

**TMC**

# **SIP**

MAGAZINE™



## **2007 Media Kit**

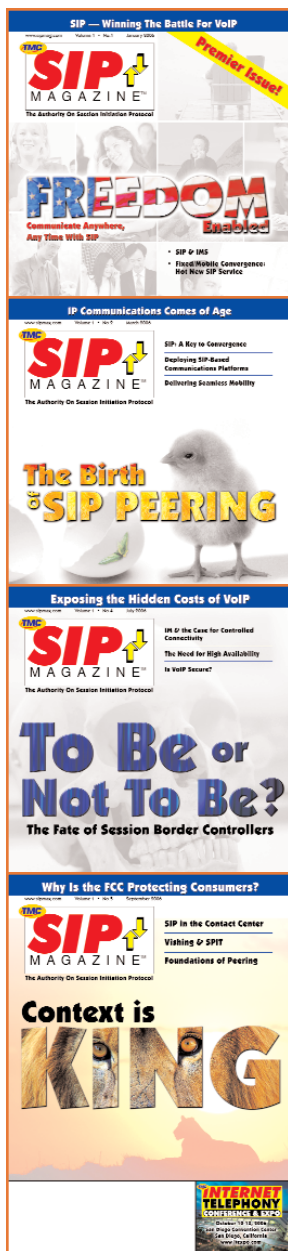
Published by TMC, publishers of  
INTERNET TELEPHONY magazine since 1998



**203-852-6800**

**[www.sip-mag.com](http://www.sip-mag.com)**

# Welcome to SIP Magazine



Dear Colleague,

*SIP Magazine* is devoted to educating service providers, developers, and enterprise decision makers on why and how they need to deploy SIP solutions.

The SIP market is one of the fastest growing markets around and is an essential technology in the world of VoIP, IMS, presence, and VoIP peering/network interconnectivity. Everywhere you look it seems, SIP is there and is enabling tomorrow's applications today.

Each issue of *SIP Magazine* is focused on the important news and events happening in the vibrant session initiation protocol (SIP) market. The magazine presents case studies and deployments in the real world and the latest services on the market. In addition, targeted editorial 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, VoIP Pioneers in Print and Web Publishing

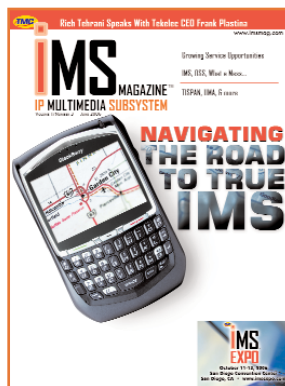
*SIP Magazine* is published by TMC®, the company that launched the first magazine in the call center space in 1982, the first magazine in the VoIP space in 1998, and produces the most visited communications site in the world, TMCnet®.

In short, *SIP 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 2006



## Launched in 1982



## Launched in 1997





# Why TMC®?



**First Issue: February 1998**  
**100th Issue: October 2006**

TMC has distinguished itself in the market as the ideal company to produce SIP Magazine™. We have been publishing magazines in communications since 1982 and still publish the world's only IP communications magazine with a BPA audit, *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 trade shows in the world — Internet Telephony Conference & EXPO East and West — both of which are collocated with TMC's newest trade show, IMS Expo. We also produce the world's only Communications Developer event.

Our Web portal, TMCnet, is the most-visited site in communications and technology with as many as 1,050,000 unique visitors in a given month. In addition, the site's traffic ranks in the top 2,200 sites in the entire world\*. No other communications site comes close, and we are ranked higher than many general technology sites as well.

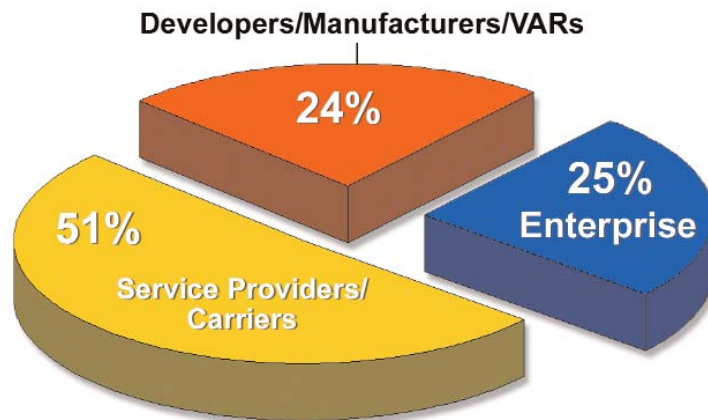
TMC has been educating the world on VoIP and SIP solutions for as long as these technologies have been around. We have written numerous articles, hosted numerous conferences focusing on these topics, and we realize the market now needs a source of information on the rapidly growing SIP market. TMC is uniquely positioned to provide this voice.



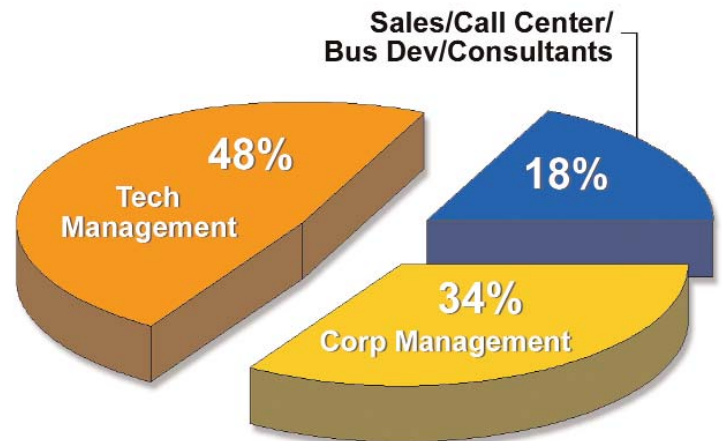
To Advertise, Call (203) 852-6800, ext. 139 - [www.sipmag.com](http://www.sipmag.com)

# Who Reads SIP Magazine?

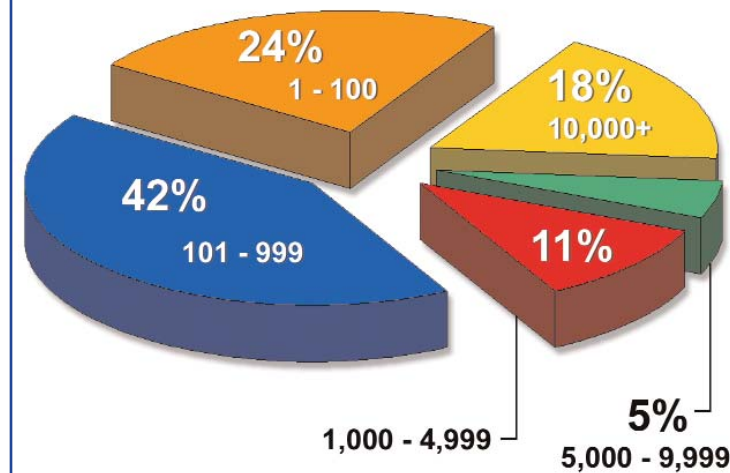
## Business Type



## Job Function



## Company Size



# Experienced Editorial Team

## Quality Editorial Creates an Educated Audience, Seeking Quality Solutions



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

Rich, 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 *SIP Magazine*,

*INTERNET TELEPHONY®* and *IMS Magazine*, Rich is a frequent keynote speaker at industry events. For Rich's daily take on IP communications and SIP topics, read his blog at [www.tehrani.com](http://www.tehrani.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.



**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 *SIP Magazine*, *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's VoIP Authority column has appeared in every issue of INTERNET TELEPHONY since its launch in 1998.

Greg Galitzine's VoIP blog can be found at: <http://www.tmcnet.com/galitzine>.



**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/>.





# Editorial Calendar



## January 2007

SIP-Based VoIP: Opportunities & Challenges  
SIMPLE in the Enterprise  
Session Border Control  
*Ad Materials Due: 12/21/2006*  
*Editorial Abstracts Due: 11/17/2006*

## March 2007

SIP & IMS  
SIP & Security  
SIP-Based Development Tools  
*Ad Materials Due: 2/15/2007*  
*Editorial Abstracts Due: 12/1/2006*

## May 2007

SIP & Open Source  
Exploring QoS in SIP-Based Networks  
SIP & ENUM  
*Ad Materials Due: 4/19/2007*  
*Editorial Abstracts Due: 2/2/2007*

## July 2007

Defining the Value of SIP Presence  
The Role of SIP in Carrier Networks  
*Ad Materials Due: 6/21/2007*  
*Editorial Abstracts Due: 4/6/2007*

## September 2007

Peer-to-Peer Using SIP  
SIP & Fixed/Mobile Convergence  
Leveraging SIP for Advanced Services  
*Ad Materials Due: 8/23/2007*  
*Editorial Abstracts Due: 6/8/2007*

## November 2007

NAT Traversal & Firewall Concerns  
Enterprise Communications Solutions  
SIP Magazine Year in Review  
*Ad Materials Due: 10/18/2007*  
*Editorial Abstracts Due: 8/3/2007*



## Editorial Opportunities

Aside from the news and columns you find in each issue of SIP Magazine™, you will also find vendor contributed editorial that is of the utmost quality and objectivity.

We are proud to have leading companies in our industry write articles for SIP Magazine™ because they are advancing the topics readers need to know about faster than any journalist can keep up with it.

By accepting only the highest quality contributed editorial, SIP Magazine increases

the number of available authors on a given subject by an order of magnitude over magazines that rely only on in-house editors.

To that end, we invite vendors in our industry to submit article abstracts to the attention of our Executive Editor, Richard "Zippy" Grigonis via e-mail addressed to [rgrigonis@tmcnet.com](mailto:rgrigonis@tmcnet.com).

All abstracts will be considered, but only a small percentage will be selected for development into full articles.

# Advertising Info

## Display Advertising:

### Inserts:

National, regional and postcard inserts vary on a per-job basis. Direct all inquiries to your sales representative for specific rates and mechanical information.

### New Advertisers:

New advertisers are required to submit payment and a completed credit application form along with their first insertion order. Upon approval of credit, advertisers will be issued credit for net 30 days' payment. If credit is granted, applicant agrees to pay all amounts due on any future advertising placement, and agrees to pay in addition any and all collection costs for amount due.

### Commissions:

15% of gross billing is allowed to recognized agencies provided payment is received within 30 days of invoice date. 2% cash discount is allowed for payments received within 10 days of billing date. Interest charge of 1.5% per month will be added to all overdue accounts.

4-COLOR ADVERTISING RATES			
	1X	3X	6X
Full Page	\$4,850	\$4,650	\$4,450
Half Page	\$2,910	\$2,790	\$2,670

Size	Width	Height
Trim Size	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Full Page (live image area)	7"	10"
Full Page Bleed	8 <sup>3</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
2 Page Spread	14"	10"
2 Page Spread Bleed	16 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Island Bleed	5 <sup>5</sup> / <sub>16</sub> "	8 <sup>3</sup> / <sub>16</sub> "
1/2 Page Horizontal	7"	5"
1/2 Page Horizontal Bleed	8 <sup>3</sup> / <sub>8</sub> "	5 <sup>11</sup> / <sub>16</sub> "
1/2 Page Horizontal Spread Bleed	6 <sup>3</sup> / <sub>4</sub> "	5 <sup>11</sup> / <sub>16</sub> "

### Frequency Discounts:

Rates are based on the number of insertions run in a contract year (12 consecutive months). If, within 12 months, more or fewer insertions are used than specified, the rates will be rebated or short-rated accordingly. Two-page spreads count as two insertions toward earned frequency discount.

### Combination Rates:

Ads in *SIP Magazine*, *IMS Magazine*, *Internet Telephony*® and *Customer Inter@ction Solutions*® count toward frequency discounts. Schedules may be combined.

## Mechanical Requirements:

### Electronic Ad Specs:

Acceptable file formats include process Fat Postscript (all fonts and images included in the Postscript file), PDF (written with hi-res images in place and all fonts embedded), EPS files, native Quark, Illustrator, and Photoshop with all images and fonts included.

### File Transfer:

Files may be mailed on disk or CD or e-mailed to [production@tmcnet.com](mailto:production@tmcnet.com). Transfer of files through an FTP site is also available for advertisers with FTP capability. Call (203) 852-6800 ext. 139 for more information.

### Proof:

Iris, chromalin proof, or standard color proof is required for all ads containing color.

### Spread Ads:

A 1/2" dead area should be allowed in the gutter.

### Printing:

Prints Web offset with a saddle-stitch binding.

### Mail Ads To:

SIP Magazine, Advertising Dept.  
Technology Marketing Corp.  
One Technology Plaza  
Norwalk, CT 06854 USA



# Online Media Options

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 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. In April, 2006 alone, TMCnet was viewed by **1,050,000 unique visitors**. On average, the site serves more than **18 million page views and 850,00 unique visitors monthly**.
- TMC publishes four print publications: *INTERNET TELEPHONY*, *SIP Magazine*, *IMS Magazine* and *Customer Interaction Solutions*. These publications are the leading industry trade magazines in their genre, **reaching over 300,000 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*, *Communications Developer Conference*, *IMS 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.**



# Online Media Options

## 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, bringing appropriate brand recognition and helping you maximize your marketing ROI.

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

### 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 business technology executives absorbing your message at a point when they 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!

### Educate Audiences At Each Level



## 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.

### • 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.

### • 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.

### • 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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