



# NEW LAUNCH!

**Format:** Newsletter – A4 digital PDF  
**Frequency:** Fortnightly  
**Launch Date:** December 11th 2008  
**Circulation:** 25,000 (over)  
**Target Audience:** Operators and Carriers with mobility interests  
**Geography:** Global

### EDITORIAL COVERAGE

The aim of the mobile broadband newsletter is to track developments in technology, networks, services, applications and devices, and to provide news, stats and analysis to keep our readers up-to-date with the latest development in this fast-moving market.

Mobile broadband watch is a digest of key developments in this market segment as networks and services move from 3G to 4G and beyond.

### BACKGROUND

The reason for doing this newsletter right now is that we are at a major inflexion point with mobile data services, largely thanks to the rollout of HSDPA networks and the success of USB-based dongles that provide mobile, high-speed access to the Internet. It's now possible to get "true" mobile broadband – which was promised but never delivered with early 3G networks. Now, mobile broadband is taking on in a way that has surprised mobile and fixed operators.

After years of slow growth, operators are beginning to see some serious usage of their networks. This has the effect of bringing them increased revenue, but then there is also the dilemma of how to manage the rising traffic effectively.

They have many things to think about: how to manage opex and capex, which technologies to deploy, whether to upgrade their networks to HSPA+ or wait for LTE, whether/where to deploy WiMAX, and so on. Plus, they are interested in the types of content and applications that will help drive traffic on the networks and add value to what they can provide.

Now there is talk that mobile broadband could substitute fixed services in the home, plus applications such as BBC iPlayer – which have already had massive implications for fixed networks – are coming to mobile. This will have huge implications for mobile networks too, particularly when it comes to backhaul and managing "fair usage" of network capacity.

### BENEFITS

- Written by the Total Telecom Editor, Anne Morris
- Exclusive 'must have' editorial
- Drive brand and messages within targeted environment
- Demonstrated thought leadership within sector
- Drive leads through embedded URL links – whitepaper downloads etc, proof of ROI
- Powerful 'in editorial' advertising, 'will be seen'.

### OPPORTUNITIES

- All advertising within editorial providing strong exposure/ dwell time on advertiser messages.
- Embedded URL links recommended.

**Key Sponsor:** front page ad (\$5250) £3250  
 includes top of page branding  
 inside, industry viewpoint  
 page 2, branding on mailer,  
 branding on splash page.

**Column advert (third page)** (\$2760) £1725

**Strip advert** (\$1960) £1225

**Box advert** (\$1640) £1025

### ARTWORK

**Artwork specs:** All adverts to be supplied as 300dpi CMYK eps files or high quality PDF files with embedded fonts.

### ARTWORK DEADLINES

10 days prior to issue date

### MOBILE BROADBAND WATCH SCHEDULE

#### 2008

**Dec** 11

#### 2009

<b>Jan</b>	8	22	<b>Jul</b>	9	23		
<b>Feb</b>	5	19	<b>Aug</b>	6	20		
<b>Mar</b>	5	19	<b>Sep</b>	3	17		
<b>Apr</b>	2	16	30	<b>Oct</b>	1	15	29
<b>May</b>	14	28	<b>Nov</b>	12	26		
<b>Jun</b>	11	25	<b>Dec</b>	10			