

networking

PROACTIVE - INFORMATIVE - AUTHORITATIVE - TARGETED



media information 2011

Network managers need to keep up to date with the latest solutions as if they are to keep ahead of the game. For example, cloud computing is the buzzword on everybody's lips at the moment and IDC predicts it will outpace traditional IT spending by 2013. Virtualisation also continues to dominate the headlines. Experts claim it can slash IT costs by half and give an ROI in eight months. And unified communications is a technology that no IT department can afford to ignore. It has evolved into a true communications management solution with big names like Cisco and Microsoft now offering single platforms combining everything from VoIP and video conferencing to instant messaging.

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.

The magazine is published in a tabloid format with an editorial objective to provide easily digestible news and features that inform, update and explain networking developments. It also provides an immediate contact source for new products and services. It has a high pass-on readership and is not simply shelved, or placed in a briefcase for out-of-office browsing.

networking+

is the leading title in the UK to address networking professionals directly, with an audited ABC circulation of 19,751 (Jul '08-Jun '09), providing comprehensive, in-dept coverage of the issue facing network specialists.

THE PHYSICAL LAYER

Premises infrastructure

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

- Gigabit Ethernet
- Wireless LANs
- Racks, patching, cabinets
- Fibre optic/copper cabling
- Structured cabling systems
- Smart buildings

THE CORE NETWORK LAYER

Network hardware

Products and technologies from the networking arena, including:

- Unified communications
- VoIP
- Video over IP
- Telepresence
- Servers
- Power supplies, UPS, cooling
- Servers
- Routers, switches, hubs, gateways

THE MANAGEMENT LAYER

Network intelligence

Asset management and monitoring, security and storage, including:

- SAN, NAS, virtualisation
- Data recovery, business continuity
- Network optimisation
- Network security
- Test and measuring equipment
- IIM
- Remote network management
- Staff training

THE CARRIER LAYER

WAN connectivity

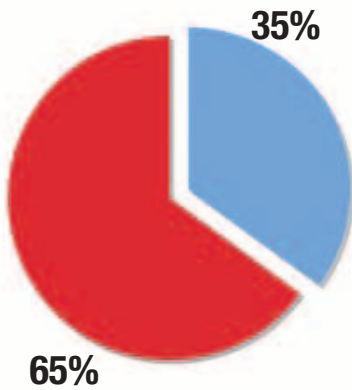
Addressing key issues such as SLAs, tariff monitoring and service developments including:

- Cloud computing
- VPNs
- Networks for remote workers
- NGNs
- Broadband (DSL, WiMAX, FTTx)
- Public and private network services



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TARGETED READERSHIP SPANNING PUBLIC AND PRIVATE ENTERPRISE



Who are they?

Public sector (35%)

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

Private sector (65%)

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

Also including

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

TECHNICAL READERSHIP WITH SPECIFYING AUTHORITY

Who are they?

Management (58%)

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

Engineering (30%)

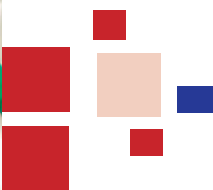
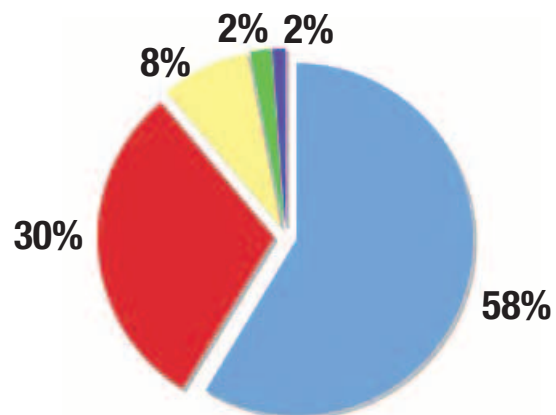
- Transmission • Voice • Telecoms • Installation • Field service • Data comms • LAN • Communications • WAN • Network • Pre-sales • Systems • RF • Design

Technical (8%)

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

Consultants (2%)

Other (2%)



ADVERTISEMENT RATES 2011

Display advertisements

Size	Mono	2-colour	4-colour
Full page	£3360	£3460	£3610
Junior page	£1985	£2085	£2235
1/2 page	£1785	£1885	£2035
1/4 page	£945	£1045	£1195
1/8 page	£525	£625	£775

Training section

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

Recruitment section

Size	Mono	2-colour	4-colour
Full page	£3200	£3300	£3450
1/2 page	£1600	£1700	£1850
1/4 page	£800	£900	£1050
1/8 page	£400	£500	£650

Series discounts

3 insertions	5% discount
6 insertions	10% discount
11 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

Advertisement sizes

Size	Height x width
Full page	345mm x 245mm
Junior page	236mm x 167mm
1/2 page horizontal	160mm x 225mm
1/2 page vertical	325mm x 110mm
1/4 page vertical	160mm x 110mm
1/8 page	78mm x 110mm

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