



The IP Communications Authority Since 1998™



Media Kit

2008

www.itmag.com • 203-852-6800

Introduction

INTERNET TELEPHONY® Magazine, THE Product-Focused, IP Communications Industry Leader Since 1998

Grow Your Business by Reaching INTERNET TELEPHONY's 225,000+
Corporate and IT Management Decision Makers!*



INTERNET TELEPHONY® magazine presents an unmatched mix of product-focused and strategic editorial — the hallmark of our leadership role since 1998. For these reasons and more, we also continue to be the first place buyers turn when they need to learn about VoIP/IP communications products and services.

Consistent Editorial Content

Since the very first issue in February of 1998, Greg Galitzine has been the Editorial Director of *INTERNET TELEPHONY®* magazine and Tom Keating has been the head of TMC Labs, supplying, with myself, a consistent, experienced, and unbiased view of the complicated IP communications space.

In 2006, Richard "Zippy" Grigonis, a highly respected voice of the industry, following tenures at CMP's *Computer Telephony/Communications Convergence* magazine, joined the TMC team as Executive Editor for *INTERNET TELEPHONY*.

Every month, the editorial content produced by this seasoned team covers the topics and issues our readers NEED to read to keep up with our quickly evolving market. With feature articles written by staff and industry experts, plus regular columns and departments featuring industry news, reviews, and opinions, *INTERNET TELEPHONY®* continues to provide the insights and world wide leadership we established in 1998, and retain today.

Focus on Solutions

Your advertising presence in *INTERNET TELEPHONY®* will reach this targeted audience at a time when they're thinking about purchasing, and are ready to purchase, the solutions you provide! Combined with an average pass-along of three readers per magazine, you are effectively reaching 225,000+ influencers and buyers in the IP communications marketplace.

Use Integrated Marketing to multiply the Impact of your message

As part of your integrated marketing options, you can add powerful extensions to your advertising through the MOST visited VoIP/IP communications Web site in the world. As ranked by Alexa.com, (an Amazon.com company), TMCnet is among the most visited Web sites in the world.

With a choice of nine different advertising units, plus keyword targeting options, TMCnet not only provides a very large and growing audience, you also get plenty of choices for exactly how and where your message appears, rich-media-enabled for maximum effect.

Your Own 'Channel' Is Also Available!

The TMCnet Channels Program can create a category exclusive, search engine optimized portal that provides keyword targeted readers for your customized messages. This can include your company overview, whitepapers, customer case studies, product demos, application notes, training, catalogs and brochures, articles, and more. Let us show you how.

The Bottom Line Is Results

As IP communications grows, we have reinforced our relationship with readers by focusing on the ROI of IP Communications and successful deployments of products and services throughout enterprises and service provider networks.

IP communications solutions are now being purchased in large numbers. *INTERNET TELEPHONY®* and TMCnet provide a reliable, consistent, and respected voice. This provides an environment in which readers trust YOUR message, and respond to it!

**Let us show you ALL the ways we can help
YOUR company become an industry leader.**

Sincerely,

Rich Tehrani, President and Group Editor-in-Chief

* Includes pass along readership

INTERNET TELEPHONY Readers

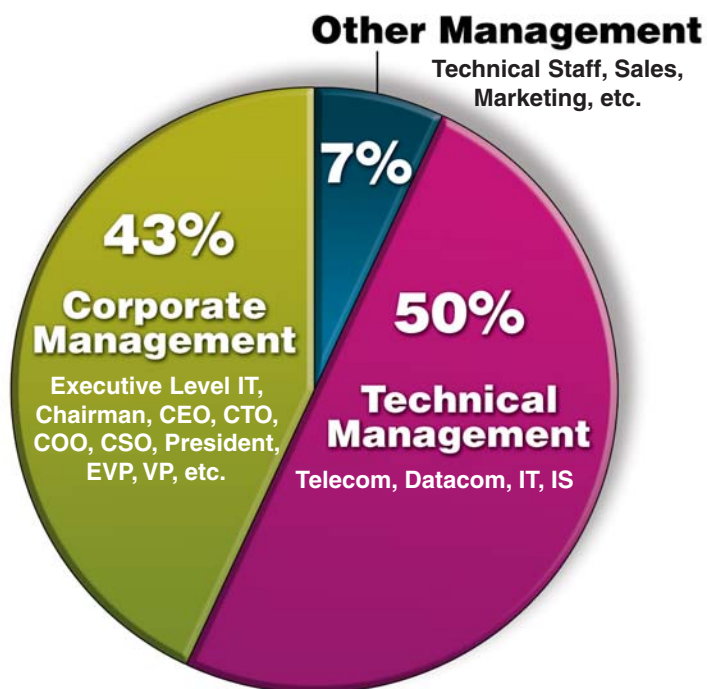
**Your Ad Reaches Decision Makers in Over 115 Countries
Every Month Who Are Ready to Buy**

Product/Service	% of Readers Planning to Buy Within 12 Months*
VoIP/IP Communications	50%
IP Phones	38%
Wireless/Mobile	36%
IP PBX	33%
Security	33%
SIP Phones	30%
VoIP Gateways	29%
WiFi Telephony Solutions	29%
Storage	28%
Infrastructure	28%
Network & System Management	28%
Power Systems/UPS	25%
Outsourcing/Services	24%
Web Services	23%
IP Video	22%
Communications Software	22%
VoIP Firewall	21%
IP Centrex/Hosted Comm/SIP	20%
Network Management Tools	20%
Security Solutions	18%
Testing Equipment	18%
Softswitch	17%
IP Fax	16%
Unified Communications Services	16%
Rural Telecom Solutions	15%
IP Contact Center	15%
Video Conf/Collaboration Solutions	15%
Media Server	14%
Dual Mode Phones	14%
Enhanced Services	14%
Fixed/Mobile Convergence Solutions	14%
Mesh/WiMax	14%
Cable Telephony Solutions	13%
IMS – Compliant Equipment	13%
Session Border Control	12%
Satellite Solutions	12%

84%

of readers specify, recommend, approve, purchase or influence the purchase of IP Communications products or services.*

Job Function of INTERNET TELEPHONY readers



*Source: 2007 Reader Survey

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Reach Quality Buyers

Service Providers

INTERNET TELEPHONY® now reaches more than 21,000* Service Providers, including the likes of AOL, Cablevision, Sprint, Qwest, AT&T and Verizon, plus many regional carriers and next-gen service providers.

*Publisher's projection for 2007

Enterprise/SMB/Government

INTERNET TELEPHONY® now reaches nearly 22,000* Enterprise & Government readers, including executive-level decision makers at companies, and many fast-growing SMBs.

*Publisher's projection for 2007

Resellers/Developers

INTERNET TELEPHONY'S circulation to industry resellers and developers remains at more than 10,000, a very strong core of prominent businesses in a critical segment of the overall IP communications marketplace

70%

Answered YES when asked if they were planning to purchase VoIP/IP Communications products/services in the next 12 months.*



Primary Business Type of *INTERNET TELEPHONY* Readers*

11%

Hardware Manufacturer

17%

Service Provider

20%

Reseller

20%

**Enterprise
(1-999 employees)**

24%

**Large Enterprise
(1,000+ employees)**

62%

of readers have browsed the Web site of a company as a direct result of an advertisement in *INTERNET TELEPHONY**

*Source: 2007 Reader Survey

Reach Quality Buyers

Readers Rely on INTERNET TELEPHONY® to Help Them Make Smart Buying Decisions.

62% browsed the Web site of a company as a direct result of an ad in INTERNET TELEPHONY

38% referred to and discussed an ad in INTERNET TELEPHONY with colleagues or customers

36% requested more information from an advertiser in INTERNET TELEPHONY

33% saved an ad in INTERNET TELEPHONY magazine for reference

22% recommended a product or service advertised in INTERNET TELEPHONY magazine

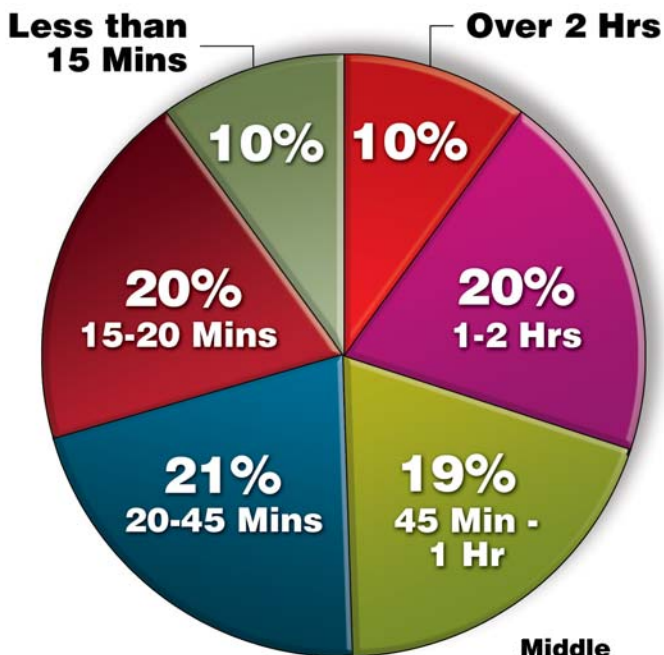
20% purchased a product or service advertised in INTERNET TELEPHONY magazine

Actions Taken as a Result of Seeing an Ad in INTERNET TELEPHONY*

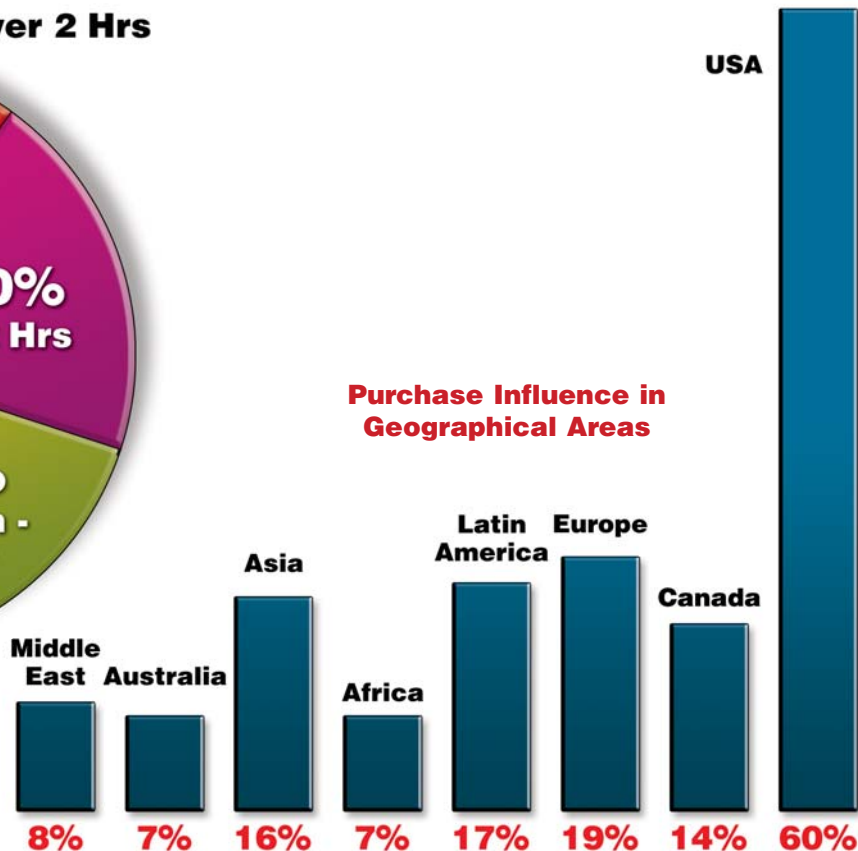
70%

of readers review advertisements in **INTERNET TELEPHONY®** magazine to ensure they are not missing new product information*

Readers were asked the average time they spent reading each issue of INTERNET TELEPHONY.



Purchase Influence in Geographical Areas



*Source: 2007 Reader Survey

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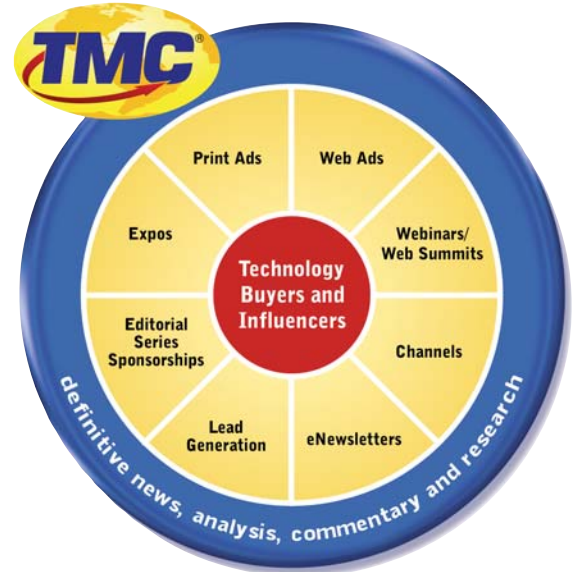
Integrated Marketing

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.

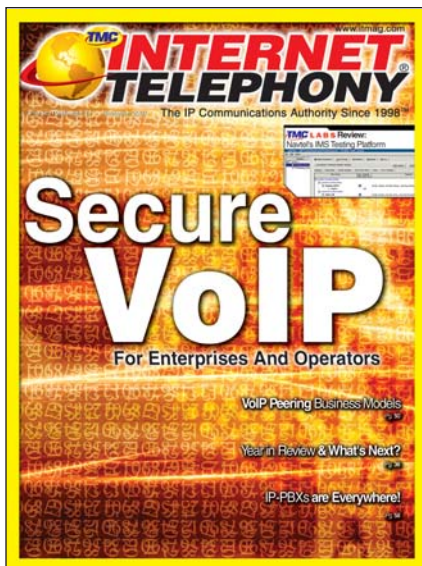
TMC's media properties in print, online and in person at trade shows and conferences provide the most effective way to reach your target buyer, regardless of their preferred method for gathering product information. Here's the proof:

- TMCnet is ranked among the most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. In July 2007 alone, TMCnet was viewed by more than **3,000,000 unique visitors**. On average, the site serves nearly **30 million page views and more than two million unique visitors monthly**.
- TMC publishes four print publications: *INTERNET TELEPHONY*, *Unified Communications*, *IMS Magazine* and *Customer Interaction Solutions*. These publications are the leading industry trade magazines in their genre, **reaching over 600,000 readers each month**. TMC's publications are geared toward an audience of high-level decision makers, providing experience and unbiased views of the communications and technology industry.
- TMC produces major trade shows annually, including INTERNET TELEPHONY Conference & EXPO and Call Center 2.0. 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.

In Print



In Person



Online



Integrated Marketing

A Million to One! Broad Scope or Concentrated Focus

TMC has an advertising opportunity that's right for you!

Integrated marketing should be the foundation of your marketing program, including online, print and trade shows, etc., to bring appropriate brand recognition and help you maximize your marketing ROI.

From a million visitors on our Web site, down to one-on-one relationship building at a conference track, an integrated marketing program with TMC adds value at any level of advertising.

Educate Audiences At Each Level



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 — magazines, Web sites, live events, Web events, newsletters, etc.
- Connecting with your best prospects and customers.
- A large number of business technology executives are delivered your message at a point when those decision makers are thinking about buying.
- 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 decision are being made.
- **Buyer's 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!
- **Webinars/Web summit**
Receive actionable leads from pre-registration, live event attendees, and post event archive attendees. Complete Turnkey Events, Webinars are single-sponsor events while Web Summits can be sponsored by multiple companies or partners.
- **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. Based on the extreme focus of their content and resources, GOCs are bookmarked by decision-makers who join these communities seeking news, product information, and partnership opportunities. All GOCs are highlighted on TMCnet's, appearing in the top tabs on each page of the site - including the TMCnet home page.
- **Trade Show & Conferences**
Why travel the world seeking prospects when TMC's live events delivers them to you? Thousands of attendees **representing 115 countries** appreciate the targeted focus of TMC's conferences and Expos.
- **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.
- **Whitepaper Program**
Post your whitepapers on TMCnet and receive a constant flow of quality leads. Qualified readers will be driven to your whitepapers 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!
- **TMCnet Channels**
Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.

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Unparalleled Reach

TMC's Media Outlet

Join TMC's media outlet and become part of an influential community.

TMC has built a community reaching purchasing decision makers in your key target markets. These decision makers use TMCnet, TMC publications, and TMC trade shows to stay informed and to evaluate and select products and services.

Reach an audience of over 3,600,000 communications and technology professionals every month — the largest, highest quality group of prospects in these markets.

High-level decision makers who use TMCnet products are:

- Corporate Management (CEO, CFO, COO)
- Corporate Executives (President, VP, DIR)
- Management: IT, MIS, Telecom/Datacom, Call Center, Engineering



94%

OF READERS RATE **INTERNET TELEPHONY®** AS USEFUL/ EXTREMELY USEFUL*

1/2

OF READERS SAY ADVERTISEMENTS IN **INTERNET TELEPHONY®** HAVE INFLUENCED THEIR PURCHASING DECISIONS*

84%

OF READERS SPECIFY, RECOMMEND, APPROVE, PURCHASE OR INFLUENCE THE PURCHASE OF IP COMMUNICATIONS PRODUCTS AND SERVICES*

76%

OF **INTERNET TELEPHONY®** READERS ARE EMPLOYED BY COMPANIES WITH UP TO 1,000 - 5,000 EMPLOYEES*

*Source: 2007 Reader Survey

Editorial Team and TMC Labs



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. More recently he launched TMC's two newest titles, SIP magazine and IMS 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® magazine, IMS Magazine, and SIP Magazine.

Greg Galitzine is the founding editor of Internet Telephony® magazine, and has overseen the publication's editorial direction since 1998. He is also the founding editor of TMC's two most recent magazine launches: SIP Magazine and IMS Magazine. Prior to the launch of Internet Telephony®, Galitzine was Managing Editor at CTI® magazine and Chief Copy Editor at NASA Tech Briefs. **10 Years' Industry Experience**



Richard Grigonis, Executive Editor of Internet Telephony® Magazine

Richard Grigonis is an internationally-known technology editor and writer. He joins TMC after spending the past three years as Editor-in-Chief of VON Magazine. 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. Dobbs' Journal, TELECONNECT and Call Center magazines, also helped design and construct a testing lab used by four CMP publications. **13 Years' Industry Experience**



Erik Linask, Associate Editor of Internet Telephony® magazine.

Prior to joining TMC, Erik was Managing Editor at Global Custodian, an international securities services publication, where he also managed the magazine's survey research. Erik began his professional career at management consulting firm Leadership Research Institute. **7 Years' Industry Experience**



Tom Keating, CTO of TMC®

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. **13 Years' Industry Experience**

The Industry's Only In-House Testing Lab Providing Objective Tests for the Communications Market

TMC Labs highlights technologies that it regards as especially 'hot' when it honors leading vendors with the TMC Labs Innovation Awards. TMC Labs profiles each of the winning vendors with individual reviews in an issue of INTERNET TELEPHONY.

Each year, INTERNET TELEPHONY magazine bestows its Product of the Year award on companies that develop the creme de la creme of cutting-edge products and services that drive the VoIP market. These products have helped improve the bottom line at organizations around the world.

TMC® LABS



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TMC's Guaranteed Lead Program

The TMC Guaranteed Lead Program Delivers, Quality, Targeted Prospects from Elite Companies...EVERY DAY!

You concentrate on crafting and delivering your sales message

New, qualified and targeted leads are the lifeblood of any serious marketing campaign.

TMC's Lead Generation Program will provide a steady stream of quality leads. You can target by category and by company, and it all happens while you sharpen your message and develop the new relationships that turn into sales!

How many of these companies would you like to do business with?

Some of the Companies and organizations that Have Responded to Our Lead Generation Program:

- ADT Security Services
- American Express
- American Gas Association
- Minnesota Timberwolves
- Chicago Transit Authority
- Motorola
- Cole Haan
- Nissan Motor Acceptance Corp.
- Mutual of Omaha
- Fedex Custom Critical
- Hewlett Packard
- OfficeMax
- Qwest Communications
- Charles Schwab & Company
- Yahoo!
- The Honeybaked Ham Co.
- Manhattan College
- GE Consumer Finance
- PNC Bank
- Fidelity Investments
- FTD.COM
- TD Waterhouse
- Jostens
- Empire Blue Cross
- Marquette University
- Provident Bank
- Dupont
- United Healthcare
- Kaiser Permanente
- Mercedes Benz
- Amtrak
- General Motors
- Ameritrade
- MBNA America Bank, N.A.
- Capital One Services, Inc.
- Dow Chemical Company
- Georgia-Pacific Corp.
- Whirlpool
- Knight Ridder, Inc.
- Microsoft
- Siebel Systems, Inc.
- AT&T
- MCI
- Intel Corporation
- Citibank
- Toshiba
- Sun Life Financial
- Booz Allen Hamilton
- Alcatel USA
- Lucent Technologies
- Gateway
- ING
- Pitney Bowes
- Nortel
- Goldman Sachs
- Visa International
- Sprint
- Oracle
- Bellsouth
- Shell
- Foxwoods Resort Casino
- Siemens
- Sun Microsystems
- Avaya
- JPMorgan Chase
- Apple International Group
- Comcast Cable Corp
- 3Com
- Procter & Gamble
- SBC
- Sears
- Verizon
- T-Mobile USA
- Samsung
- United Nations
- Time Warner Cable
- Bank One Corporation
- DOT - Tolls Data Center
- American Airlines
- Johnson & Wales University
- State of Oregon - DAS
- Accenture





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