



# NGN<sup>TM</sup>

Next Generation Networks



# 2011 Media Kit

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



**NGNMAG.COM**

## Introducing Next Generation Networks (NGN) Magazine

***To Reach Key Decision Makers Investing in Next Generation Technology Products, Applications and Services, Include NGN Magazine in Your Media Plans***

- How do service providers select the best technologies?
- How can they cost-effectively deploy services and applications to a rapidly-changing array of devices?
- In today's competitive marketplace, how do they meet and exceed customers' ever-higher expectations?

NGN magazine answers these important questions and more. To better serve communications service providers, TMC's newest publication is an evolution of IMS Magazine. It addresses a host of issues relevant to carriers looking to gain market share while maximizing ROI. Since its premiere issue in January 2009, NGN has raised the bar for the communication industry. NGN is the font of expertise for providers using cable, VoIP and converged networks, and those migrating from legacy technologies to 4G.

The rapid influx of applications, as well as the potential for breaking into new and under-served territories, present great opportunities for today's service providers to profit - but only if smoothly deployed and wisely selected. NGN will provide the strategies and detailed content to enable service providers to proceed with confidence.



### ***Credible, Unbiased Editorial***

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

These are the highly credible editorial backdrop for your marketing messages. All of this is brought in bi-monthly issues by the veteran editorial team of Technology Marketing Corporation (TMC). For over 29 years, TMC has been serving communications technology professionals, leading the way through technological evolutions.





# NGN

Next Generation Networks

## NGNMAG.COM

### Experienced Editorial Team

***NGN Magazine Features The Voices You Have Come to Rely on For Communications and Technology News, Opinions, and Product Information***



**Rich Tehrani**, Chief Operating Officer. 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 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 world's best

attended IP communications trade show. Tehrani is also the founder of TMCnet, the most popular

communications/technology portal 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.

**27 Years' Industry Experience.**



**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 most recent publications, NGN Magazine, Unified Communications and InfoTECH Spotlight. 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.

**10 Years' Industry Experience.**



**Paula Bernier**, Executive Editor for TMC's IP Communications Publications. Paula oversees editorial content and operations of *INTERNET TELEPHONY*, NGN and Unified Communications 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, where her role included editorial control of custom publishing efforts for eBooks and webinars. During her tenure at Virgo Publishing, Bernier acted as Editor-in-Chief, PHONE+ magazine, and launched Sounding Board, a voice over IP publication.

**19 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.

**16 Years' Industry Experience.**



**Gary Kim**, Contributing Editor. Mr. Kim has been a journalist and industry analyst since 1983. Gary has been an independent consultant and has worked in the ISP and system integrator industry. He also was on the board of InternetNow, a Phoenix-based dial-up ISP.



**Peter Radizeski**, Contributing Editor. Mr. Radizeski is an agent for about 20 carriers, as well as a consultant for service providers (ISP, WISP, CLEC, MSO, FTTH, and ITSP) on strategy, marketing, messaging, and sales training. He is also a frequent blogger on TMCnet.



# NGN™

Next Generation Networks

## NGNMAG.COM

### ***NGN's Focused Circulation***

NGN magazine reaches only those professionals in the position to make, recommend, or influence purchase decisions. To providers of services, applications and products for those deploying next-generation networks, this means we take the guesswork out of reaching your prime prospects. NGN will reach potential buyers when they are ready to make RFPs, now and in the near future.

We want to partner with you to help you thrive and prosper. NGN is vital reading for C-Level and IT executives at carriers, cable service operators, ISPs, Value Added Service Providers and others delivering wireless services. With continual updates of our subscriber base, TMC does not waste resources, time, paper and postage on marginal readers. Just as we deliver premium editorial, we deliver top-level readership to advertisers.

NGN magazine reaches over 55,000 professionals with buying power: high-placed technical executives, C-level management, and other management. The readership comes from network service providers: ILECs and CLECs; Wireless and ISPs; independent telcos; Satellite, Cable and MSO providers; Rural telcos; competitive access providers.

### **Influential Job Functions:**

Technical Management .....	48%
Corporate Management .....	28%
Other Management .....	28%

### **Only Relevant Business Types:**

Service Providers .....	51%
Telephony Industry .....	24%
General Industry .....	25%

### **Reaching Carriers of all Sizes (# of Employees):**

5000+ .....	24%
1000 – 4999 .....	11%
11-999 .....	41%
1-10 .....	23%

### **Your Ads Should be in NGN If You are Involved with:**

Wireless Backhaul  
4G  
WiMAX  
Network Processors  
WiFi  
VoIP  
Satellite  
LTE  
IPTV  
OSS / BSS  
FMC  
Fiber Optics  
Optical Technology  
Infrastructure  
Smart Boxes  
IPR  
Cable  
Spectrum  
Testing Equipment

### **TMC Builds Communities In Print, In Person, and Online**

In addition to reaching the communications and technology market via NGN, TMC offers the support of online media and key industry events to help you reach domestic and international buyers. These vehicles enable brand building and provide the means to become the "go-to" supplier for market niches.

For information about creating an integrated marketing program capitalizing on TMC's ability to target your prime prospects, contact Tim Goins: 203-852-6800 x229  
e-Mail: tgoings@tmcnet.com



# NGN

Next Generation Networks

## NGNMAG.COM

### High Impact Opportunities in Print Advertising

Any company that wants to achieve a leadership position should be associated with NGN magazine.

#### Editorial Series Sponsorship – Marketing Through Education

Your message in an editorial format. Marketing through education, 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.

#### Cover Wrap

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

#### Belly Band

Get your message in readers' hands. 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:

#### Global Online Communities (GOCs)

What better than a pay per click campaign? Achieving a very high - often the #1 - organic position on search engine results pages? Your custom-designed community on TMCnet, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. It is regularly populated with exclusive content attracting influential readers. GOCs are routinely bookmarked by decision-makers looking for news, product information, and partnership opportunities.

#### Channels

Become a search engine powerhouse! You virtually "own" optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific information while it brings content about your company's solutions.

#### Space advertising on TMCnet

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads.

#### Webinars

Host a turn-key Webinar. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from the TMCnet Archives.

#### White Paper Program

Your fresh ideas will generate fresh leads! Post your white papers on TMCnet and receive a steady flow of top quality leads. Not only will this enhance your company's reputation as a solution provider, it will also 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. Podcasts provide your relevant information to a captive audience seeking UC technology ideas and solutions.

#### eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach.