



GLOBALVISION

magazine

MEDIA KIT 2010

NAVIGATING THE WORLD OF COMMUNICATIONS

GLOBALVISION

magazine

The Opportunity

Telecommunications services are growing rapidly throughout the world, as technology changes providing faster and better transmission in voice and data.

Helping to make the changes occur are unprecedented cooperation and collaboration among major suppliers of infrastructure in parts of the globe that are seeing telecommunications advances occurring faster than in other areas of modernization.

Keeping up with all evolution of the industry and the migration of technologies is enough to make one's head spin; that's why GlobalVision magazine is here.

In GlobalVision magazine, we deliver information and analysis that telecoms decision makers need to know in order to make wise decisions for their companies' growth and position in this exciting and progressive sector.

The Magazine

GlobalVision is a quarterly publication delivered to a controlled list of more than 10,000 communications executives in more than 100 countries.

No other telecommunications publication provides its advertising partners with as large a reach at such an affordable CPM.

The Mission

GlobalVision is segmented into four sections of the globe: Europe, Middle East & Africa; Asia & Pacific Region; The Americas.

Each issue carries news focused in the regions, features on aspects of the industry that are written to provide analysis; a look at regulations affecting the sector in various parts of the world; a look at strategies in the industry; and a focus on emerging technologies.

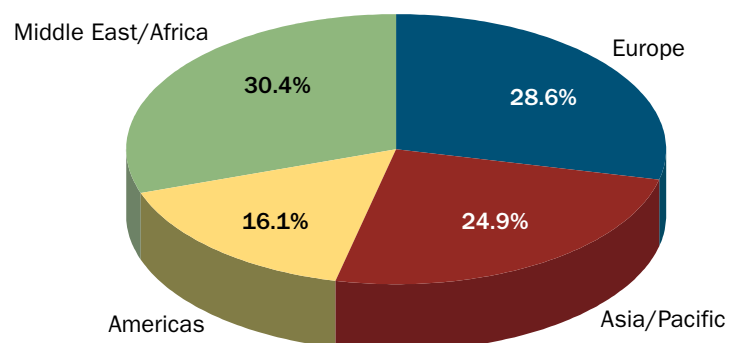
GlobalVision subscribers are privy to loads of quantifiable research and market reports, making each issue of GlobalVision a must-have reference that readers will not want to do without.

Also included in each issue is a "buyers' guide" that focuses on one of the four respective regions. This allows our readers to be aware always of the providers and suppliers worldwide.

The Value

GlobalVision's editorial content provides its advertising partners with a captive and loyal audience of readers, while surrounding their marketing messages with highly valued content. And as an added bonus, our editors regularly post thought-provoking questions to spur industry conversation on LinkedIn.com

Circulation Breakdown



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Circulation

GlobalVision magazine has a controlled circulation of 10,850 carriers around the globe.	
Europe	3,100
Asia/Pacific	2,700
Americas	1,750
Middle East/Africa	3,300
Total	10,850

Schedule

Remaining 2009 Issue	Special Section	Bonus Distribution
Q4	Asia/Pacific Directory PTC (Show Guide)	SAMENA Convergence to Istanbul; SAMENA GPON FTT, Oman; IPTV World Europe; IPTV World Asia & Middle East; VoiceCon; ExpoComm, China; ITU Telecom World, Geneva, PTC and IT Expo
2010 Issues	Special Section	Bonus Distribution
Q1	Europe Directory	GSMA Mobile World Congress, Barcelona, CompTel, IT Expo, Channel Partners, Management World Middle East, Dubai, Unified Comm Expo, London, IPTV World Forum, London, CTIA
Q2	Middle East/Africa Directory	East AfricaComm, Nairobi, EXPO Comm Moscow, Russia, ITPV Latin America, RIO, SuperComm
Q3	Americas Directory	CompTel, Channel Partners, CVx, ITExpo, CTIA, TelcoTV, Expo Comm India, Mumbai, Expo Comm China, Beijing, IPTV Middle East, Dubai
Q4	Asia/Pacific Directory PTC (Show Guide)	ITExpo, IPTV Middle Asia, Hong Kong, PTC

2010 Rate Card* #2

Black & White	1x	3x	5x
2-Page Spread	\$9,000	\$8,500	\$8,000
Full Page	\$5,400	\$5,200	\$4,700
1/2 Page	\$3,500	\$3,200	\$3,000
1/3 Page	\$2,800	\$2,500	\$2,300
1/4 Page	\$2,200	\$2,000	\$1,800
1/6 Page	\$1,700	\$1,500	\$1,300

*additional charges for Premium Positions

Four Color

Four Color add \$1,400 to black and white prices. Process red, blue or yellow add \$900 per color.

2010 Web Advertising Rates (www.globalvisionmag.com)

Positions	Pixels	6 Months	12 Months
Page Curl Banner	(500 x 500)	\$3,000	\$2,500
Top Banner	(728 x 90)	\$2,500	\$2,000
Bottom Banner	(728 x 90)	\$2,200	\$1,800
1st Position	(150 x 150)	\$2,000	\$1,500
2nd Position	(150 x 150)	\$1,800	\$1,300

Material Specifications

MATERIALS

Printing: Heat-set Web offset process
 Trim size: 8 1/8 x 10 7/8
 Binding: Saddle-stitched
 Columns: up to 3 to a page

Single file formats are the preferred methods for ads.
 High Res PDF, EPS or Image files such as Tif and Jpeg.
 We can also accept Indesign, please include all fonts
 and graphics at 300dpi x physical size

Please note: Due to variances in the Web press, please
 be sure the live area of your ad is at least a 1/4-inch
 from the trim.

**Please forward ad materials and
 instructions to:**

**Beka Publishing
 Attn. Jen Vilaboy
 1938 E. Dawn Dr.
 Tempe AZ 85284
 480-777-9770**

**Materials also can be sent via email to
 jen@bekapublishing.com or uploaded to our
 ftp site: (contact Jen for instructions).**

CLOSING

Beka Publishing must receive advertising materials by the materials date published in GLOBAL VISIONS
 Calendar. Copy to be typeset or designed by Beka Publishing must be received 30 days prior to cover
 date. If Beka Publishing has not received copy or negatives prior to press time, it may elect to substitute
 available materials and previously run advertisements in their place. Cancellations not accepted unless
 received 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue
 and in the advertising agreement unless otherwise specified.

DIMENSIONS

	2pg Spread w/Bleed	16 1/2 x 11 1/8 Trim = 16 1/4 x 10 7/8
	Bleed Page	8 3/8 x 11 1/8 Trim = 8 1/8 x 10 7/8
	Full Page	7 x 10
	1/2 Page (Two columns)	4 5/8 x 7 3/8
	1/2 Page (Horizontal non-bleed)	7 x 4 7/8
	1/3 Page (Vertical)	2 1/4 x 10
	1/3 Page (Two columns)	4 5/8 x 4 7/8
	1/3 Page (Horizontal)	7 x 3 1/4
	1/4 Page (Vertical)	3 5/8 x 4 7/8
	1/6 Page (Vertical)	2 1/8 x 4 7/8