tmforum

Research & Content

Media Pack

About
TM Forum

TM Forum is a global, non-profit industry association, owned by its members, who include the world's leading digital service providers and their suppliers. TM Forum enables more than 900 member companies to solve critical business issues and innovate through access to a wealth of knowledge, intellectual capital and standards.

TM Forum provides a unique, fair and safe environment for the entire digital value-chain to collaborate and overcome the barriers to a vibrant, open economy, helping member companies of all sizes gain a competitive edge by enabling efficiency and agility in their IT and operations. For more information, visit www.tmforum.org.

TM Forum members:

- TM Forum members represent more than 85% of global communications revenue (currently estimated at $2.1 trillion)
- 900+ member companies, including more than 230 of the world's leading service providers
- 85,000 strong online collaboration community
- 195 countries
- Include service providers, enterprise, hardware and software, and more.

About TM Forum
Research & Content

TM Forum publications aim to help our members:

- Understand what's coming next and the issues that affect them
- Get practical help and see real-life examples of how other organizations are tackling the same challenges
- Solve three common challenges, through our core programs:

Agile Business & IT: How to transform their IT operations to reduce costs, minimize risks and reduce time-to-market

Customer Centricity: How to maximize market share, growth and customer loyalty

Open Digital: How to deliver new services quickly, easily and securely with partners.

TM Forum's Security and Privacy Program strives to bring these essential elements to the forefront of organizational thinking, working across the three strategic programs.

Through sponsorship, members can boost their profile as thought leaders, grow awareness of products and services, and target customers with precision.

Our Readers

Subscribers come from a variety of key sectors:
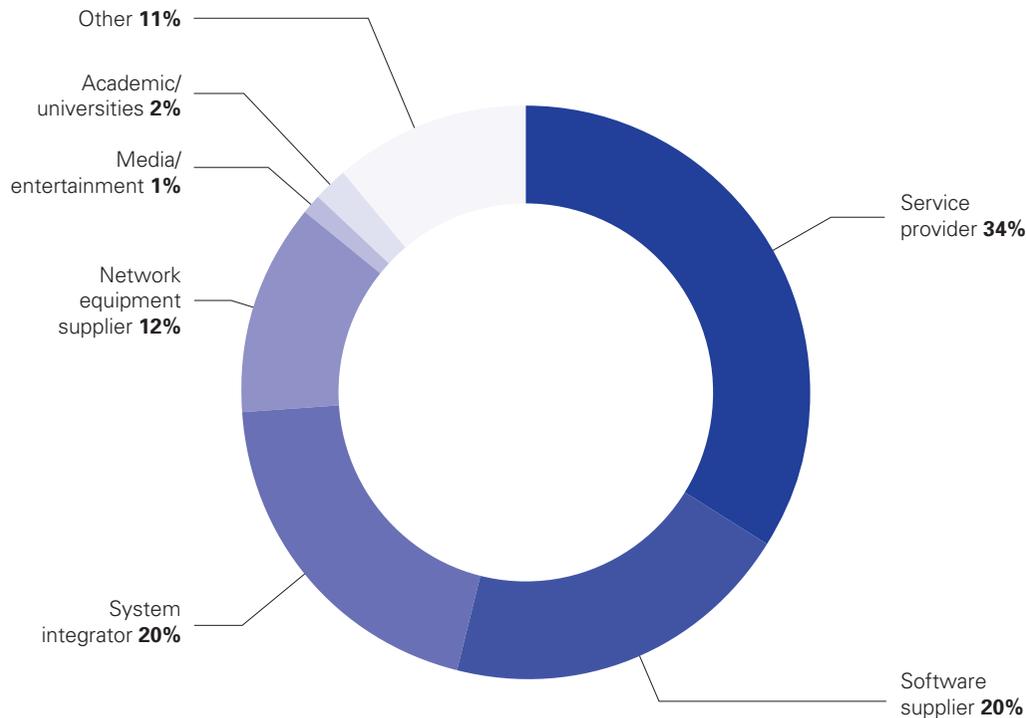
Audience

- Opt-in subscriber database of 65,000 unique users.
- Over 35,000 subscribers are involved in purchasing.
- Over 5,000 subscribers are c-level executives.

Distribution

- Three ways to read:
  – High-resolution online PDF
  – In print and digital formats at TM Forum and third party events
- Each title hosted on TMForum.org with 450,000 page impressions / 53,000 unique visitors generated per month
- Dedicated e-mail distribution to members and non-members – including 65,000 subscribers from our Insights Research database
- All of our publications are free for TM Forum member companies and their employees to download
- Selected titles including *Perspectives, Quick Insights* and *Extra Insights* are also free for non-members.

Marketing

- Promotion through three TM Forum e-newsletters – combined circulation of 300,000+
- Social media - including LinkedIn, Twitter and Facebook
- Executive summary of each report promoted to senior level executives
- Report previews delivered to non-members with option to purchase reports online
- Targeted promotion to TM Forum online community groups and collaboration initiatives, comprising more than 85,000 members around the world
- Quarterly direct mail to exclusive CxO list
- Live webinar with Q&A for each Insights Research Report.

Other **11%**

Academic/ universities **2%**

Media/ entertainment **1%**

Network equipment supplier **12%**

System integrator **20%**

Service provider **34%**

Software supplier **20%**

Insights Research Reports

"Insights Research Reports are high-quality publications, and represent an excellent source of information about trends in the industry, hence our willingness to sponsor them."

Ben Bannister, Product and Solutions Marketing, Syniverse

TM Forum Insights Research Reports offer a deep-dive into some of the important issues facing organizations operating in the digital eco-system. Quantitative and qualitative analysis is drawn from comprehensive surveys and extensive one-to-one interviews with senior figures from the global service provider community, and advice and recommendations from leading industry analysts.

Insights Research Reports exist to educate the market on a specific topic, discuss some of the capabilities available and make recommendations as to how, where and why service providers might take advantage of them.

COMING SOON

- Big data analytics
- Policy control and RTCC
- Customer experience & analytics in a connected world
- Defining an end-to-end platform for the virtual world
- NFV's progress

Sponsorship package

INSIGHTS RESEARCH REPORTS

Sponsorship entitles you to 4, 3 or 2 full-colour pages of dedicated sponsor content in the report. This is ideal for showcasing your solutions and leveraging thought leadership collateral, e.g. white papers, case studies, articles, etc.

- Complimentary design and layout of sponsored features
- Logo branding
  – on the report cover
  – on the report web page
  – in e-mail marketing
- Brainstorming opportunity with the analyst, to delve more deeply into the key issues
- PDF of the report to share with your own customers, prospects and contacts
- 50 printed copies for your own use
- Branding in analyst-led webinar deployed to further promote report
- 100-word sponsor profile on 'Our sponsors' page

Upgrade options:
- Ghostwriting service
- Webinar lead service

RATE CARD

$17,500	$13,950	$9,950
FOUR-PAGE SPONSORSHIP	THREE-PAGE SPONSORSHIP	TWO-PAGE SPONSORSHIP

For further information, including costs for alternative packages, please contact Mark Bradbury at **mbradbury@tmforum.org**

Quick Insights and Extra Insights

"TM Forum reports provide a great platform that allows us to share our understanding with the industry."

Hu Caiqing, BSS Marketing Execution Dept, Huawei

Quick Insights and Extra Insights are short, easy-to-digest research reports and eBooks that take on emerging topics, or take a new angle on an established topic and offer preliminary research, analysis and opinion.

Each report is sponsored exclusively by one company, ensuring a high level of brand presence.

Book early to avoid disappointment.
- IoT: Billions of touchpoints impact customers **Sold**
- Network analytics **Sold**
- Digital business transformation **Sold**
- Digital services: Where's the money? **Sold**
- Leveraging metrics to create loyalty
- NFV: Can open source speed deployment?
- Digital services: Successful business models & roles
- Managing performance in virtualized networks
- Privacy's impact on big data

Sponsorship package

QUICK INSIGHTS

Sponsorship entitles you to 3 full-colour pages of dedicated sponsor content.

- Branding
  – on the report cover
  – on the report web page
  – in e-mail marketing
- Brainstorm with the analyst
- Complimentary design and layout of sponsored features
- PDF of the report to share with your own customers, prospects and contacts
- Exclusivity, single sponsor model.

Upgrade options:

- Ghostwriting service
- Webinar jointly presented by sponsor and TM Forum SME.

RATE CARD

$23,950

For further information, including costs for alternative packages, please contact Mark Bradbury at **mbradbury@tmforum.org**

FEBRUARY 2015 | www.tmforum.org

This report can be downloaded free by registering on TM Forum's website

NETWORK ANALYTICS

tmforum QUICK INSIGHTS

CREATING BETTER CUSTOMER EXPERIENCE AND NEW REVENUES

Sponsored by:

mycomosi
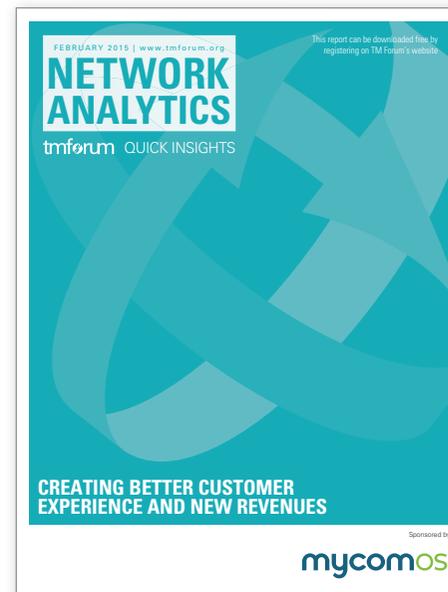
Perspectives

*"*TM Forum Research and Content provide a valuable platform for us to share our insights about market trends and give us the opportunity to reach a broad audience.*"*

Carlos Duarte Marques, Product Marketing Manager, WeDo Technologies

Perspectives is TM Forum's flagship annual publication and official yearbook. It provides thought leadership on a choice of key industry themes, explores real-life success stories about thriving in the digital world, and looks at the vital role played by TM Forum.

Sponsorship package

- Sponsored feature and display advertising options available
- Complimentary design and layout of sponsored features
- Advertiser/sponsor directory within the magazine and on tmforum.org
- PDF to share with your own customers, prospects and contacts
- 100 printed copies for own use.
- Sponsored features further promoted on Inform and in newsletters
- Banner advert on Inform for display advertisers
- Logo branding included on Perspectives webinar slides
- Advertiser/sponsor logos and links included in *Perspectives* preview e-newsletters.

tmforum 2015/16

Perspectives
[The voice of digital business]

Connecting the digital ecosystem

IT & virtualization: impacts and issues

Customer centricity: Strategies for success

Internet of Everything: Getting it together
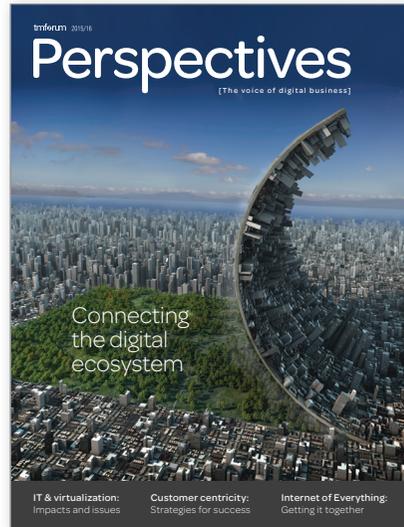
PERSPECTIVES IS AVAILABLE YEARLONG ON OUR WEBSITE.

Marketing and distribution for Perspectives

- Perspectives preview e-newsletters, aimed at giving readers a sneak preview of upcoming articles
- Digital version delivered to over 90,000 Perspectives subscribers
- Promoted throughout the year in TM Forum's e-newsletters – combined circulation 300,000+ opt-in subscribers
- Up to 10,000 copies in direct mail campaign to TM Forum's global industry-wide database, including exclusive CxO list
- Up to 10,000 copies distributed at TM Forum and third-party events throughout the year
- Press packs to our press and analyst database
- Articles will also be featured on our Inform channel throughout the year (inform.tmforum.org).

RATE CARD

DISPLAY ADVERTISING

$13,950	$17,950	$15,950
FULL PAGE	INSIDE FRONT COVER	INSIDE BACK COVER / PAGE FACING CONTENTS / PAGE FACING FOREWORD / PAGE WITHIN INTRODUCTIONS
$21,950	$27,500	
DOUBLE PAGE SPREAD	INSIDE FRONT COVER SPREAD	
$8,950	$19,500	
HALF PAGE	OUTSIDE BACK COVER	

SPONSORED FEATURE / ADVERTISING FEATURE

$14,950	$23,950
FULL PAGE	DPS OR DISPLAY AD PAGE WITH FACING FEATURE PAGE

RATES AVAILABLE UPON REQUEST FOR SPONSORED FEATURES EXTENDING TO 3 PAGES, 4 PAGES, 6 PAGES ETC

TM Forum
newsletters

INSIDE NEWSLETTERS

- Enhance brand recognition
- Promote white papers, customer success stories and thought leadership
- Leverage your TM Forum report sponsorships
- Generate registrations for webinars
- Increase traffic to your website.

TM Forum has recently updated its Inside portfolio of e-newsletters to better serve your interests and preferences for timely and relevant content. In October 2014, we launched 3 new monthly e-newsletters, each boasting a guaranteed circulation of 130,000+ subscribers.

Inside Agile Business and IT
How to transform IT and operations to reduce costs, minimize risk, increase business agility, and improve time-to-market.

Key areas of coverage include NFV/ZOOM, SDN, revenue management and product lifecycle management.

Inside Customer Centricity
How to maximize market share and enhance customer experience, and boost growth and loyalty. Key areas of coverage include customer experience management, data analytics, security and privacy.

Inside Digital Business & IoT
How to deliver new services quickly, easily, and securely with partners. Key areas of coverage include Internet of Things, cloud and virtualization, partnering and digital business transformation.

RATE CARD

Exclusive sponsorship can be secured for any newsletter for an investment of $11,900 per monthly issue and entitles the sponsor to:

- Horizontal header banner advertisement (gif or jpg) measuring 600 x 90 (positioned at top of newsletter).
- Article of up to 1000 words
- Short bio of the article author
- Accompanying photo and link.

Alternatively, the banner advertising slot only can be secured for $5,950, or the sponsored article slot only for $6,950.

Sponsored articles are also featured on Inform.

Upgrade option:

- Ghostwriting service.

For further information, including costs for alternative packages, please contact Mark Bradbury at **mbradbury@tmforum.org**

Web advertising

Interactive, up-to-the-minute and essential, tmforum.org is one of the market-leading online business portals for the communications industry. The website offers users a truly interactive experience through its online community groups, collaboration projects, blogs, content channels, industry news, exclusive online publications, program of webinars and latest information on TM Forum work with the industry. With advertising positions available on over 275 pages on our site, our CPM model guarantees you the exposure you require.

TMFORUM.ORG VITAL STATS:

- Over 95,000 visits each month
- Between 450,000 and 500,000 page views each month
- 53,000 absolute unique visitors each month
- Click-through rates typically range from 0.3%-1%, far outpacing typical Internet-wide metrics and the tech/telecom sector as a whole.
- Average site visit nearly 6 minutes

For further information, including costs for alternative packages, please contact Mark Bradbury at **mbradbury@tmforum.org**

Sponsorship package

- 728 x 90 leaderboard banner
- 300 x 250 box banner
- Special discount incentive for advertisers who book both spots
- Adverts rotate on minimum 275 pages, including 30 of the top 50 web pages by page impressions. The ads also rotate throughout our Inform news and features site (inform.tmforum.org).
- Max of 5 advertisers per position.

RATE CARD

$4,950 PER MONTH FLAT RATE

OR CPM PRICING MODEL:

$110

PER 1000 PAGE IMPRESSIONS, BASED ON MINIMUM COMMITMENT TO 40,000 PAGE IMPRESSIONS (**$4,400**).

E.G.
100,000 PAGE IMPRESSIONS = $11000

250,000 PAGE IMPRESSIONS = $27500

500,000 PAGE IMPRESSIONS = $55000
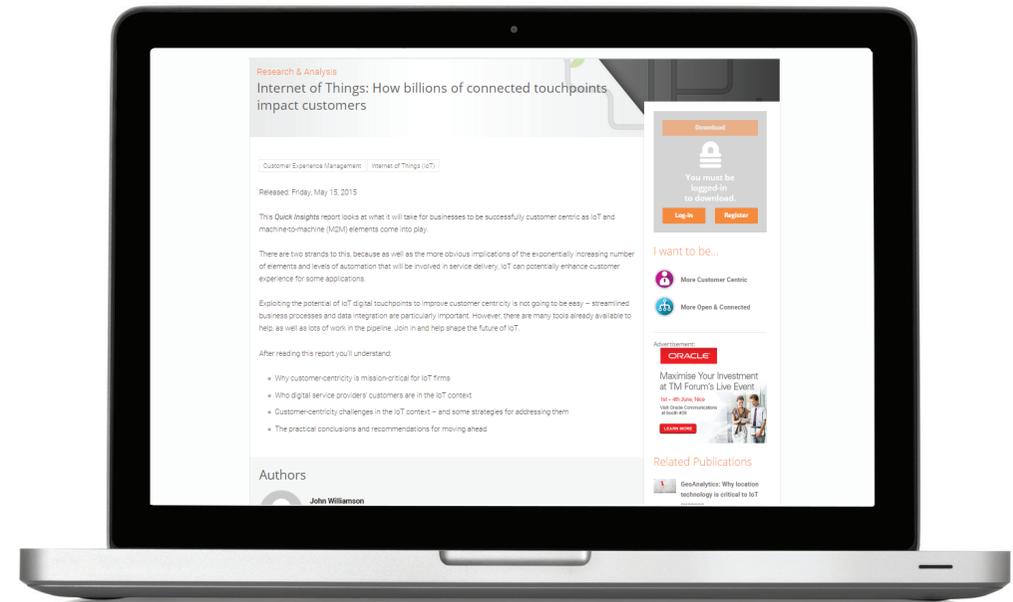
"TM Forum brought big value to a successful campaign, providing an excellent return on our investment! We really appreciated the TM Forum team's devotion in going the extra mile to enhance our client's visibility and achieve their lead generation goals."

Mikhael Shvartsman / Head of Display & Performance/UM DIGITAL Tel Aviv

Webinars

TM Forum webinars give your company the opportunity to align itself with TM Forum's key strategic initiatives by presenting your case study, customer story or thought leadership piece alongside a renowned subject matter expert. You can reach targeted audiences and generate new leads with our professionally run webinar platform.

Webinars can be based on one of TM Forum's Quick Insights reports (at a reduced rate if both are sponsored together – see Rate Card below), or sponsors may suggest webinar topics that are aligned with TM Forum's strategic programmes. Suggested topic areas are:

- CEM metrics strategy/adoption
- Managing performance in virtualized networks
- Digital (user) experience/touchpoints
- Streaming data analytics
- Analytics around charging & policy control
- Federated policy management
- Defining the value chain/stakeholders
- PLM in an NFV world
- Security/privacy for ODE

- Monetizing digital services
- Omnichannel analytics
- Regulation & big data impact
- Importance of product catalog
- Policy/charging in NFV networks
- Marketing analytics
- Analytics for IoT
- Security in a virtualized world
- Role/impact of open systems/open source

TYPICAL FORMAT

- 1-hour event
- Welcome by TM Forum expert
- 20-minute presentation by TM Forum expert
- 25-minute presentation by sponsor
- Q&A session with the audience, facilitated by TM Forum expert.

Sponsorship package

- Full pre- and post-production support from our Publisher
- Hosting and recording of live event on professional webinar platform
- TM Forum subject matter expert, who will attend a content review call and rehearsal, provide feedback on sponsor presentation and act as chairperson for the live event
- Leads comprising all webinar registrants, attendees and on-demand viewers
- Option to pre-record presentation
- Option to send out survey questions during or after live event
- Option to publish a blog post on our Inform channel
- Option to include relevant blog posts and whitepapers/reports in the audience console.

Marketing and promotion
- Three pre-event HTML emails to webinar subscribers (over 65,000 subscribers) and relevant interest groups
- Inclusion in at least one relevant TM Forum e-newsletter (circulation of over 130,000)
- Social media coverage, including Twitter, Facebook and LinkedIn
- Opportunity for sponsor to suggest segmentation and targeting of specific audiences
- Banner advertisement on TM Forum homepage.

RATE CARD

$16,950
FOR WEBINAR SPONSORSHIP ONLY

$38,000
FOR SPONSORSHIP OF WEBINAR + QUICK INSIGHTS REPORT PACKAGE (REPRESENTING A DISCOUNT OF OVER 5% ON SPONSORING THE INDIVIDUAL PRODUCTS).

For further information, including costs for alternative packages, please contact Mark Bradbury at **mbradbury@tmforum.org**.

Technical specifications for all products

DISPLAY ADVERTISING

	Height	Width
Full page (trim)	275mm	210mm
Full page (bleed)	281mm	216mm

Display adverts must be supplied in one of the following formats:

1. Hi-resolution PDF (PDF/x-1a) to Pass4Press specifications.
2. Mac or PC formatted InDesign CS3 or Quark Xpress files with accompanying fonts and images.
3. Adobe Illustrator files saved as EPS and all text saved as outlines.

All adverts must be supplied with a colour proof.

SPONSORED FEATURES

Please allow approximately 500 words per page. Please take into account any images/diagrams that you also wish to display on the page.

Logos, diagrams, charts and imagery
EPS, TIFF or JPG format at 300 dpi.

WEB ADVERTISING AND NEWSLETTERS

	Dimensions	Format
Web ad leaderboard style	728 x 90 px	.gif or .jpg
Web ad box banner style	300 x 250 px	.gif or .jpg
Newsletter banner style	600 x 90 px	.gif or .jpg

Further **information**

For further information on all our sponsorship packages, please contact our Content Business Development Director:

Mark Bradbury: mbradbury@tmforum.org

For feedback or comments on editorial, please contact:

Annie Turner, Senior Director, Content: aturner@tmforum.org *or*

Rob Rich, Managing Director, TM Forum Insights: rrich@tmforum.org

For feedback and comments on *Inform* and newsletters, please contact

Sarah Wray, Digital Content Manager: swray@tmforum.org

For general feedback and comments on TM Forum publications, please contact

Paul Davis, Content Production Manager: pdavis@tmforum.org