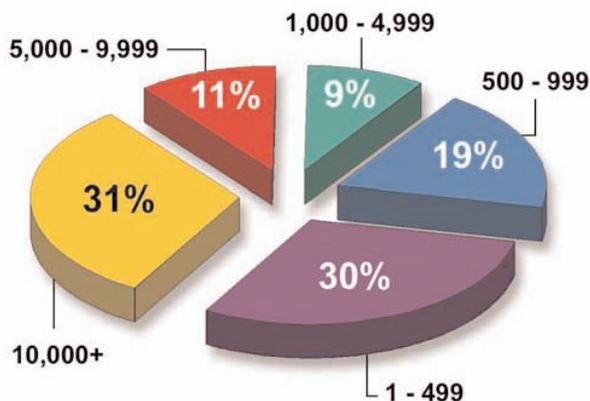
Business Type



Job Function



Company Size



Readers Plan to Buy

- IP PBX
- IP Phones
- Call Center Solutions
- Softswitches
- Comm Software
- Hosted Solutions
- Wireless/Mobility
- FMC
- Unified Messaging
- Comm Appliances
- SIP Trunking
- Security Solutions
- Power/UPS
- Testing

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

Experienced Editorial Team

TMC

Unified

COMMUNICATIONS

Quality Editorial Creates an Educated Audience, Seeking Quality Solutions



Rich Tehrani, Chief Executive Officer. Since 1982 Rich has led TMC® in many capacities. Rich Tehrani is an IP Communications industry expert, visionary, author and columnist. He founded INTERNET TELEPHONY® magazine in 1998 and is the owner of the registered trademark for the term INTERNET TELEPHONY®. In 1999, Tehrani launched INTERNET TELEPHONY® Conference & Expo 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 two newest titles, NGN magazine and InfoTECH Spotlight 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.

27 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 Magazine and InfoTECH Spotlight. 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.

10 Years' Industry Experience



Paula Bernier, Executive Editor for TMC's IP Communications Publications. Paula oversees editorial content and operations of INTERNET TELEPHONY, NGN and Unified Communications magazines. An 19-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.

19 Year's Industry Experience



Patrick Barnard, Group Managing Editor for TMC's IP Communications Group, including TMCnet. In this position, Barnard oversees the editorial team for TMCnet. TMC's global resource for communications news and information. Barnard joined TMC as Senior Web Editor for

TMCnet. Prior to TMC, he was managing editor for Multichannel Merchant magazine and former editor of the Darien Times, a community newspaper serving the town of Darien, CT.

15 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.

16 Years' Industry Experience

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

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

High Impact Opportunities in Print Advertising

Any company that wants to achieve a leadership position should be associated with Unified Communications magazine.

Editorial Series Sponsorship – Marketing Through Education

Your message in an editorial format. Marketing through education, this informational advertisement creates the image that your marketing message is an educational article. Showcase your products and establish a thought-leadership position.

Full Page Advertisement

Print advertising is the best way to build branding and awareness. It shows the market you are a stable company investing in your future.

Cover Wrap

No better way to guarantee your message is viewed by every subscriber.

Belly Band

Get your message in readers' hands. Surround the magazine with a belly band containing your product marketing.

Buyer's Guide

24/7/365 availability to qualified buyers. Feature your company with an enhanced listing and ad to help you stand out!

Digital Issue Advertising

Email sponsorship, belly band, cover wrap or video advertising exclusively designed for digital publications.



To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

Broad Scope or Concentrated Focus — TMC Has an Advertising Opportunity That's Right for You!

Branding • Thought Leadership • Lead Generation

Partner Programs • Community Building • Custom Solutions

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.

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, Web events.
- Connecting with your best prospects and customers.
- High volume of decision makers absorbing your message while learning about communications solutions.
- A custom-built ad program around the product-focused editorial of all TMC publications, Web sites, and conference programs.
- Building awareness.
- Leads! Leads! Leads!

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

• PRINT ADVERTISING

Reach key decision makers when buying decisions are being made. Choose from a host of high impact advertisement options like cover wrap, belly band or an insert and standout.

• WEBINARS

Receive actionable leads from pre-registration, live event attendees, and post event archive downloads. Turnkey Events, TMC executes all marketing and 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 100 countries appreciate the targeted focus of TMC's conferences and Expos.

• TMCNET WEB ADVERTISING

Join one of the top 1% 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. GOCs appear in the top tabs on each page of TMCnet.

• TMCNET CHANNELS

Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.

• PODCASTS

Providing information in a Podcast format enhances your company's credibility as a solution provider. Generate cost-effective leads of executives responsible for specifying and purchasing Communications components.

• E-NEWSLETTERS

Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted, editorial-rich, email newsletters can be delivered daily, bi-weekly, or monthly.

• WHITE PAPER PROGRAM

Post your white papers on TMCnet and receive a constant flow of quality leads. Qualified readers will be driven to your white papers 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!

• PREMIUM LEAD GENERATION

Go beyond simple lead capture forms to uncover truly hot prospects.

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

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

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.

Online

- TMCnet has been ranked among the top 5,000 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. Currently, TMCnet is viewed by nearly 2 million unique visitors monthly on average, and serves more than 40 million page views every month.

In Print

- TMC publishes INTERNET TELEPHONY, Unified Communications, NGN Magazine, Customer Interaction Solutions and InfoTECH Spotlight. These publications are the leading industry trade magazines in their respective markets, reaching over 600,000 readers each month, including passalong readership. TMC's publications are geared toward an audience of opt-in high-level decision makers, providing experience and unbiased views of the communications and technology industry.

In Person

- TMC produces major trade shows annually including ITEXPO; 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the Cloud Communications Summit (in conjunction with Light and Electric); CVx ChannelVision Expo (in conjunction with Beka Publishing); and MSPWorld™ (in conjunction with the MSP Alliance). Why travel the world seeking prospects when TMC can have the world come to you? Thousands of attendees representing 100 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.

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved



Technology Marketing Corporation
800 Connecticut Ave, 1st Floor East
Norwalk, Connecticut 06854 USA
203-852-6800 • www.tmcnet.com

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: tgoins@tmcnet.com

© 2010 Technology Marketing Corporation. All Rights Reserved

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

