

Background

The *Connect-World* series of magazines provide a forum where the highest-level decision makers in the information communication technology (ICT) sector air their views regarding the impact these technologies have upon regional and global development. *Connect-World* recently celebrated its 13th anniversary.

Connect-World publishes editions for each of the world's major regions: Africa and the Middle East, Asia-Pacific, EMEA, Europe, India, Latin America and North America. *Connect-World* also publishes a yearly Global issue, as well as special editions to commemorate special events, shows and exhibitions, such as for the World Summit on the Information Society.

The world's top decision makers write *Connect-World* articles. They use clear, non-technical, English to discuss how ICT helps shape regional and global development. The articles examine the influence that ICT products and services have on the way people live and do business.

Our writers are the people who know the ICT sector best: the leaders of industry, governments, international organisations, legal experts, bankers and their advisors. Recent non-industrial contributors have included: Hamadoun I. Touré, Secretary-General, ITU, Marc Furrer, President of the Swiss Federal Communications Commission and Paolo Gentiloni, Minister for Communications, Italy. Industrial contributors have included Cesar Alierta, Executive Chairman, Telefonica, Edward Zander, Chairman and CEO, Motorola, Edward Horowitz, President & CEO, SES Americom, Vinton Cerf, Chief Internet Evangelist, Google, Bill Gates, Chairman, Microsoft, Roberto Irineu Marinho, President, Organizações Globo and Hamid Akhavan, COO, Deutsche Telekom.

Connect-World is also a major sponsor of leading trade shows globally and regionally such as ITU Telecom, CommunicAsia, 3GSM World, CTIA, IBC Amsterdam and many others.

Format

A4 (standard ISO).

Printed on high-quality gloss paper and perfect bound to ensure a long shelf life.

As we cover issues, not news, advertisers receive maximum exposure to our readership as the magazine is part of our readers' reference library.

The magazine is non-technical.

Connect-World is the only ICT industry publication with regional editions covering the entire world.

Themes

The magazine focuses on global and regional trends within the ICT Industry.

The issues discussed are universal; they affect urban and rural dwellers of all social classes and are vital to both developing and developed countries throughout the world. The issues concern companies large and small. Certainly, the issues discussed manifest themselves differently in different regions. The best solution for New York may not work at all in Cairo, but the issues affect us all and a fresh look at a problem in Nairobi might well inspire a solution in Seoul.

Readership

Corporate level decision-makers.

Connect-World is read not only by the pool of decision-makers we draw our authors from, but also by those throughout the world concerned with the responsible use of technology for human and economic betterment, by industry executives, by leaders of multinationals, by international organisations and key figures in government.

Private sector

Presidents, vice presidents, chief executive officers, chief operating officers, chief information officers, chief technical and financial officers, board members, other high-level executives and their advisors.

Public sector

Heads of state and of regional and local governments, ministers, legislators, the heads of international organisations, regulators, the heads of NGOs, senior civil servants and their advisors.

For more information, contact our sales team at:

email: sales@connect-world.com,

telephone: [+44 20 7537 9255](tel:+442075379255)

Organisational Breakdown

Network Operators -----	12%
Ministries of Communications and Advisers -	8%
Regulatory Authorities and Advisers -----	4%
Manufacturers -----	18%
Service Providers -----	24%
Major Corporations in the region -----	4%
Global Telcos -----	6%
Multinational Corporations -----	24%

Note: Distribution is by free qualified subscription to industry executives on a name and job title basis.

Job Title Breakdown

Public Sector

Government Ministers
Under Ministers
Regulators
Senior Civil Servants
State Ministers

Private Sector

Presidents
Chief Executive Officers
Chief Financial Officers
Chief Marketing Officers
Chief Information Officers
Chief Legal Officers
Directors
Finance Directors
Regional Directors

Trade Shows

- Expocomm India 15 -17 September 2010
- Telecom India 9-11 December 2010

Contributors

Connect-World's writers - and its readers - are leaders of industry, governments, international organisations, legal experts, bankers and their advisors. Connect-World challenges leaders to think beyond and outside the usual solutions, to propose new ways to push development and to question the status quo.

The Connect-World series of magazines, published by World InfoComms Ltd, London, provides a forum where the highest-level decision-makers from the ICT sector can air their views regarding the impact of new ICT products and services on the lives of people throughout the world.

Our list of authors reads like a 'who's who directory' of the ICT industry and includes names such as:

Non-Industrial

- Rajesh Chharia, President of ISPAI (Internet Service Provider Association of India)
- Nan Chen, President and Director, Metro Ethernet Forum (MEF)
- Pradip Bajjal, Chairman, Telecom Regulatory Authority of India (TRAI)
- Dayanidhi Maran, Minister for Communications & Information Technology, India
- Dr Ajay Bhushan Pandey, Secretary of Information Technology, Government of Maharashtra, India
- P S Ramesh, President, (TEMA) Telecom Equipment Manufacturers Association of India

Industrial

- Raj Metrani, Managing Director, Pacific Internet, India
- Srinivasa Addepalli, VP (Corporate Strategy) VSNL
- George Huang, COO, Huawei India
- Ravi Swaminathan, Vice President, HP India
- Shubhomoy Biswas, Country Manager, SonicWall (India)
- Dr Pradeep Sindhu, Vice Chairman, CTO & Founder, Jumiper Networks, India

Geographical breakdown

Andaman & Nicobar	Kerala Lakshadweep
Andhra Pradesh	Madhya
Arunachal Pradesh	Maharashtra
Assam	Manipur
Bihar	Meghalaya
Chandigarh	Mizoram
Chattisgarh	Nagaland
Dadar Nagar Haveli	Orissa
Daman Diu	Pondichery
Delhi	Punjab
Goa	Rajasthan
Gujarat	Sikkim
Haryana	Tamil Nadu
Himachal Pradesh	Tripura
Jammu Kashmir	Uttar Pradesh
Jharkhand	Uttaranchal
Karnataka	West Bengal

Frequency

India - 1 issues per year

Publication Dates

India 2010 - March 2010

Distribution

India - 22,106 copies per issue.

Trade shows ----- 13,000

Controlled circulation ----- 9,106

Connect-World is sent to national, regional and international leaders throughout the world on a controlled-circulation basis.

As a main sponsor of most of the leading trade shows in each region, we ensure that copies of Connect-World are freely available for trade show attendees to pick up. In fact, many of the trade shows include a complimentary copy of Connect-World in their conference folders.

Advertising in Connect-World therefore guarantees your presence at these influential trade shows, whether or not you are exhibiting.

To check which shows the magazine will be available at this year, please visit:

www.connect-world.com/telecom-events.php

Recent advertisers include



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e) Double page spread advertorial	£8,500
f) Double page spread advertisement + double page spread advertorial	£13,000
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e) Double page spread advertorial	£6,250
f) Double page spread advertisement + double page spread advertorial	£9,500
g) Inside Front Cover	£5,345
h) Inside Back cover	£4,495
i) Inside Front Cover plus page 1 (double page spread)	£8,200
j) Outside Back Cover	£7,250

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e) Double page spread advertorial	£4,600
f) Double page spread advertisement + double page spread advertorial	£8,075
g) Inside Front Cover	£4,550
h) Inside Back cover	£3,900
i) Inside Front Cover plus page 1 (double page spread)	£7,000
j) Outside Back Cover	£6,200

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