

# COMMSDEALER

# 2010

## Media Pack

**THE NUMBER 1  
MAGAZINE FOR  
THE UK'S ICT  
INDUSTRY**

### **BEST NEWS**

Comms Dealer breaks the biggest news and carries the channel's most important messages.

### **BEST READ**

Comms Dealer is the longest established title for the communications channel – from vendor to reseller.

### **BEST RESULTS**

Make your ad message count – gain the maximum value and impact for your campaign.

[www.comms-dealer.com](http://www.comms-dealer.com)



# Publication

Comms Dealer is the original comms channel publication. Launched at the point of de-regulation, it has continued to provide the most authoritative reporting and comment on the pressing issues and trends affecting the convergence channel to establish itself as the bible of the industry – consequently, when stuff happens it is reported in Comms Dealer first.

Comms Dealer has one simple aim – to provide convergence resellers and distributors with vital information to help them develop their businesses, and regularly contains the following content:

- Mergers & acquisitions
- Industry & company news
- People
- Products & technologies
- Reseller end user solution case studies

**Comms Dealer presents advertisers and contributors with the very best platform to reach and influence the channel.**

# Circulation



Comms Dealer's comprehensive, fully audited readership provides contributors and advertisers with far greater reach and more value for their PR or advertising spend.

Accurate supporting demographics enable advertisers to feel confident their message is reaching the right people.

Comms Dealer's circulation is circulated to a strictly controlled audience.

JOB TITLE	COPIES	%
Director/Sales Director/Technical Director/Marketing Director	3,206	27.4
Managing Director/CEO/Chairman/Owner/Partner/Proprietor	2,569	21.9
General Management/Other General Management	2,405	20.5
Sales/Account/Network/Technical/Marketing/Purchasing/Buyer/Other Manager	2,347	20.0
Other Sales/Marketing/Technical/Engineer/Consultant	1,056	9.0
Other	152	1.3
<b>Total</b>	<b>11,735</b>	

COMPANY ACTIVITY	COPIES	%
Convergence/Switchless/Telecoms VAR/IT Dealer or Reseller/ Mobile Dealer/Retailer	3,802	32.4
System Integrator	1,419	12.1
IT/Telecoms/Converged/Voice Mobile Distributor	1,352	11.5
Independent Software Vendor/ Software Developer/Provider/CTI	1,349	11.5
Independent Service Provider	1,009	8.6
Consultancy	680	5.8
Vendor/Manufacturer/OEM	457	3.9
Other IT/Telecoms	354	3.0
Installer/Maintainer/Cabling	352	3.0
Other	293	2.5
Carrier/Network Operators	269	2.3
Application Service Provider	172	1.5
Internet Service Provider/Broadband	129	1.1
Call Centres	56	0.5
Call Management	33	0.3
PMR	9	0.1
<b>Total</b>	<b>11,735</b>	

# Features

## February:

Mobile data  
FMC  
Third party maintenance & support

## March:

Small PBX IP PBX market review  
SIP Trunking  
Next Generation Ethernet

## April:

Medium PBX IP PBX market review  
Unified Comms  
Virtualisation & the Cloud part 1

## May:

Large PBX IP PBX market review  
Hosted VoIP  
NGNs – part 1

## June:

Convergence Distribution sector analysis  
Selling CCTV solutions  
Finance & Leasing

## July:

VoIP security  
Videoconferencing  
Mobile Distribution sector analysis

## August:

Headsets  
ISPs  
Billing

## September:

Home working & Teleworking  
Call/Contact centres  
Business grade broadband

## October:

Call recording  
Managed services & consultancy  
NGNs – part 2

## November:

Pure IP voice market review  
Call management  
Virtualisation & the Cloud part 2

## December:

Hosted VoIP in the corporate sector  
Aggregators  
Review of 2010

## January 2011:

Comms Vision setting the agenda for 2011  
SaaS Mobility

# Rates

## Advertising Rates (print)

Ad size	Issues		
	1 – 3	4 – 8	9 – 12
Double page spread	£5538	£4302	£3223
Full page	£3190	£2670	£2130
Half page (horizontal only)	£1985	£1660	£1325
Third page (horiz. or vertical)	£1885	£1560	£1230
Branding strip	£375	£315	£265
2 column vertical	£1985	£1650	£1310
3 column vertical	£2135	£1810	£1475

## Special positions

Front cover banner/button	£550	£495	£450
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Outside back/inside front cover  
Page rate + 10% surcharge

Mechanical data available on request

## Classified Advertising

## Comms Pages

12 month supplier directory full colour  
semi display listings enabling readers  
to source products and services  
effectively.

Standard entry £1500 per year  
(inc. logo, contact details under heading of  
choice)

Enhanced entry £1800 per year  
(inc. logo, contact details, 100 word synopsis under  
heading of choice)

Loose inserts - prices available on  
request

Website advertising, html newsletter  
advertising and eCasting service - see  
separate data sheet for details

Comms Dealer is published by BPL Business Media, specialists in quality media serving the ICT markets. Our sister media includes:

## COMMS SOLUTIONS

Comms Solutions is a dynamic new B2B magazine and digital newsletter targeted at the UK data channel, presenting suppliers in the telecoms industry with a unique route to data VAR's who are already providing their customers with with IP-based products and services.

MARGIN IN

## voice&data 10



Mariott St Pierre - June 16th 2010

Our latest 'invitation only' event for Voice and Data Resellers addressing the small and mid-market business sectors. The 'must attend' event will help resellers keen to get a real understanding of the changing channel environment and the opportunities and challenges presented by the new Next Generation Networks and fast developing Cloud technologies. Strictly for managing directors and entrepreneurs of reseller companies this event will provide much needed direction on the new business models set to revolutionise the market in 2010 and as a residential event offer the best networking opportunity of the summer.

## comms national awards

14th October 2010 • London Hilton on Park Lane

The Comms National Awards are regarded as the Oscars for the ICT channel. The awards have developed an undisputed reputation which is why being nominated is a huge accolade in itself. Winning of course is every channel company's goal as the kudos gained is truly significant in getting recognition from the industry and gaining an advantage over the competition. [www.cnawards.com](http://www.cnawards.com)

## commsvision

The Channel's Strategic Business Planning Convention

Now in its 5th year and widely regarded as the premier event for the mid-market and enterprise solutions sectors, the Comms Vision Convention will once again provide unequalled thought leadership and a platform for the vendor peer to peer networking within the famous surroundings of The Gleneagles Hotel. [www.commsvision.com](http://www.commsvision.com)

## Contacts

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