

WIRELESS COMMUNICATIONS FOR PUBLIC SERVICES AND PRIVATE ENTERPRISES

WiRELESS



Media Pack 2012

Wireless communications are positioned at the heart of the business and public service delivery.

Wireless is the medium that addresses the need for end users to stay up to date with the latest developments.

» www.wireless-mag.com

Circulation Breakdown

Publishers, Noble House Media have extensive experience in producing all of the marketing solutions below for Wireless and other market leading magazines - Mobile, Mobile Choice, Mobile Choice for Business and Independent Mobile Choice; websites www.mobiletoday.co.uk and www.mobilechoice.com and live events - The Mobile Industry Awards and The UK Mobile Choice Consumer Awards.

For a tailor-made campaign that meets your exact requirements including any of the solutions below, please contact Ian MacFarlane on 0207 440 3866.

Rate Card

Wireless overview

Wireless magazine features incisive, in-depth editorial on all the key technologies, together with case studies, industry and vertical market interviews. The publication and accompanying web-site also provides a forum for technology vendors to excite and inform their customers on what can be achieved with their systems and products.

In each bi-monthly issue of Wireless there are features, analysis and viewpoint articles on TETRA, DMR, dPMR, LTE, WiMAX, NFC, WiFi, 4G and M2M. Site visits, case studies and end user interviews show how vertical markets are achieving real world benefits from which others can also learn.

Whatever your viewpoint, user or supplier, Wireless is dedicated to helping your business achieve results

Advertising Solutions

Wireless' advertisers reach their desired target audience in a variety of ways. The format of each campaign will vary depending on your specific objectives, so please get in touch and we will be happy to offer a tailored proposal.

Awareness/Brand Building

Our brand building campaigns primarily use in-magazine and/or on-line display advertising.

Lead Generation/Direct Response

Delivering sales leads by providing a call to action through on-page 'teaser' content and/or e-mail newsletters leading to forms of data capture such as downloadable white papers.

Research

Tailored market reports, surveys, polls and focus groups.

Events

Wireless can organize and host sponsored, high level, specified audiences for round tables or other live events built around your requirements.

Tailor-Made Solutions

Wireless has extensive experience in delivering a range of hard copy or electronic tailor-made solutions such as sponsored editorial, pocket guides, supplements, micro-sites, email campaigns and customer magazines.

Reprints

The reproduction of existing editorial material in a variety of formats.

Thought Leadership Solutions

Wireless can target and bring together senior decision makers and influencers in a variety of ways. We would be happy to discuss how Wireless can position your brand as the category leader.

Key information

Circulation	6,250
Readership	23,750

Wireless Official Media Partners with...

Technology

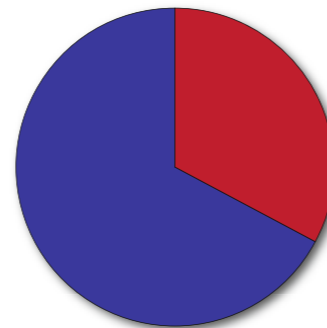
PMRExpo • GSMA Mobile World Congress • TETRA World Congress • LTE World Summit • PMR Summit 2011 • FCS Awards • Smart Grids Summit • WIMA-NFC • Femtocells World Summit • Smart Metering UK & Ireland • LPRA-Radio Solutions • Next Generation Network Basestations • Smart Grids Europe • TETRA Association Series... and others

Vertical Market Specific

DSEi • The BAPCO Show • Service Management Expo • Unified Communications Expo • Offshore Technology Summit • Transforming Healthcare Through Wireless technologies • Counter Terror Expo • APA-ACPO • Control Room Communications • The Emergency Service Show • Total Security Summit • Transforming Blue Light Services... and numerous others

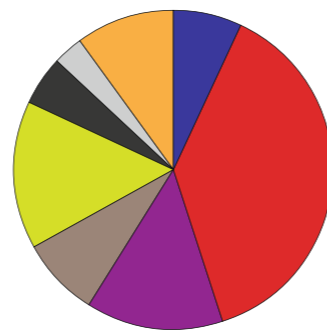
Circulation profile

End users	67%
Wireless supply chain	33%



Vertical market breakdown

Transport	7%
Defence, Blue Light, Govt	38%
Utilities/Oil/Gas/Power	14%
Construction	8%
Health & Education	15%
Manufacturing & Retail	5%
Others	3%
Service Management	10%



MAGAZINE ADVERTISING

	1	3	6
Double Page Spread	£5,174	£4,915	£4,398
Full Page	£2,959	£2,811	£2,515
Half Page	£1,704	£1,619	£1,448
Quarter Page	£1,034	£982	£879

Inside Front/Outside Back Cover Positions Additional 20%

False Front Covers Price on request

Inserts Price on request

ONLINE ADVERTISING

(www.wireless-mag.com)

	1	3	6	12
Leaderboard	£895	£845	£785	£695
MPU	£945	£895	£835	£745

SPONSORED E-NEWSLETTER

	1	3	6	12
e-newsletter	£995	£895	£785	£695

ONLINE ADVERTISING SPECS

Leaderboard	728 x 90px
MPU	300 x 250px

Maximum file size is 40k

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Address ftp://nhmedia.co.uk
Username MobileAd
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File names must state magazine name, issue date and advertiser name

MECHANICAL DATA

	Trim	Bleed	Area
Full page	297x210	303x216	270x190
DPS (supply as two pages)	297x420	303x426	270x400
1/2 page horizontal	135x190		
1/2 page vertical	277x90		
1/4 page	135x95		
1/4 page strip	70x190		

False front cover: IFC, IBC and OBC to be supplied as full pages with bleed. OFC needs to be 215x210mm with 3mm bleed to foot and sides

All measurements in mm

Feature list 2012

Features / previews / reviews & additional distribution

In 2012, Wireless editorial team will make it their business to cover the emerging advancements in technologies such as TETRA, DMR, dPMR, WiMAX, 4G, LTE, WLAN, WiFi, M2M and NFC in every issue

JANUARY/FEBRUARY 2012

INDUSTRY FOCUS	Mining
REGIONAL SPOTLIGHT	Australia and Oceania
ROUND TABLE DISCUSSION COVERAGE	The Case for Dedicated Public Safety Spectrum for Mobile Broadband
FEATURES	Digital Radio Products and Solutions, Looking at DMR the Tiers - who should use what, In-Building Comms, Mobile Infrastructure, LTE / WiMAX), WiFi Comes of Age, Secure telephony Comms
EVENT COVERAGE	GSMA Mobile World Congress Preview, PMRExpo Review, Control Room Communications
EVENT DISTRIBUTION	GSMA Mobile World Congress (Barcelona)
WIRELESS FEBRUARY GUIDE	Wireless Industry Buyers Guide for the Mining Industry
COPY DEADLINE	20.01.12
PUBLICATION DATE	03.02.12

MARCH/APRIL 2012

INDUSTRY FOCUS	Public Safety
REGIONAL SPOTLIGHT	Scandinavia and Benelux
ROUND TABLE DISCUSSION COVERAGE	The Challenges of Outsourcing in Police
FEATURES	Future Technologies for Public Safety, Paging, Outsourcing, P25, Tetrapol, Asset/People Management using RFID
EVENT COVERAGE	British APCO Preview, Counter Terror Preview
EVENT DISTRIBUTION	EVERY attendee at British APCO
WIRELESS APRIL GUIDE	Wireless Industry Buyers Guide for Public Safety Industry
COPY DEADLINE	09.03.12
PUBLICATION DATE	23.03.12

MAY/JUNE 2012

INDUSTRY FOCUS	Transport - Underground, Rail, Airports
REGIONAL SPOTLIGHT	Middle East
ROUND TABLE DISCUSSION COVERAGE	The Challenges of Outsourcing in Emergency Services The Future of TETRA within Public Safety
FEATURES	TETRA Overview, Critical Communications, GSM-R, In-Building / Tunnel Communications, Command and Control Room Comms
EVENT COVERAGE	TETRA World Congress - Dubai Preview, British APCO 2012 Review
EVENT DISTRIBUTION	EVERY delegate at TETRA World Congress - Dubai In-Building Summit 2012 (London)
WIRELESS JUNE GUIDE	Wireless Industry Buyers Guide for the Transport Industry
COPY DEADLINE	20.04.12
PUBLICATION DATE	03.05.12

JULY/AUGUST 2012

INDUSTRY FOCUS	Large Scale Events and Defence
REGIONAL SPOTLIGHT	Africa
ROUND TABLE DISCUSSION COVERAGE	Making the most of the migration to Digital
FEATURES	DMR vs dPMR update, TETRA World Congress Review Special, Olympic Communications Preview, Event Communications, Stadium Comms Using WiFi Solutions, Public Safety Spectrum debate update, The 'Green' Story a Business Necessity
EVENT COVERAGE	TBC
EVENT DISTRIBUTION	TBC
WIRELESS AUGUST GUIDE	Wireless Digital Radio Communications Buyers Guide
COPY DEADLINE	29.06.12
PUBLICATION DATE	13.07.12

SEPTEMBER/OCTOBER 2012

INDUSTRY FOCUS	Utilities, Oil, Gas and Power & Service Management / Lone Workers
REGIONAL SPOTLIGHT	BRIC and emerging countries
ROUND TABLE DISCUSSION COVERAGE	The Lessons Learnt at London 2012
FEATURES	Interoperability between digital radio standards in rural and urban areas, Mobile Computing, GIS/Satellite Comms, Lone Worker Communications, ATEX Approved Solutions, Smart Metering, M2M
EVENT COVERAGE	Service management Preview, PMR Summit Preview
EVENT DISTRIBUTION	EUTC Annual Conference, Service Management Expo, The Emergency Service Show, PMR Summit
WIRELESS OCTOBER GUIDE	Wireless Industry Buyers Guide for Utilities/Oil/Gas
COPY DEADLINE	24.08.12
PUBLICATION DATE	07.09.12

NOVEMBER/DECEMBER 2012

INDUSTRY FOCUS	Education & Healthcare
REGIONAL SPOTLIGHT	North America & Germany
ROUND TABLE DISCUSSION COVERAGE	The need for Digital Radio within Utilities
FEATURES	Control Room Communications, Covert Solutions, DMR/dPMR/TETRA and Tetrapol products from PMR Summit, NFC Applications, Government Communications
EVENT COVERAGE	PMR Summit Review, European Utilities Telecom Council Annual Conference Review, PMRExpo Preview, Public Safety Communications Europe Review
EVENT DISTRIBUTION	PMRExpo
WIRELESS OCTOBER GUIDE	Wireless Industry Buyers Guide for Healthcare
COPY DEADLINE	02.11.12
PUBLICATION DATE	16.11.12