

**TMC**  
**Unified**  
**COMMUNICATIONS**

The IP Communications Authority Since 1998



# Media Kit 2009

[www.UCMag.com](http://www.UCMag.com) • 203-852-6800

Produced by TMC, publishers of INTERNET TELEPHONY SINCE 1998

©2009 Technology Marketing Corporation. All Rights Reserved.



# Unified COMMUNICATIONS - Unified Communications Magazine

## 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. 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.

## Launched in 2009



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.

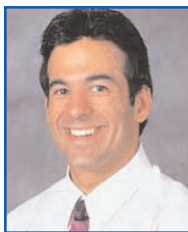
### From TMC, Pioneers in Print and Web Publishing

## Launched in 1982



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



Sincerely,  
Rich Tehrani  
Group Editor-in-Chief



To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)

© 2009 Technology Marketing Corporation. All Rights Reserved

2

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. Greg Galitzine, Group Editorial Director, 203-852-6800 ext. 165 or [ggalitzine@tmcnet.com](mailto:ggalitzine@tmcnet.com)

# Why TMC? - Unified COMMUNICATIONS



First Issue: February 1998  
100th Issue: October 2006

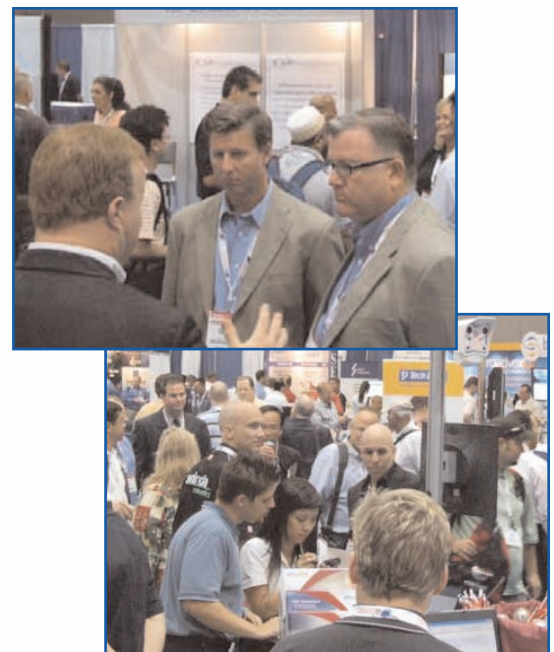
TMC has distinguished itself in the market as the ideal company to produce *Unified Communications* magazine. We have been publishing magazines in communications since 1982 and still publish the world's longest-running IP communications magazine, *INTERNET TELEPHONY®*. This publication is regarded as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

In addition, TMC produces the best-attended IP Communications trade shows in the world. ITEXPO, celebrating its 10th year, is the largest conference and trade show focused on IP communications solutions, including VoIP, unified communications, video, open source solutions, wireless and mobility, contact center technologies, and more. ITEXPO features a variety of collocated events, including 4GWE Conference (held in Los Angeles and Miami), Digium|Asterisk World (held in Miami only), and Communications Developer Conference (held in Los Angeles only).

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 in a given month. In addition, the site's traffic ranks in the top 5,800 sites in the entire world\*. 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 realize the market now needs a source of information on the rapidly growing unified communications market. TMC is uniquely positioned to provide this voice.

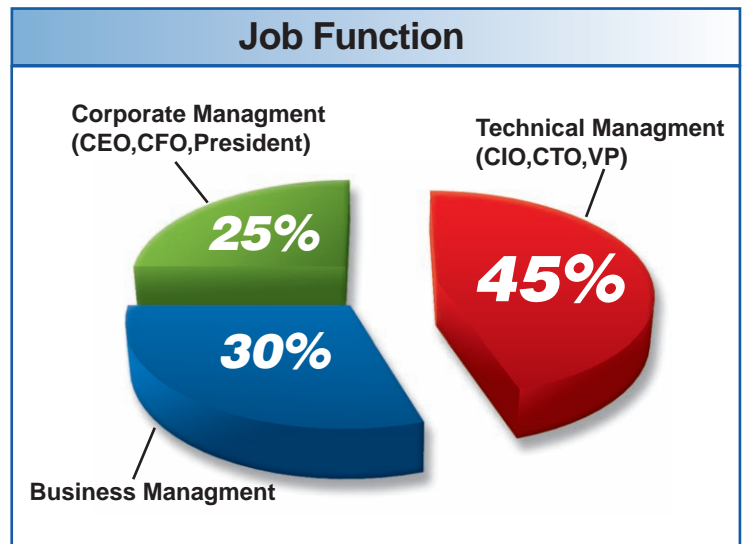
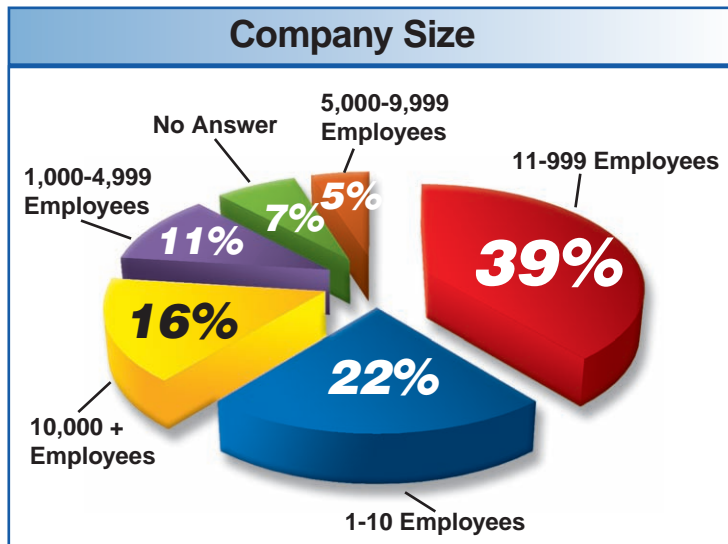
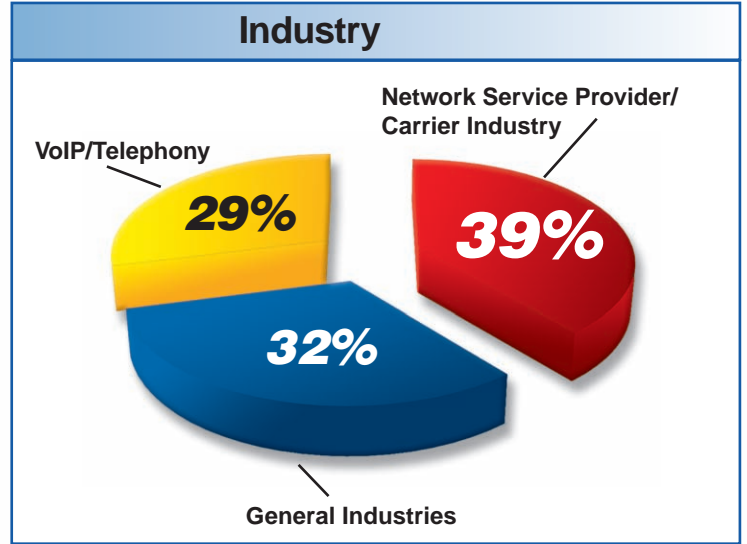
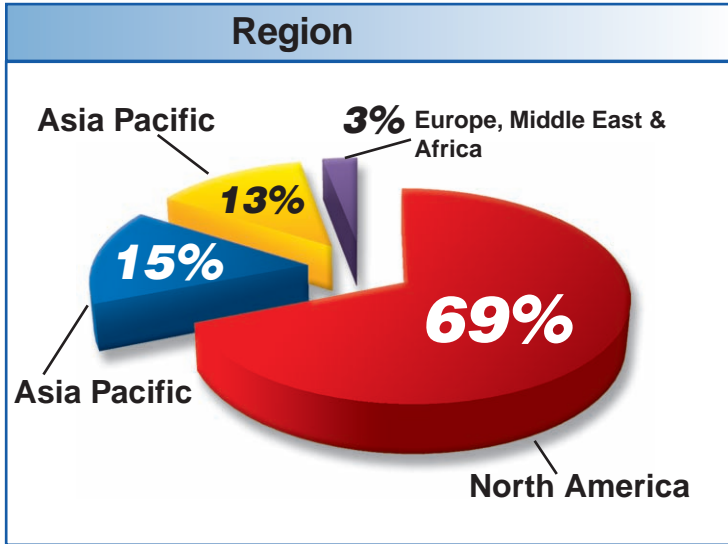


To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)  
© 2009 Technology Marketing Corporation. All Rights Reserved

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. Greg Galitzine, Group Editorial Director, 203-852-6800 ext. 165 or [ggalitzine@tmcnet.com](mailto:ggalitzine@tmcnet.com)



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



To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)

© 2009 Technology Marketing Corporation. All Rights Reserved



## Quality Editorial Creates an Educated Audience, Seeking Quality Solutions



**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 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. Most 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.  
**24 Years' Industry Experience**



**Greg Galitzine**, Group Editorial Director for TMC's IP Communications Group, including TMCnet, *INTERNET TELEPHONY*®, *Customer Interaction Solutions*, *NGN* and *Unified Communications*

Greg Galitzine is the founding editor of *INTERNET TELEPHONY*, and has overseen the publication's editorial direction since 1998. He is also the founding editor of *Unified Communications* and *NGN*.

Prior to the launch of *INTERNET TELEPHONY*, Galitzine was Managing Editor at CTI® magazine and Chief Copy Editor at NASA Tech Briefs. **12 Years' Industry Experience**



**Richard Grigonis**, Executive Editor of TMC's IP Communications Group of magazines

Richard Grigonis is an internationally-known technology editor and writer. He served as Editor-in-Chief of *VON Magazine* from its founding in 2003 until 2006. Prior to that, Grigonis spent nearly ten years as the Chief Technical Editor of CMP Media's *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, who has written published articles in *Dr. Dobb's Journal*, *TELECONNECT* and *Call Center* magazines, also helped design and construct a testing lab used by four CMP publications. **15 Years' Industry Experience**



**Erik Linask**, Group Managing Editor, 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.

**8 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.

**14 Years' Industry Experience**

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)

© 2009 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.

Greg Galitzine, Group Editorial Director, 203-852-6800 ext. 165 or [ggalitzine@tmcnet.com](mailto:ggalitzine@tmcnet.com)



# **Unified** - Advertising Opportunity COMMUNICATIONS

## **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 up to 110 countries appreciate the targeted focus of TMC's conferences and Expos.

#### **• 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. 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.

#### **• PREMIUM LEAD GENERATION**

Take your marketing efforts to the next level. Go beyond simple lead capture forms to uncover truly hot prospects. TMC's Premium Lead Generation delivers qualified leads from prospects with immediate goals and buying power.

#### **• 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!

#### **• PODCASTS**

Free podcasts for the multi-tasking professional or the on-the-go professional. Stay informed. Learn about IP Communications and contact center/CRM solutions. TMCnet Podcasts are audio sessions that can be downloaded on your mobile device or your desktop.

**To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)**

© 2009 Technology Marketing Corporation. All Rights Reserved

# Advertising Opportunity - Unified COMMUNICATIONS



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 is ranked among the top 5,800 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. Currently, TMCnet is viewed by as many as 3 million unique visitors monthly. And, on average, the site serves more than 30 million page views every month.

## In Print

- TMC publishes *INTERNET TELEPHONY*, *Unified Communications*, *NGN Magazine* and *Customer Interaction Solutions*. 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 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. Why travel the world seeking prospects when TMC can have the world come to you? Thousands of attendees representing 115 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](mailto:tgoins@tmcnet.com)

© 2009 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. Greg Galitzine, Group Editorial Director, 203-852-6800 ext. 165 or [ggalitzine@tmcnet.com](mailto:ggalitzine@tmcnet.com)



## Unified Communications Magazine

### Editorial Calendar:

#### **February/March**

**IO/Materials Deadline: January 22, 2009**

- UC in the Call Center
- SIP and Unified Communications
- Femtocells and UC

#### **August/September**

**IO/Materials Deadline: July 23, 2009**

- UC at the Heart of the Contact Center
- How UC Changes Business
- Mobile Unified Communications

#### **April/May**

**IO/Materials Deadline: March 26, 2009**

- Service Oriented Architecture and Web Services
- Securing Your Enterprise While Leveraging UC
- Is IMS UC Friendly?

#### **October/November**

**IO/Materials Deadline: September 24, 2009**

- Selecting Unified Communications Solutions
- Group Productivity: Conferencing, Collaboration & UC
- FMC + UC = Mobile Unified Communications

#### **June/July**

**IO/Materials Deadline: May 28, 2009**

- UC's Role in Communications Enabling Business Practices
- Video Enabled Unified Communications
- Telecom Expense Management

#### **December/January**

**IO/Materials Deadline: November 25, 2009**

- Unified Communications: Year-End Review
- Presence & Context Aware Communications
- UC Solutions Roundup

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)

© 2009 Technology Marketing Corporation. All Rights Reserved

# Advertising Information - Unified COMMUNICATIONS



## 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.

## 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 *Unified Communications Magazine™*, *NGN Magazine™*, *INTERNET TELEPHONY®* and *Customer Interaction Solutions®* count toward frequency discounts. Schedules may be combined.

## Mechanical Requirements:

### Electronic Ad Specs:

Acceptable file formats include process Fat Postscript (all fonts and images included in the Postscript file), PDF (written with hi-res images in place and all fonts embedded), EPS files, native Quark, Illustrator, and Photoshop with all images and fonts included.

### File Transfer:

Files may be mailed on disk or 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. 139 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:

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

4-COLOR ADVERTISING RATES			
	1X	3X	6X
Full Page	4,750	4,550	4,350
Half Page	2,850	2,730	2,610

SIZE	WIDTH	HEIGHT
Trim Size	10.75"	8"
Full Page (live image area) <i>trim size minus .25"</i>	10.25"	7.5"
Full Page Bleed <i>trim size plus .125"</i>	11"	8.25"
2 Page Spread Bleed <i>please allow .75" gutter clearance</i>	21.75"	8.25"
1/2 Page Vertical Bleed <i>Dimensions include .125" bleed. Leave an additional .25" safety from trim for live area. (.375" total)</i>	5.5"	8.25"
1/2 Page Horizontal Bleed <i>Dimensions include .125" bleed. Leave an additional .25" safety on gutter, foot and face. (.375" total)</i>	11"	4.125"
1/2 Page Horizontal Spread Bleed <i>please allow .75" gutter clearance</i>	21.75"	4.125"
Horizontal Non-Bleed	8.5"	3.625"
Vertical Non-Bleed	4.125"	6.125"

To Advertise Please Contact Tim Goins at 203.852.6800 Ext. 229 Email: [tgoins@tmcnet.com](mailto:tgoins@tmcnet.com)

© 2009 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. Greg Galitzine, Group Editorial Director, 203-852-6800 ext. 165 or [ggalitzine@tmcnet.com](mailto:ggalitzine@tmcnet.com)