2011 | www.tmforum.org

QUICK INSIGHTS

tmforum MEDIA KITS

Product overview

Quick Insights reports take the industry's hottest emerging topics and provide early research and analysis, often including interviews with opinion-leading senior executives and ideas drawn from exclusive roundtables at our Management World events.

A valued benefit to TM Forum members and now available for non-members to purchase online, these reports are written by popular journalists and analysts, including Rob Rich, (formerly Yankee group and now managing director of TM Forum Insights), respected journalist and TM Forum managing editor Annie Turner, and Tony Poulos, TM Forum market strategist.

Show your organization's forethought by sponsoring one of our Quick Insights reports, where emerging topics of the day go under the TM Forum microscope.

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Sponsorship cost

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Standard sponsorship package + e-newsletter
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Option 3
Exec. roundtable, standard sponsorship package + e-newsletter
$52,060 for exclusive sponsorship of Management World roundtable on the report topic, 3 page sponsored feature in report and corresponding edition of InsideTrack e-newsletter

For further information please contact Mark Bradbury at mbradbury@tmforum.org or tel +44(0) 1462 743731

Distribution and Marketing

- Dedicated launch email placing the report straight in the inbox of over 50,000 TM Forum members
- Reports available for non members to purchase at tmforum.org and third party online retailers
  Cover price $495 USD
- Targeted marketing for senior executives
- Promotion in TM Forum's Inside e-newsletters, with a combined audience of 225,000+ subscribers