ncn

NETWORK COMMUNICATIONS NEWS

The UK's number one network infrastructure magazine

media information

ncn

network communications news

Network Communications News (NCN) is the UK's premier title for network infrastructure installers, specifiers, integrators and network managers.

As an exclusive monthly title, the magazine's editorial content encompasses all aspects of the fast moving IT network infrastructure sector. Well respected by industry experts, the publication has been widely viewed as the number one magazine in the industry for over 12 years.

With an emphasis on breaking industry news, NCN also acts as an important arena for open industry debate, encouraging opinions and comments from installers, end users, manufacturers, distributors, consultants, industry bodies and training organisations.

Whether an individual is new to the industry or has been involved in it for many years, they will always find key information within the pages of NCN.

Circulation

NCN is distributed to over 15,000 data and telecommunications professionals on a monthly basis.

Directly requested by those with a responsibility to ensure that modern IT networks can handle the ever increasing demands being placed upon them, NCN's readership ranges from suppliers and installers of network equipment and services to key decision makers with huge purchasing power in data centre projects, public sector developments, national network schemes and numerous other areas.
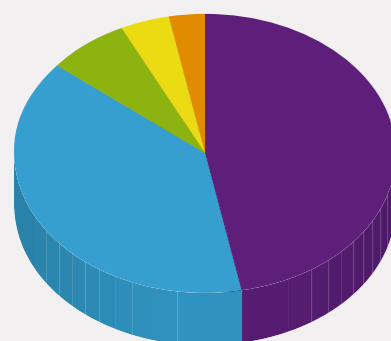
Readership profile

NCN has a controlled circulation and its readership is continually researched to ensure that it offers manufacturers, distributors and service providers the very best exposure to the industry's key decision makers.

Main activity of business

Installation	47%	Specifying	4%
Managing network	39%	Consulting	3%
Electrical contracting	7%		

Job role

Network installer/ engineer/contractor	28%	Purchasing manager	7%
MD/CEO/Owner	26%	Facilities manager	3%
IT manager/director	21%	IT Consultant	3%
Data centre manager	10%	Other	2%

2014 forward features

Each month NCN has a special feature that runs alongside its regular news and comment sections. Each feature comprises of a major article and a comprehensive product round up. There is no charge for editorial material within these features.
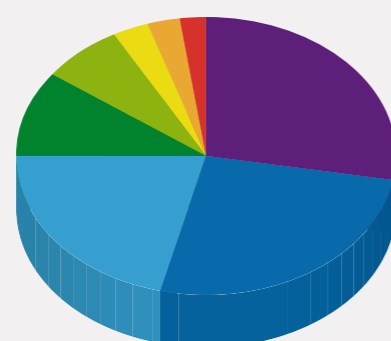
January	Enclosures, cabinets and racks
February	Fibre optic cabling
March	Wireless networks
April	Data centres
May	UPS & power management
June	Copper cabling
July	Test equipment & tools
August	Converged networks
September	Cable management & labelling
October	IIM & DCIM
November	Switches & routers
December	VoIP & IP security

NCN is multi-format!

As well as its traditional printed format, NCN is also available as a Digital Edition for viewing online using turn page technology and can be downloaded from the NCN website, www.networkcommunicationsnews.co.uk.

In addition to its traditional printed format and digital edition, NCN is now available on your iPad and Android tablet device, bringing with it a whole new level of interactivity.

Simply search for 'Network Communications News' or 'NCN' in the App Store or Android Market and download the App. Once downloaded the device should alert the reader every month when a new issue is available. For no extra cost your advertisements are seen across all three viewing platforms giving advertisers greater access to even more readers whilst allowing subscribers to access the latest industry news and views wherever they are and whatever they are doing.

Hyperlinks and Multimedia

In both the digital edition and App version of NCN all website and email links are made live allowing readers to click directly to your website via the magazine. Links can be customised if you wish to direct the reader to a particular part of your website that has details for a particular product for instance.

Videos, audio or flash files can also be added to both. Whether it's a video embedded into the advert or perhaps an animated version of the whole advert, we can customise your request to suit.

Online advertising

There are several ways you can advertise with NCN digitally. Firstly, there is the website, on which we can display two different types of advert, a vertical 'skyscraper' style or horizontal 'banner'. There adverts can be animated and are always hyperlinked back to the advertiser's website.

NCN produces a monthly Editor's e-Newsletter, which can be sponsored. The sponsorship package includes a horizontal web banner, which again can be animated and is placed at the top of the e-newsletter. The company is also invited to supply a news story or press release to be included in the editorial.

You can also take advantage of our comprehensive digital database with Solo Email Marketing where we send a html advert email to our readers and mailing list subscribers.

2014 deadlines

Issue	Editorial	Advertising
January	5th December	12th December
February	8th January	15th January
March	5th February	12th February
April	5th March	12th March
May	2nd April	9th April
June	7th May	14th May
July	4th June	11th June
August	9th July	16th July
September	6th August	13th August
October	10th September	17th September
November	8th October	15th October
December	5th November	12th November
January 2015	3rd December	10th December

ncn
network communications news

Mechanical data/Advertising rates

Advertisement size	Trim size (w x h)	Bleed size (w x h)	Price 1x	6x	12x
DPS	420 x 297mm	426 x 303mm	£2950	£2800	£2650
Full page	210 x 297mm	216 x 303mm	£1750	£1660	£1575
Half page (horizontal)	195 x 135mm	n/a	£1050	£925	£800
Half page (vertical)	95 x 280mm	n/a	£1050	£925	£800
Third Page	195 x 95mm	n/a	£800	£725	£650
Quarter page	95 x 135mm	n/a	£600	£550	£475
Directory Entry	190 x 40mm	n/a	n/a	£175	£145

Special positions

Back page 20% extra
Insert rates on application

Digital opportunities

Bespoke eShot	£850
Editor's Newsletter Sponsorship	£500
Website Banner / Skyscraper	£350 per month

Bespoke Apps

iPad and Android tablet apps	£POA

Mechanical Specifications

File Formats

We prefer industry standard 1.3 compliant PDFs with PDF/X-1a settings. Recommended settings can be downloaded from www.pass4press.com.

Files should be CMYK, images 300dpi or more, all fonts embedded and OPi settings switched off. Any file supplied in RGB colour mode will be converted to CMYK. This may result in unexpected results due to possible colour shifts during conversion. Any individual images or logos should be supplied as hi-res EPS, JPEG, TIFF, Photoshop, Illustrator or PDF files. Please ensure any fonts are embedded or outlined.

Digital Editions

Hyperlinks will only be picked up by the digital publisher if they appear as text rather than a flattened image. Please let the production department know if you have any particular requests with regards to links when you supply your artwork.

Delivery Method

Email files to adproduction1@btconnect.com. Folders may be zipped. Large files may be sent using an online service such as www.yousendit.com or www.webcargo.net.

Whilst every effort is made to ensure that advertisements are produced to the highest standards, Terrington Publications Ltd will not accept responsibility for the reproduction of adverts that have not been supplied to our specification. Where possible, if changes must be made by us a proof will be sent for final approval.

Contacts

Publisher	Mike Marsh	T: 01353 616108	E: mike@terringtonltd.co.uk
Editor	Mike Crane	T: 01353 616117	E: michael@terringtonltd.co.uk
Assistant Editor	Russell Drury	T: 01353 616105	E: russell@terringtonltd.co.uk
Group Advertisement Manager	Alan Goodes	T: 01353 616110	E: alan@terringtonltd.co.uk
Advertisement Executive	Ashley Woodroffe	T: 01353 616104	E: lauren@terringtonltd.co.uk
Production Manager	Hayley Hopkins	T: 01353 616102	E: hayley@terringtonltd.co.uk
Production Assistant	Rachel Brown	T: 01353 616102	E: rachel@ terringtonltd.co.uk

terrington
Media
publications e-media exhibitions

www.networkcommunicationsnews.co.uk