

# networking

FIXED & WIRELESS NETWORKS FOR THE ENTERPRISE

PROACTIVE – INFORMATIVE – AUTHORITATIVE – TARGETED



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*In a world that is increasingly focused on communications, effective networking is the key to smooth business operation...*

*Our readers – 20,000 UK-based professionals – are tasked with ensuring efficient delivery of voice and data services in public and private enterprises. They are the professionals who design, develop, implement, commission, maintain, manage and supervise the highly complex systems and equipment that form the communications backbone of business and commerce.*

## networking editorial platform focuses on four distinct technology areas:

### THE PHYSICAL LAYER

#### Premises infrastructure

**Backbone and LAN cabling, wireless networking and interconnectivity options encompassing:**

- > Copper Cabling
- > Wireless LANs
- > Cable/Racks/Ties/Patching/Cabinets
- > Fibre-Optic Cabling
- > Structured Cabling Systems
- > Diagnostics, Fault Detection

### THE CORE NETWORK LAYER

#### Network hardware

**Products and technologies from the networking arena, including:**

- > Routers
- > Bridges
- > Hubs
- > Power supplies and UPS
- > Switches
- > Gateways
- > Servers
- > Test and measuring equipment

### THE MANAGEMENT LAYER

#### Network intelligence

**Asset management and monitoring, security and storage, including:**

- > Network data storage
- > Data recovery
- > Firewalls
- > Virtual and outsourced services such as VPNs
- > IP services
- > VoIP
- > Network security

### THE CARRIER LAYER

#### WAN connectivity

**Addressing key issues such as SLAs, tariff monitoring and service developments including:**

- > Public and private network services
- > IP over satellite
- > Trunked radio
- > Cellular (including 3G and GPRS)
- > Broadband (ADSL, cable modem)
- > LCR and ISP developments

networking provides a unique media channel to reach hands-on, voice and data professionals in private and public enterprise, who purchase, select and influence the specification of voice and data products/services. Read by busy professionals charged with the job of delivering data and voice

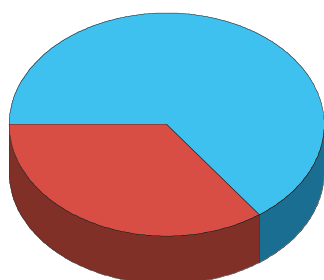
communications over increasingly complex enterprise, campus and national networks, networking is published in a tabloid newspaper-style format. The editorial objective is to provide easily digestible news and features that are designed to inform, update and explain new

technology and networking developments, concisely and to the point. It also provides an immediate contact source for new products and services. And, as a newspaper, it has a high pass-on readership and is not simply shelved, or placed in a briefcase for out-of-office browsing.

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## networking **READERSHIP**

### TARGETED READERSHIP SPANNING PUBLIC AND PRIVATE ENTERPRISE



■ Public sector  
 ■ Private sector

### Where do they work?

#### Public sector (35%)

- > Emergency services
- > Public utilities
- > Medical healthcare
- > Military
- > Government
- > Defence

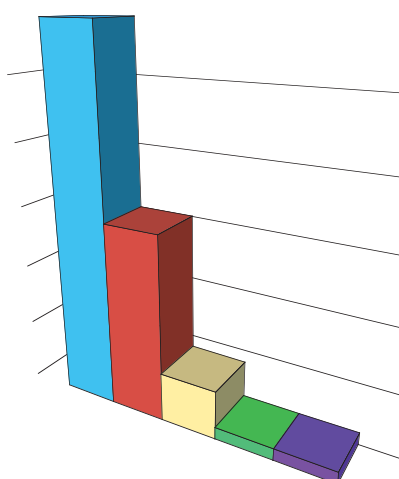
#### Private sector (65%)

- > Banking
- > Utilities
- > Construction
- > Chemical
- > Retail
- > Training
- > Finance
- > Engineering
- > Travel
- > Information technology
- > Logistics
- > Manufacturing
- > Leisure
- > Oil & Gas
- > Media
- > Shipping
- > Education
- > Service industries

#### Also including

- > Communication service providers
- > Systems integrators
- > Equipment manufacturers
- > Network operators
- > Designers
- > Major installers

### TECHNICAL READERSHIP WITH SPECIFYING AUTHORITY



■ Management  
 ■ Engineering  
 ■ Technical  
 ■ Consultants  
 ■ Other

### Who are they?

#### Management (58%)

- > Network
- > Data comms
- > LAN / WAN
- > Telecoms
- > Information technology
- > Purchasing
- > Project
- > Communications
- > Design

#### Engineering (30%)

- > Transmission
- > Installation
- > LAN
- > Network
- > RF
- > Voice
- > Field service
- > Communications
- > Pre-sales
- > Design
- > Telecoms
- > Data comms
- > WAN
- > Systems

#### Technical (8%)

- > Voice
- > Operations
- > Controller
- > Architect
- > WAN
- > Admin
- > Supervisor
- > Design
- > LAN
- > Support
- > Analyst
- > Systems

#### Consultants (2%)

#### Other (2%)

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## networking **ADVERTISEMENT RATES 2009**

### Display advertisements

Size	Mono	2-colour	4-colour
> 1/8 page	£525	£625	£775
> 1/4 page	£945	£1045	£1195
> 1/3 page	£1245	£1345	£1495
> 1/2 page	£1785	£1885	£2035
> Junior page	£1985	£2085	£2235
> Whole page	£3360	£3460	£3610
> Two-page spread	£6585	£6685	£6835

### Training section

Size	Mono	2-colour	4-colour
> 1/8 page	£525	£625	£775
> 1/4 page	£945	£1045	£1195
> 1/2 page	£1785	£1885	£2035
> Whole page	£3360	£3460	£3610

### Recruitment section

Size	Mono	2-colour	4-colour
> 1/8 page	£400	£500	£650
> 1/4 page	£800	£900	£1050
> 1/2 page	£1600	£1700	£1850
> Whole page	£3200	£3300	£3450
> Two-page spread	£6400	£6500	£6650

### Where on the web

> Basic directory listing	£95
> Basic listing with logo	£195
> 5x7 (50mm by 70mm)	£295

### Advertisement sales enquiries

<b>Contact:</b>	Dan Miller	Paul Garside
<b>Email:</b>	danielm@kadiumpublishing.com	paulg@kadiumpublishing.com
<b>Tel:</b>	+44 (0) 1932 889084	+44 (0) 1932 889085
<b>Fax:</b>	+44 (0) 1932 886539	+44 (0) 1932 886539

### Advertisement sizes

Size	Height x width
> 1/8 page	78mm x 110mm
> 1/4 page vertical	160mm x 110mm
> 1/2 page vertical	325mm x 110mm
> 1/2 page horiz	160mm x 225mm
> Junior page	236mm x 167mm
> Whole page (with bleed)	351mm x 251mm
> Whole page (trimmed)	325mm x 225mm

### Series discounts

<b>3</b> insertions	5% discount
<b>6</b> insertions	10% discount
<b>11</b> insertions	15% discount

### Special positions

**Reader offer**  
 Front page and page 4 POA

**Guaranteed position** 10% extra

### Loose inserts

**Price dependent on weight**

**Minimum** 2,000 inserts

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