NeXt GEN MOBILITY™ MAGAZINE

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July 2011

2012 Media Kit

Dear Marketing Professional,

It is my pleasure to introduce **Next Gen Mobility** Magazine. Its premiere issue in September 2011 will raise the bar for the mobile industry. **Next Gen Mobility** covers the full spectrum of emerging applications, technologies and services from the leading experts.

We decided it was time to launch a publication in print and online which gives a voice to both start-ups as well as the established, iconic companies in the industry without exclusions based on budgets or other factors.

Next Gen Mobility Magazine is the one place to turn to get the most in-depth coverage of all the companies making progress in the mobile space.

Bringing fairness and accountability to technology journalism in order to serve you better.

The broad market of technology publications have covered the tech space from the top down – meaning the up-and-coming start-ups generally don't get equal coverage and as a result, readers see a skewed view of the mobile world.

> *This is the equivalent of performing a census in just the major US cities and forgetting about the suburbs and rural areas.*

Deliver Your Message In Print, In Person and Online
Joining forces with TMC means maximizing exposure through **Next Gen Mobility**, **Mobility Tech Zone** and the 4GWE Conference collocated with ITEXPO, voted 3rd in the Fastest 50 Trade Shows by Trade Show Executive Magazine. A marketing campaign combining these will multiply the impact of your message and strengthen your brand and thereby you become viewed as a dominate player in the marketplace.

The Bottom Line Is Results
We have reinforced our relationship with readers by focusing on the ROI of emerging technologies and successful deployments of products and services throughout enterprises, SMB, government, academic plus reseller and VARs. Mobility is growing exponentially and projections are in just the next few years are multi-billion dollars in devices and accessories.

Next Gen Mobility and **Mobility Tech Zone** 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.

Cordially,

Rich Tehrani

Rich Tehrani
CEO

Introducing Next Gen Mobility Magazine

This magazine is the most comprehensive source for mobile technology evaluations. It addresses issues relevant to today's executives. *Next Gen Mobility* covers the full spectrum of emerging applications, technologies and services, with insight from the leading experts.

Reach Key Decision-makers Investing in Wireless Technology Products, Services, and Applications.

If your company has been waiting for a more targeted way to reach potential customers in the mobile marketplace, wait no longer. You can start a campaign in this new, highly-targeted magazine. This publication reaches a high-value, targeted audience of wireless operators, Enterprise implementers and application developers.

Being a part of this exciting new publication means you will reach key decision-makers investing in mobile products, services, and applications. Executives and corporate management rely only on resources that report on the full scope of the mobile market, like Next Gen Mobility Magazine.

Who You Will Reach:

- **C-Level executives - business owner, CEO, CTO or CIO, President, Vice President**
- **Service providers**
- **Application developers**
- **Equipment or services vendor, distributor channel partner**
- **Network Operators**

Global smartphone shipments are expected to grow by **50%** this year to **450 Million** units up from 303.4 million in 2010 according to IDC.

The global market for enterprise mobility is expected to exceed **$169 Billion** by 2015, according to Global Industry Analysts, Inc.

MOBILE TECHNOLOGY IS EXPLODING

The Only Resources that Report On the Full Scope of the Mobile Market

- The most comprehensive source for mobile technology evaluations
- Highly credible editorial backdrop for your marketing messages
- Addresses issues relevant to today's executives
- Insightful reporting from the leading experts.
- Covers the full spectrum of emerging technologies,
- Raises the bar for the mobile industry
- Published quarterly both in print and online
- The veteran TMC editorial team brings extensive knowledge to every page
- 30 years of publishing expertise in communications and technology sectors.

Every Issue Includes:

- Featured Articles Bringing Winning Strategies
- Columns by Recognized Experts and Analysts
- Industry and Regulatory News
- Coverage of Important Events

The Industry's New, Definitive Source for All Things Wireless

From the mobile endpoint to the Evolved Packet Core, and everything in between.

Next Gen Mobility presents and assesses the most important developments in mobile and wireless as they relate to industry applications, including key areas including:

- Health care and smart grid;
- Content delivery;
- Ecosystems;
- Finance;
- Packaging, pricing and go-to-market efforts around all of the above.

Covering the latest Development in the Wireless Technologies Market.

- 4G
- Content delivery solutions and CDN
- Cloud
- Developer platforms and programs
- Femtocells
- Games
- GPS
- Location-based solutions
- LTE
- M2M
- Microcells
- Microwave
- Mobile barcodes
- Near-field communications
- Netbooks
- Network optimization
- Operating systems
- Picocells
- Power
- Satellite
- Smartphones
- Social networking
- Super Wi-Fi
- Tablets
- Unified communications
- Video
- VoIP
- Wi-Fi
- WiMAX

Respected Global Editorial Team

Editorial Leadership

Rich Tehrani, Group Editor-in-Chief, CEO

Rich Tehrani is an IP Communications industry expert, Group Editor Chief 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 ITEXPO 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 and technology portal in the world.

Carl Ford, Partner and Community Developer

Carl Ford develops programs that bring to light an understanding of the issues required for delivering broadband wireless Internet services with existing technologies and facilitated by a variety of smart end user devices. Carl's blog is posted on http://m2m.tmcnet.com and http://4g-wirelessevolution.tmcnet.com.

Erik Linask, Group Editorial Director

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

Paula Bernier, Executive Editor, Communications Publications

As executive editor, Bernier will oversee editorial content and operations of INTERNET TELEPHONY, and NGM magazines. An 18-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.

Tom Keating, Executive Technology Editor

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 11 years of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: http://blog.tmcnet.com/blog/tom-keating/.

TMC's Editorial Team

Rich Tehrani - Group Editor-in-Chief, CEO	**Jamie Epstein** - TMCnet Web Editor
Dave Rodriguez - President	**Jennifer Russell** - TMCnet Copy Editor
Carl Ford - Partner and Community Developer	**John Lahtinen** - Community Development Editor, TMCnet
Erik Linask - Group Editorial Director	**Rich Steeves** - TMCnet Copy Editor
Paula Bernier - Executive Editor, Communications Group	**Stefanie Mosca** - TMCnet Web Editor
Tom Keating - CTO and Executive Editor	**Tammy Wolf** - TMCnet Copy Editor
Erin Harrison - Executive Editor, Strategic Initiatives	**Gary Kim** - Contributing Editor
Peter Bernstein - Senior Editor	**Bob Emmerson** - TMC European Editor
Stefania Viscusi - Assignment Desk Editor	**David Sims** - TMCnet Contributing Editor
Juliana Kenny - TMCnet Web Editor	**Susan J. Campbell** - TMCnet Contributing Editor
Carrie Schmelkin - TMCnet Web Editor	**Linda Dobel** - TMCnet Contributing Editor

2011 - 2012 NGM Magazine Editorial Calendar

Month	Editorial Features	Bonus Distribution
September 2011	• M2M • Spectrum availability & management • Social networking	ITEXPO West 2011 Austin 4GWE East
September Ad Materials Deadline: ....August 18, 2011		
February 2012	• LTE • Mobile wallet • Microcells & picocells	ITEXPO 4GWE East CTIA Wireless
February Ad Materials Deadline: ....January 13, 2012		
May 2012	• Mobile games • Near-field communications • Super Wi-Fi	Interop
May Ad Materials Deadline: ....April 5, 2012		
September 2012	• Femtocells • Telehealth • Tools for Mobile App Developers • LTE Visionary Awards	Interop Comptel Fall ITEXPO 4GWE West
September Ad Materials Deadline: ....August 2, 2012		
December 2012	• Evolved Packet Core • Mobile VoIP • Mobile Backhaul • Wireless Backhaul Distinction Awards	ITEXPO East
December Ad Materials Deadline: ....November 1, 2012		

4-COLOR ADVERTISING RATES

	1X	3X	6X
Full Page	$4,999	$4,775	$4,565
Half Page	$2,995	$2,865	$2,740

AD SIZES	WIDTH	HEIGHT
Trim Size	$8^1/_8$"	$10^7/_8$"
Full Page (live image area)	7"	10"
Full Page Bleed	$8^3/_8$"	$11^1/_8$"
2 Page Spread	14"	10"
2 Page Spread Bleed	$16^3/_4$"	$11^1/_8$"
1/2 Page Island	$4^1/_2$"	$7^1/_2$"
1/2 Page Island Bleed	$5^5/_{16}$"	$8^3/_{16}$"
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	$8^3/_8$"	$5^{11}/_{16}$"

TMC®

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High Impact Opportunities in Print Advertising

Any company that wants to achieve a leadership position should be associated with this, the preeminent information technology publication, Next Gen Mobility Magazine.

Editorial Series Sponsorship – Marketing Through Education

- Your message in an editorial format
- 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
- Premium placement

Cover Wrap

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

Belly Band

- 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

Online Advertising Opportunities.

Harness the power TMCnet's global audience with these resources:

Online Communities (OCs)

- Achieve a high - often the #1 - organic position on search engine results pages
- Custom-designed community
- Your select keywords
- Focus on your specific market segment
- Only your online ads.

Space advertising on TMCnet

- Choose from Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads

Webinars

- Host a turn-key Webinar
- Receive actionable, highly qualified leads
- 18 Month archive

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

MOBILITY TECHZONE

Innovation in the mobile marketplace.
The premium website for news, trends, strategies and case studies. Extensively daily coverage.

3 Million Page Views
90,000 Unique Visitors
on average each month
according to Webtrends

Hands-On Tech and Senior Business Managers

21%	Tech/IT/IS Management: CTO, CIO, CSO, VP, System Integrator, Tech Consultant
12%	IT Staff
27%	Senior Business Management: Owner, CEO, COO, Pres., VP, GM
6%	Other Business Management
14%	Marketing/Sales/ Business Development
20%	Other

Representing Global Business

59%	Canada/USA
5%	Latin/South America
10%	Europe/Middle East
26%	Africa/Asia/Australia

Types of Businesses

35%	Wireless Operator/Carrier/ Internet/Network
23%	Telecom Dealer/Wholesaler/Mfr./VAR
7%	Enterprise/SMB User
12%	Govt./Education/Public Sector/Utility
23%	Other

INFLUENTIAL
73% of Mobility Tech Zone Visitors influence purchases

POWERFUL
Sales Volume of Companies of Mobility Tech Zone Visitors.

$1 Billion+ 20%

$500M - $999M	13%	$10M - $99M	17%
$100M - $499M	7%	Up to $10M	43%

Source: 2010 4GWE Online Visitors Survey

Corporate Information

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