The DEFINITIVE SOURCE for all things CLOUD

Cloud-Computing.tmcnet.com

- Cloud Security
- Public vs. Private Cloud
- Cloud Storage
- Mobile Cloud
- Cloud for SMB
- Virtualization
- Data Centers
- Staffing/Personnel
INTRODUCTION

TMC’s Cloud Computing Magazine is the industry’s definitive source for all things cloud – from public, community, hybrid and private cloud to security and business continuity, and everything in between. The term cloud computing goes beyond VoIP, software-as-a-service (SaaS) or Unified Communications – it’s an entirely new way to build, deploy and scale enterprise communications and computing systems.

This quarterly magazine published by TMC assesses the most important developments in cloud computing not only as they relate to IT, but to the business landscape as a whole.

While cloud washing has been known to cause confusion among enterprise buyers, Cloud Computing Magazine is the trusted source executives turn to for unbiased, reliable information. Deliver your message among these pages and gain instant credibility and brand elevation.

What is Cloud Today? Where is it heading in the Future?

Cloud Computing Magazine will provide insights and analysis through:

• Featured articles bringing winning strategies
• Columns and analysis experts
• Industry and regulatory news
• Coverage of important events
• Case studies & products reviews

Content is Key

Our editorial team covers all of the latest advancements and the leaders on the forefront of this evolving technology by analyzing innovative tactics, critical information technology and proven techniques. Cloud Computing delves into the challenges and opportunities of cloud, delivering practical solutions, not hypothetical conjecture.

The global SaaS market is projected to grow from 49 Billion in 2015 to 67 Billion in 2018

Source: Forbes

The Go-to Place for Cloud Services and Strategies Relating to:

• Business Continuity
• Disaster Readiness
• Data Centers
• Mobility
• Security
• Virtualization
• Staffing/Personnel
• and More
Our philosophy in the way we do business at TMC is go big or go home. We feel that every business should be able to go big no matter it’s size, because the market leaders of tomorrow are the start-ups of today.

We feel it is important for every business to have a way to make their mark in global business, to have a voice in the technology arena and to be discovered by the community who can benefit from new, innovative technologies that will transform the way we all do business.

Cloud Computing Magazine brings opportunity to those on the forefront of emerging cloud technologies, who have a story to tell and solutions to sell.

Embark on strategic advertising solutions which:

- Cater to your needs
- Deliver ROI
- Project thought leadership
- Reach 37,000 opt-in qualified subscribers
- Reach 60,000 online at InfoTECH Spotlight
- Project your company as a dominant force in the marketplace
- Cement your image across multiple platforms in print, in person and online
Cloud Computing's Influential Audience
Reach IT and corporate executives, an audience actively researching and buying cloud solutions.

- **C-Level executives** including business owners, CTOs and CIOs who are researching strategies to leverage the cloud to drive productivity, reduce waste, increase mobile access and how to effectively deploy cloud strategies.

- **Service providers** seeking to keep up on the latest customer demand for cloud developments, new products and business strategy.

- **Application developers** aiming to keep abreast of end user and network operator needs and opportunities.

- **Equipment or services vendors, distributors and channel partners** looking to learn more about technology buying trends and partnership possibilities.

**TMC's Cloud Computing Magazine's Focused Circulation**

**Opt-in Circulation**
Reaching professionals in the position to make, recommend, or influence purchase decisions.

**Prime Prospects**
Take the guesswork out of reaching your prime prospects. Cloud Computing Magazine reaches potential buyers when they are ready to make RFPs, now and in the near future.

**Quality Editorial**
Premium editorial attracts serious readers—those in position to make large purchase decisions.

**37,000 Subscribers**
The Cloud Computing Magazine will reach 37,000 professionals with buying power.

**Job Function**

- **35%** IT/IS Management
- **50%** Corporate Management
- **15%** Business Management
- **15%** Business Management

**Global Reach**

- **56%** North America
- **26%** Asia/Asia Pacific
- **15%** Europe/Middle East
- **3%** Latin America

Source: Latest Subscriber Demographics Survey

**33%**
Readers Work for a Company With More Than **1,000** Employees

Source: InfoTECH Spotlight Visitor Profile Survey
Place Your Cloud Solutions Directly In Their Hands

Breaking new ground? Your ad in TMC’s Cloud Computing Magazine is a powerful tool for your sales team. What better way to show your strength in the market than being seen in the industry’s preeminent magazine covering the full-spectrum of cloud computing. Your message in these pages will speak volumes on your dedication and strength in the technology sector.

Your message will reach the hands of business decision-makers that turn to Cloud Computing Magazine to find solutions for their business.

An Audience Looking to Purchase Solutions

Products that Readers are Interested in Purchasing

- Applications Development/Management
- Cloud Computing
- Computer Hardware/Servers/Peripherals
- CRM/ERP
- E-commerce/Internet/Intranet tools
- Networking devices/management/LANs/WANs
- Outsourcing/Services (Hosted email, PBX, etc.)
- Power Management/Green Data Center
- Security/Risk Management
- Smart network solutions
- Software Infrastructure/Middleware
- Storage/Disaster Recovery/Continuity
- Telecommunications/Broadband/Conferencing
- Virtualization solutions
- Wireless/Mobile computing devices/Smartphones

Gartner predicts the worldwide public cloud service market will grow from $182.4B in 2018 to $331.2B in 2022, attaining a compound annual growth rate (CAGR) of 12.6%.

1 in 5
Readers Work at a Company with Gross Sales of $1 Billion or more

79%
of Readers Influence Purchases for Their Company
High Impact Opportunities in Print Advertising

Companies who want to achieve a leadership position should be associated with Cloud Computing Magazine to reach an audience interested in cloud solutions.

Strategic Solutions Series

Lead Generation - Branding
Thought Leadership

Combines the power of print with qualitative, actionable results. A multi-platform marketing campaign gives you as many as 400,000 impressions through print and online promotion, plus e-mail distribution to generate leads for your sales team.

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.

CEO Spotlight

Establish your company as an industry leader using a comprehensive multimedia campaign to develop credibility and influence amongst your target audience. Editors conduct an in-depth interview with your CEO (or other corporate management) to discuss your business, the industry, and your long term goals. This interview is then turned into a featured article in one of TMC’s publications.

Online Buyers’ Guide

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

TMC Labs Product Review

A product review conducted by the technology industry experts at TMC Labs can provide your brand with an unparalleled opportunity to highlight your product offering to your target audience. Unbiased reviews delivered by TMC Labs reach the world’s largest audience of communications and technology decision makers.

Corporate Profile Ad

A Corporate Profile in one of TMC’s leading publications provides your organization with an excellent branding opportunity in front of your target audience, while they are researching solutions purchases.
A Cloud Computing Magazine Marketing Strategy

When you need thought leadership, branding and lead generation, TMC can deliver successful integrated marketing opportunities. We can work with you to build an effective strategy to reach the audience you are seeking to achieve your goals.

**Online Communities (OC)**
- Achieve a high organic ranking on major search engines
- Custom-designed community
- You select target keywords
- Focus on your specific market segment
- Exclusive online ad space

**Banner Advertising**
- Choose from Leaderboard, Skyscraper, Pencil Ad, Ad Box and Splash Page ads

**Webinars**
- Host a turn-key Webinar
- Receive actionable, highly qualified leads
- Archived for 12-Months

**White Paper Program**
- Receive a steady flow of top quality leads
- Enhance your company’s reputation as a solution provider
- Build brand awareness and generate leads at the time when a purchase is being considered

**Podcasts**
- Tell your marketing story to your best prospects and customers when it’s convenient for them to listen
- Provide your relevant information to a captive audience seeking wireless technology ideas and solutions

**eNewsletters**
- Deliver your marketing message in a respected editorial vehicle with an extensive reach

**Awards**
- A third-party endorsement is the key to your brand positioning and differentiation
- Including an ad in the award issue will solidify your place as a market leader
Highly Credible Editorial Backdrop

TMC’s *Cloud Computing Magazine* is a highly credible editorial backdrop for your marketing messages. The veteran editorial team of TMC brings extensive knowledge to every page of *Cloud Computing Magazine*.

**Editorial Team**

**Rich Tehrani, Chief Executive Officer, Group Editor-in-Chief**

Since 1982, Rich has led TMC® in many capacities. Rich is an IP Communications industry expert, visionary, author and columnist. He founded *INTERNET TELEPHONY®* magazine in 1998, launched ITEXPO in 1999 and is the founder of TMCnet, the most popular communications/technology site 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.

**Erik Linask, Group Editorial Director, TMC**

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, *IoT Evolution Magazine, Cloud Computing Magazine*. 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.
About TMC

Global buyers rely on TMC’s content-driven marketplaces to make purchase decisions and navigate markets. This presents branding, thought leadership and lead generation opportunities for vendors/sellers.

TMC’s Marketplaces:

• Unique, turnkey Online Communities boost search results, establish market validation, elevate brands and thought leadership, while minimizing ad-blocking.

• Custom Lead Programs uncover sales opportunities and build databases.

• In-Person and Online Events boost brands, enhance thought leadership and generate leads.

• Publications, Display Advertising and Newsletters bolster brand reputations.

• Custom Content provides expertly ghost-crafted blogs, press releases, articles and marketing collateral to help with SEO, branding, and overall marketing efforts.

• Comprehensive Event and Road Show Management Services help companies meet potential clients and generate leads face-to-face.

For more information about TMC and to learn how we can help you reach your marketing goals, please visit www.tmcnet.com

Contact Us Today!

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