

TMC
UnifiedTM
COMMUNICATIONS

MEDIA KIT

203-852-6800
www.uc-mag.com

2007-2008

Produced by TMC, publishers of
INTERNET TELEPHONY since 1998





Unified Communications Magazine

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.

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

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,

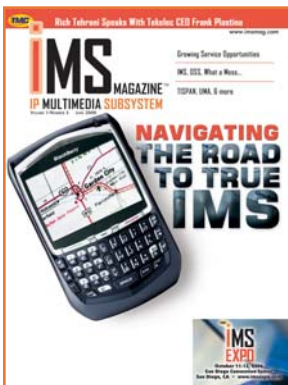


Rich Tehrani
Group Editor-in-Chief

Launched in 1997



Launched in 2006



Launched in 1982





Why TMC?



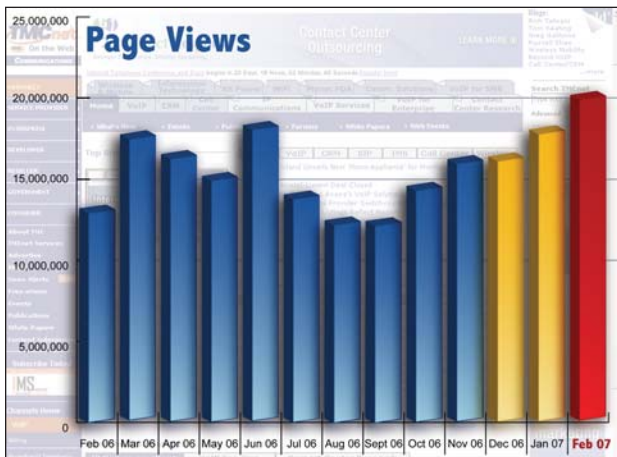
TMC has distinguished itself in the market as the ideal company to produce *Unified Communications* magazine. We have been publishing magazines in communications since 1982 and still publish the world's longest-running IP communications magazine, *Internet Telephony*®. This publication is regarded as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

In addition TMC produces the best-attended IP communications trade shows in the world — Internet Telephony Conference & EXPO East and West. We also produce the world's only Communications Developer event.

Our Web portal, TMCnet, is the most-visited site in communications and technology with an average of 1,050,000 unique visitors and 18,000,000 page views in a given month. In addition, the site's traffic ranks in the top 3,600 sites in the entire world*. No other communications site comes close, and we are ranked higher than many general technology sites as well.

First Issue: February 1998
100th Issue: October 2006

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.





Experienced Editorial Team

Quality Editorial Creates an Educated Audience, Seeking Quality Solutions



Rich Tehrani
*President &
Group Editor-in-Chief,
TMC*

Rich Tehrani, TMC's president and group editor-in-chief, is an IP communications industry expert, visionary, author, and columnist. Rich founded the leading magazine focused on the topic in 1998 and, in his role as president of TMC, is the owner of the registered trademark for the term Internet Telephony. Rich is also the founder and chairman of INTERNET TELEPHONY® Conference & EXPO, THE leading conference focused on IP communications since its launch in 1999. In addition to contributing monthly perspective to *Unified Communications*, *INTERNET TELEPHONY®* and *IMS Magazine*, Rich is a frequent keynote speaker at industry events. For Rich's daily take on IP communications and UC topics, read his blog at www.tehrani.com.



Greg Galitzine
*Editorial Director,
IP Communications
Group*

Greg Galitzine, founding Editorial Director of INTERNET TELEPHONY® magazine, oversees the editorial direction of TMC's IP communications properties, including *Unified Communications*, *INTERNET TELEPHONY*, *IMS Magazine* and TMCnet. Greg is also responsible for creating the conference program at TMC's INTERNET TELEPHONY Conference & EXPO, IMS Expo and Communications Developer Conferences. Greg Galitzine's VoIP blog can be found at: galitzine.tmcnet.com.



**Richard 'Zippy'
Grigonis**
Executive Editor

Richard Grigonis is an internationally known technology editor and writer. He joins TMC after spending nearly a decade as the Chief Technical Editor of 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 has written published articles in many of the leading technology trade magazines. Grigonis is a preeminent figure in the field of embedded bus & board technologies and fault resilient computers who has won several awards for programming and has advised foreign governments and corporations on computer telephony, Voice over IP and call center technology.



Tom Keating
*TMC CTO; Executive
Editor, TMC Labs*

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs has over 10 years of experience within the IP communications industry and has been there since the birth of VoIP. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first-ever product review of a VoIP product. Tom is the founder of TMC Labs, launched in 1996 as a leading source of objective reviews and analysis in both the IP communications and call center industries. When he isn't testing VoIP products, he writes his renowned VoIP blog: <http://blog.tmcnet.com/blog/tom-keating/>.



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.
- **BUYERS' 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!
- **LIVE WEB EVENTS**
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 115 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.
- **TMCNET CHANNELS**
Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.
- **E-NEWSLETTERS**
Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted, editorial-rich, e-mail 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!



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	In Print	In Person
<ul style="list-style-type: none"> TMCnet has been ranked among the top 1,200 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. Currently, TMCnet is viewed by an average of 1,050,000 unique visitors monthly. And, on average, the site serves more than 18 million page views every month. 	<ul style="list-style-type: none"> TMC publishes <i>INTERNET TELEPHONY</i>, <i>Unified Communications</i>, <i>IMS Magazine</i> and <i>Customer Interaction Solutions</i>. These publications are the leading industry trade magazines in their respective markets, reaching over 300,000 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. 	<ul style="list-style-type: none"> TMC produces major trade shows annually, including <i>INTERNET TELEPHONY Conference & EXPO</i>, <i>Communications Developer Conference</i>, <i>IMS EXPO</i>, and <i>Call Center 2.0</i>. 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.**



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