

E-newsletter content

Voice over IP is a concept that will be at the heart of ever growing numbers of businesses who realise the advantage of having voice as well as data communications over one single network. Yet before VoIP can deliver the low cost telephony that it offers, companies need to be aware of the myriad of issues that need to be addressed. This fortnightly newsletter will cover the VoIP landscape looking at issues such as convergence in general, VoIP handsets and devices, security, QoS, IMS, SIP, voice over WiFi/WiMAX and integrating communications with data networks.

Circulation: 40,000

Purchasing responsibility breakdown (where recorded):

- LAN hardware and software (34932)
- WAN hardware and software (22548)
- Intranet/extranet products (20480)
- Mobile/wireless products (18823)
- Telecoms hardware and software (18198)
- Telecoms (16717)
- PABXS (10972)

Status in Organisation (where recorded):

- | | |
|----------------------------------|--------------------------------|
| • Board level director IT (4158) | • Project/Team Leader (10723) |
| • Other Director (2738) | • Other Senior Staff (7) |
| • Head of IT (5856) | • Proprietor/Partner/MD (6485) |
| • Department Head (4494) | • Financial Director (1031) |
| • IT Manager (19539) | • Other (2296) |

Number of Employees (where recorded):

- | |
|----------------------------|
| • 1-19 Company (10082) |
| • 20-99 Company (16515) |
| • 100-499 Company (12954) |
| • 500-1499 Company (5892) |
| • 1500-4999 Company (3588) |
| • 5000+ Company (7698) |

Annual Expenditure (where recorded):

- | |
|----------------------|
| • 1m - 4.99m (4033) |
| • 5m - 49.99m (2438) |
| • up to 50k (17350) |
| • 51k - 250k (7929) |
| • 251k - 999k (4530) |
| • £50 - £499m (1331) |
| • 50m or more (13) |

Frequency: Fortnightly

Advertising opportunity

The newsletters will be distributed in association with the sponsor who will receive one "in association with" logo, one banner and one skyscraper and the opportunity to place a message from the sponsor as the third news story, this will provide you with an excellent opportunity to generate leads from within a valued editorial environment.

The cost of sponsoring the newsletter is £4,500.

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters).

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>

The screenshot shows a newsletter page with the following sections:

- Microsoft and Apple tighten up core security software**: In the face of a flurry of hacking activity across systems of all operating systems, Microsoft and Apple have issued security patches for their core operating systems and other associated products.
- MCI offers business efficiencies from convergence**: MCI has begun the European rollout of a portfolio of communications services that are intended to enable firms to extract business advantages from their network infrastructure.
- Nokia plots enterprises' profitable mobile options**: Nokia has announced partnerships that it hopes will give the company leadership in integration.
- Increasing use of supply chain software to improve business**: Despite continued uncertainty in Western European economies, market researcher IDC has reported a marked improvement.
- Offshore outsourcing can pay but dissatisfaction grows**: Two recent surveys have identified the stark realities involved in what enterprises can expect from adopting offshore outsourcing.
- IT fixes the stress sick list**: Feeling stressed? Does making unreasonable demands? Never-ending targets? You must work in IT.

On the right side, there is a search bar and a sidebar with "Breaking News" items:

- Visit Computer Weekly throughout the day for the hottest breaking IT and business news.
- Apply for free copies of Computer Weekly at no cost.
- Computer Weekly, the UK's leading publication for IT end-user decision makers.

At the bottom, there are links for "Unsubscribe", "Privacy Policy", and "Help".

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Online ad production

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