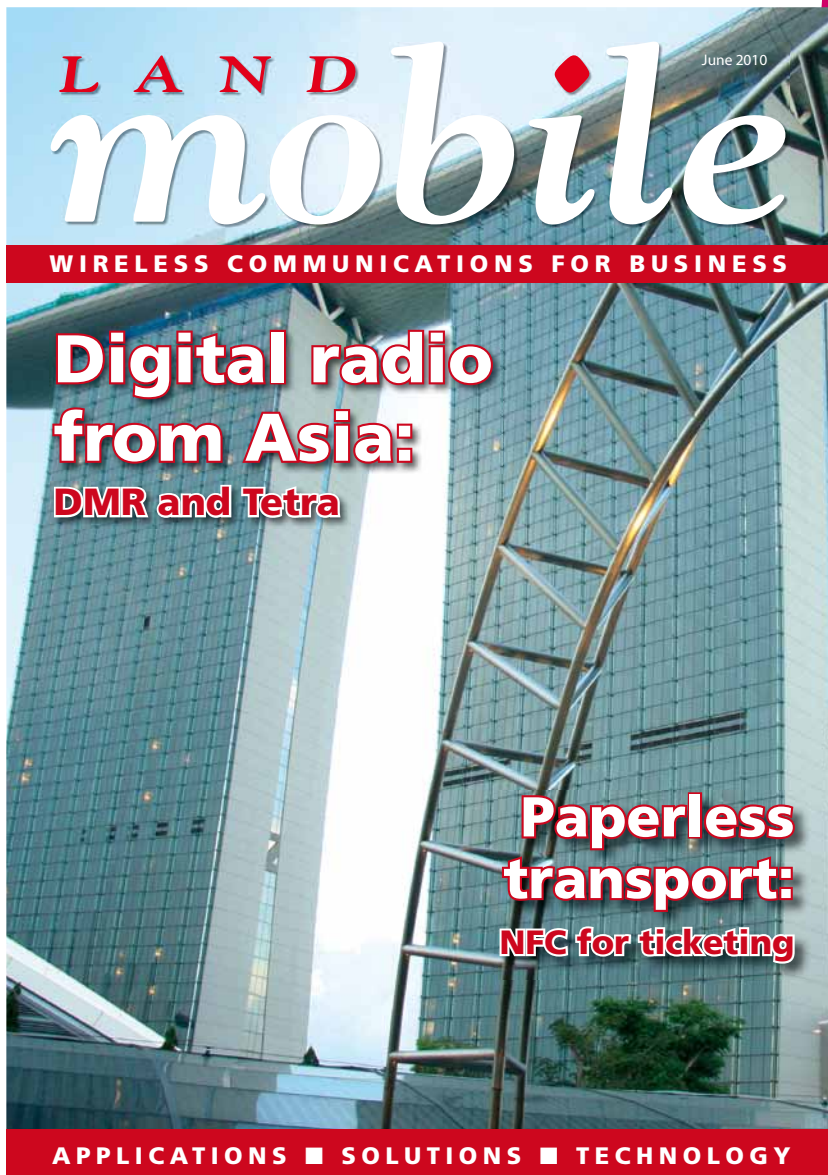


LAND mobile

WIRELESS COMMUNICATIONS FOR BUSINESS



MEDIA INFORMATION

LAND mobile

WIRELESS COMMUNICATIONS FOR BUSINESS

Editor: Richard Lambley

Editor of *LAND mobile* since its first issue in 1993 is Richard Lambley, who has been writing about wireless communications since the beginning of the modern mobile telephone age in the mid-1980s. He previously edited one of the first mobile communications magazines [Mobile & Cellular], and before that was communications editor of Electronics & Wireless World, founded in 1911 as The Marconigraph, the world's first journal dedicated to radiocommunication. Over more than a quarter of a century Richard has tracked the communications technologies and services which have combined to create today's professional communications scene. To keep readers fully up to date, he regularly visits conferences and exhibitions in the UK and abroad, and brings to the magazine's pages the practical experience of readers themselves in his continuing series of featured case studies.

Who reads *mobile*?

mobile's distribution list comprises 60% end users and their advisors and 40% members of the wireless supply chain. Our readers include

- Emergency services
- Local/national government and defence
- Business communications users
- Consultants/systems integrators
- Finance, investment and banking
- Network managers
- Principal and senior consultants
- Technical directors
- Communications officers

mobile's distribution list is continually updated. With some 17 years publishing experience behind us, we have a refined readership ranging from key industry decision-makers to end users.

What is *mobile*?

mobile is the only monthly publication exclusively dedicated to wireless communications for business. Launched in 1993, this publication provides practical advice, authoritative editorial and commentary spanning all areas of radio communication in business, from PMR to cellular and from short-range devices to wireless broadband.

mobile is universally acknowledged as the authority on wireless communications for business, reflecting the ever-changing nature of the wireless industry in a topical and informative way.

Appearing monthly, *mobile* is unrivalled both in frequency of publication and in distribution.

What is in *mobile*?

- Practical advice and support for users of wireless communications for business
- Comprehensive case studies
- Detailed information on all forms of wireless communications, including PMR, cellular, broadband and other wireless devices and applications.

How is *mobile* distributed?

mobile is distributed monthly to 8,500 individuals and, with an average pass-on readership of 4-5 readers per copy, this gives a monthly readership in excess of 35,000.

A broad range of readers at varying levels enjoy regular access to Land Mobile.

Why advertise in *mobile*?

mobile has vast experience in publishing articles that both captivate and inspire the reader. Furthermore, the *mobile* brand is trusted and respected throughout the business communications industry, ensuring that our advertisers receive exposure to dedicated and responsive readers who are fully engaged.

mobile ensures that its advertisers convey their own message to their key target audience. From procurers of wireless communications in the emergency services through to consultants, *mobile* provides a proven, trusted platform from which to advertise.

The collage shows several pages from the magazine. The main article is 'Cell Broadcast aware' by Maarten Mes, discussing the use of SMS for emergency services. Other visible articles include 'Twittering and scoring' and 'Implementing a network'. The pages are arranged to show the layout and content of the magazine.

Display advertising

Display Rates:

Advertisement

Full Page	£2,400
Half Page	£1,675
Quarter Page	£1,275

Special Positions

10% premium for cover positions

Cancellation terms:

6 weeks prior to publication in writing.

LAND mobile Size specifications:

		Width (mm)	Height (mm)
Full page	Trim	210	297
	Type area	170	257
	Bleed	216	303
Half page (Landscape)	Type area	180	130
	Bleed	186	136
Half page (Portrait)	Type area	87.5	265
	Bleed	93.5	271
Quarter page (Portrait)	Type area only	87.5	130

Copy specifications:

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded.

We can also accept documents in InDesign or Quark. Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert. All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

Files can be accepted via email (below 15MB), CDs, zip disks, or FTP. (Connection details of the FTP site can be provided on request).

Copy specifications for LAND mobile:

Artwork may be supplied in the following file formats:

Image – gif, jpg;

Flash – swf;

Javascript code

Please contact **LAND mobile** for further information and regarding advertisement tracking.

Contacts:

Richard Lambley, Editor

t: 01737 771877

e: richard@landmobile.co.uk

Anna Patrickson, Advertising Director

t: 01722 717012

e: anna.patrickson@markallengroup.com

Zoe Jane Pearce, Advertising Executive

t: 01722 717015

e: zoe.pearce@markallengroup.co.uk

Laura Hawkins, Production

t: 01722 717036

e: laura.hawkins@markallengroup.co.uk

Jon Benson, Publisher

t: 01722 717052

e: jon.benson@markallengroup.com

LAND mobile A&D Media Ltd, Jesses Farm, Snow Hill, Dinton, Salisbury, Wiltshire SP35HN

t: 01722 716996 f: 01722 716926 w: www.landmobile.co.uk

LAND mobile

Utilities

Advanced tracking for the utilities

Utilities are looking for ways to improve their operations. Mobile tracking is a key tool for this. It allows utilities to track their assets and equipment in real time. This is particularly useful for utilities that have large areas of land or equipment that is spread out over a wide area. Mobile tracking can help utilities to identify equipment that is missing or damaged, and to track the location of equipment that is being used. This can help utilities to improve their efficiency and reduce their costs.

Helping Biffa track its trucks

Biffa is a leading UK waste management company. They use mobile tracking to track their trucks and equipment. This helps them to manage their fleet more effectively and to reduce their costs. Mobile tracking can also help Biffa to improve their customer service by providing them with real-time information about the location of their trucks and equipment.

It seems a long time ago, but...

Mobile tracking has come a long way since it was first introduced. It is now a widely used and effective tool for many different types of businesses. Mobile tracking can help businesses to improve their efficiency, reduce their costs, and provide better customer service. It is a valuable tool for any business that has a fleet of assets or equipment that needs to be tracked.

Kenwood
Listen to the Future

An ATEX certified radio from Kenwood.
At last there's a real choice.

Team Simoco

next GENERATION

Portable Range
Conventional Trunked & P25
with upgrade options

Rugged Compact IP67

Xtreme TERMINALS

Team Simoco Ltd, 1000 Parkway, Suite 1000, Dallas, Texas 75201
Tel: +1 972 252 2500 Fax: +1 972 252 2500
Email: info@simoco.com Web: www.simoco.com