

# Microsoft connections. in Communications

## Media Information



# Welcome



*Microsoft Connections in Communications* is a global publication about technology and trends in the telecommunications, hosting, media and entertainment industries. With articles from the leading experts in the field and interviews with key players in each industry, the magazine is designed to inform, educate and expand the minds of readers. Dedicated sections cover the latest industry news, insight from industry observers, in-depth features, customer success stories and interviews with executives in the telecommunications, hosting and media and entertainment industries.

This media information guide explains more about the publication and how Microsoft's partners can promote their business within its pages. We hope you choose *Microsoft Connections in Communications* as part of your media plan in the year ahead.

Martha Bejar  
Corporate Vice President, Communications Sector  
Microsoft

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# About the magazine

*If you are marketing Microsoft-based solutions to the communications sector – whether telcos, media or hosting – this is the vehicle to choose.*

The modern world runs on communications. It is the ability to communicate and share information instantaneously around the globe that has made possible the earth-shaking changes we have seen in the last ten years.

But although communications businesses might be operating in the fastest-moving and most exciting sector of the global economy, they are not exempt from the challenges that face other industries. They too need to improve their use of IT. They need to work more closely with

partners, and deliver a better service to their customers. They need to find new ways of sharing information, and they need to make the promises of convergence come true.

Microsoft is a world-leading player in this sector. Along with its unrivalled partner ecosystem, Microsoft is helping service providers, telcos, content providers and media networks revolutionise the way the communications sector operates. Published quarterly, *Microsoft Connections in Communications* is the journal of that revolution.

## 2009 editorial calendar

Issue: March 2009  
Publication date: 06 March

Issue: June 2009  
Publication date: 29 May

Issue: September 2009  
Publication date: 4 September

Issue: December 2009  
Publication date: 27 November



"The modern world has been built on communications"

# Circulation

*The communications sector is living proof of globalization. A global industry needs a global circulation. That's what Connections seeks to provide.*

*Microsoft Connections in Communications* is circulated to Microsoft's key customers and prospects in the telecommunications, hosting, media and entertainment industries. The magazine is circulated in the following ways:

### *Direct to individuals*

Individuals can subscribe to *Connections* (online at [www.onwindows.com/connections](http://www.onwindows.com/connections)) free of charge and will receive the latest edition each quarter.

### *Via Microsoft subsidiaries*

Microsoft has offices throughout

the globe and local staff coordinate the distribution of *Connections* to customers and prospects in their geography.

### *Events and conferences*

Copies of *Connections* are available at Microsoft executive conferences, partner events, and industry trade shows.

### *Circulation figures*

March 2008: 7,587  
June 2008: 6,400  
September 2008: 6,029  
December 2008: 6,000

### Geographical split



APAC	13%
United Kingdom	21%
Rest of EMEA	17%
USA	49%

### Vertical industry



Broadcasting	15%
Hosting	5%
Media/Entertainment	20%
Other	9%
Print/Publishing	8%
Technology	17%
Telecommunications	26%

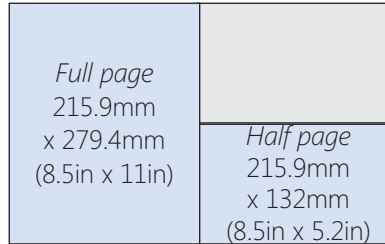
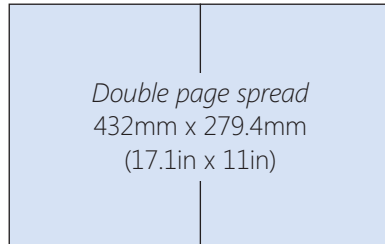


# Mechanical specifications

The magazine dimensions are 215.9mm x 279.4mm (US letter)

- We strongly prefer to receive artwork as high-resolution PDF files created in Adobe Acrobat v6 (or more recent).
- Pages must be created to include bleed when required (minimum of 3mm) and crop marks must be outside the bleed area.
- All PDFs must contain high resolution (300ppi at print dimensions), CMYK images, and all fonts should be embedded.

NOTE: Please also send a color proof to match your electronic artwork. If no proof is received, we cannot guarantee the quality of the reproduction in the publication.



## Contact details

For more details on opportunities to partner with *Connections* and go to market with Microsoft, please contact:

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