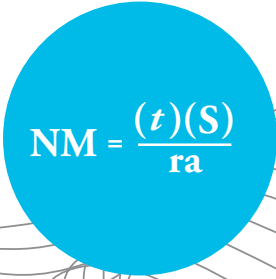
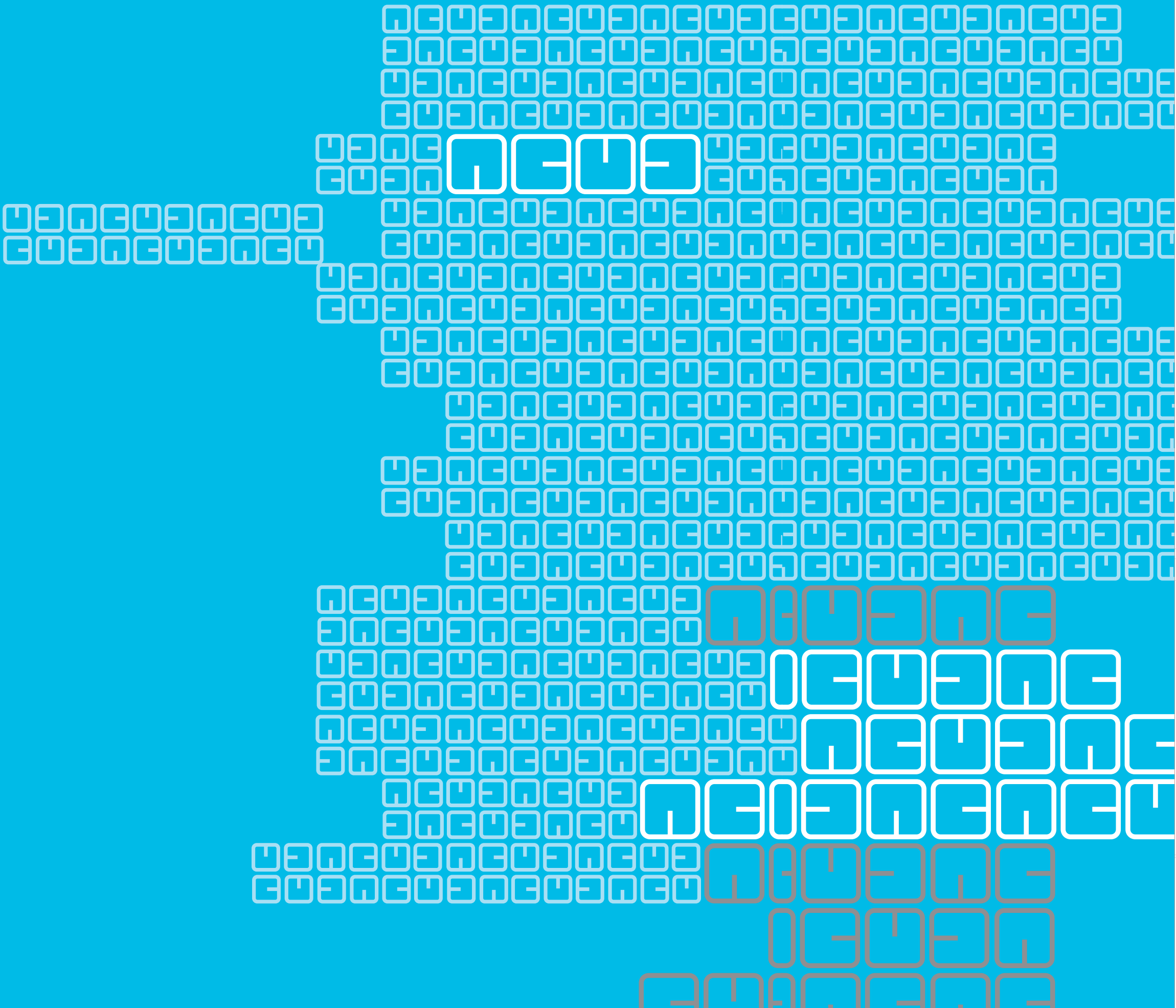


*Network Magazine* couples technology with strategy to ensure reader affinity.


$$NM = \frac{(t)(S)}{ra}$$



MARKET OVERVIEW

CIRCULATION

DEMOGRAPHICS

EDITORIAL

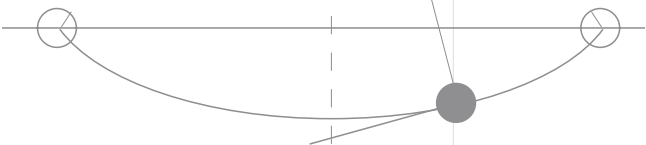
RATES

ONLINE

MISSION

*Network Magazine* is about managing the technology and business of networks. By focusing on networking technology and related business issues, not news or lab-testing, *Network Magazine* provides IT professionals with a better understanding of what impact network products and services will have on the enterprise's bottom line. *Network Magazine* provides IT professionals with strategic analysis, technology reports, product overviews, and practical peer-to-peer information in the form of case studies—including rich coverage of wide area networking and backbone networking topics as well as the pivotal importance of the NPN (new public network).

**$N = d \leftrightarrow v \leftrightarrow v$**   
( *networking = getting data, voice and video from here, to there, to potentially everywhere* )



$$T = \Delta \quad ( \text{time} = \text{change} )$$

[ **The Enterprise Equation** ] Within the enterprise, it is the network manager who is responsible for the purchase and deployment of networking products and services. Gravity in the networking market comes from the needs of these network managers for sound strategies and information so they can make purchasing decisions. Networking is inherently complex, with many types of equipment and software from multiple vendors. As anyone who works in an enterprise knows, SOMETHING is always happening: expansion, mergers and other corporate re-combinations. *Network Magazine* readers design the network architecture, purchase the products, and contract with the service providers to accommodate new users, new devices and meet the challenges of business. They identify and repair faults, measure and assure high performance and correctly configure devices and software. E-commerce is having a huge impact (rising from \$10 billion in 1999 to \$53 billion in 2003), and while designing and deploying a fully integrated e-commerce system is not the network manager's responsibility alone, THE INFRASTRUCTURE THAT WILL SUPPORT ANY E-COMMERCE VENTURE CERTAINLY IS.

*Spending on data network equipment will  
more than double from \$15.6 billion in 1999  
to nearly \$34 billion by 2003\**

[ **The Provider Variable** ] As has been predicted the Internet and the Web in particular have fueled business growth in many enterprises. And fostered competition. Into this fray steps the service provider. In theory, the service provider is the answer to some of the enterprise network manager's biggest problems: the cry for more bandwidth, stagnant staffing situations, the strains of e-commerce and the general demands of a successful enterprise. The provider offers Wide Area and hosting services to alleviate pressure on the enterprise: Leased Lines, Frame Relay, ATM, VoIP, DSL, ISDN, Remote Access, Internet Access, VPNs. To do this, the provider has to think like a network manager so he too can make informed networking purchase decisions to keep his customer (the enterprise network manager) satisfied.

*Gigabit and terabit router sales will increase from  
\$113 million to \$1.1 billion by 2003\*\**

*Remote Access servers will experience a  
23% CAGR through 2002\**

*Switches will experience a 22% CAGR through 2002\*\*\**

[ **The Interprise Solution** ] The Interprise is the convergence of the enterprise and the Internet. The internal systems of the enterprise will meet the external services of the provider: Policy management, web server farms, load balancing, remote access, application hosting. *Network Magazine's* mission is to help readers—providers and enterprise network managers alike—navigate this nexus of the enterprise and the new public network with as much success as possible.

Once there was only data. Now, voice and video. Time goes on and networks continue to change. Network strategies either simplify or become more complex. Either way, the network manager's need for information remains constant.

\*IDC bulletin 19881

\*\*IDC bulletin 17717

\*\*\*IDC bulletin 17815

# COMPLEXITY

$$p = mv$$

( **momentum = mass x velocity** )

**The WAN equipment market**

**will experience a  
compound annual  
growth rate  
(CAGR) of**

**14%**

**through  
2002.\*\*\***



$$v = \frac{d}{t}$$

( velocity = distance traveled divided by time traveled )

*Network Magazine* has enjoyed a very robust 28% growth in audience since 1998, according to IntelliQuest. In 1998 *Network Magazine* grew its circulation to 200,000. With 200,000 readers tightly identified by their involvement in purchasing computer products in a networked environment, *Network Magazine* offers advertisers both quality and quantity of readership. **Equilibrium achieved.**

$$\leftarrow \bullet = \circ \rightarrow$$

( for every action there is an opposite and equal reaction )

The *Network Magazine* readers are those network managers, MIS directors, CIOs, network architects, VARs and others interested in and charged with managing the technology of networking for their enterprise. With the November 1999 issue, *Network Magazine* incorporated *Data Communications*, bringing together two great editorial products. That union further enriches *Network Magazine's* 200,000 circulation. Our subscriber file now includes *Data Communications'* most powerful readers—readers rich in purchasing power in such areas as wide area networking, network infrastructure (servers, switches, storage, and more), and security. Our 25,000 readers outside of North America make *Network Magazine* the one networking publication with a truly global reach.

By deciding to keep a stable circulation of 200,000, *Network Magazine* took the opportunity to cultivate an even richer mix of readers than before.

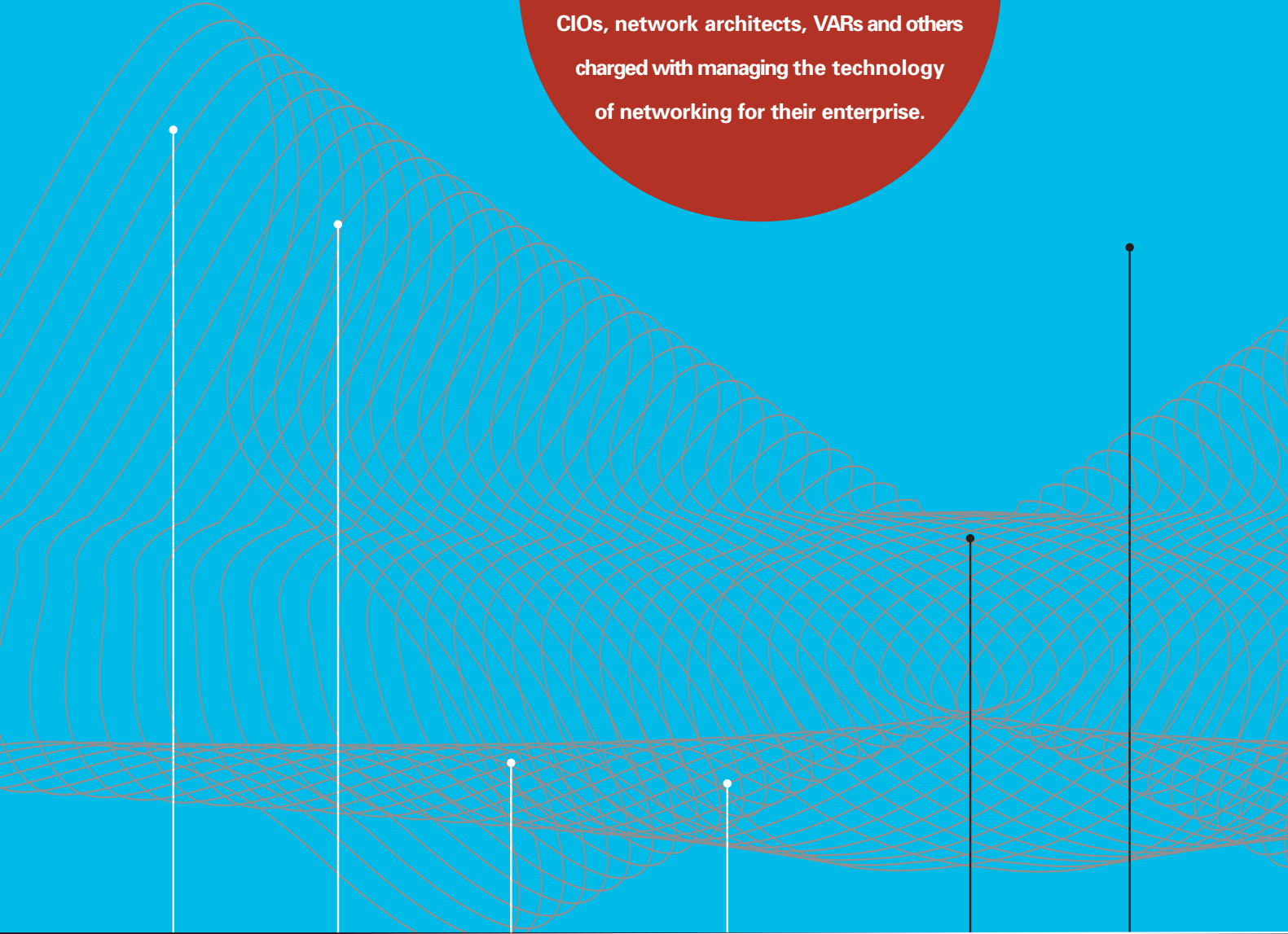
Senior/Upper-level IS	15.2%
Network Management	41%
Corporate Management	19.3%
VARs/Integrators	12.7%
CIO/CTO	3.0%
Department management	3.6%
Other	5.2%

( per Publisher's Data, Dec 99 )

*Network Magazine is the "deep read" in the category, with readers spending over two hours with the magazine on average (per NM subscriber study, 1999).*

# ROBUST

A magazine's circulation is as important to its overall health as it is to yours. *Network Magazine's* readers are those network managers, MIS directors, CIOs, network architects, VARs and others charged with managing the technology of networking for their enterprise.



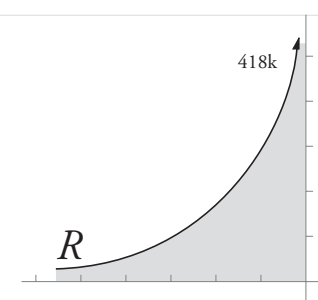
Rate Base	Domestic	International	Service Provider/Carrier	Involved in Wide Area Networking	Reach
200,000	175,000	25,000	20,000	134,855	418,000*
					*IQ 6.0

[ **The Law of Reciprocity** ] *Network Magazine* gives readers information they want and need. In exchange, we get the readers you want and need. It is the law of reciprocity. In that sense, *Network Magazine* is the device that completes the circuit between the vendor and the potential purchaser. Or, the purchaser and potential vendor, depending on how you look at it.

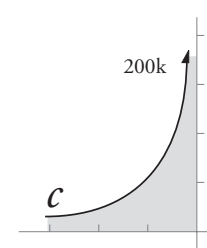
The *Network Magazine* reader is that Senior IS, Manager, Network Manager or Consultant, on the enterprise side or public network side, who either buys or plans to buy product for a networked environment. If they do not do this, they do not get the magazine.

- 74%\* are involved with the purchase of network security products
- 58%\* are involved with the purchase of messaging or e-mail products
- 78%\* are involved with the purchase of WAN products or services
- 74%\* are involved with the purchase of servers
- 66%\* are involved with the purchase of switches
- 90%\* or more of service provider readers are involved with the purchase of wide area networking products

\*Publisher's Data, Dec 1999



Reach = 418,000  
(Average Issue Audience  
per IntelliQuest v6.0)



Circulation = 200,000 worldwide  
(includes 25k international)  
per Publisher's Data, Dec 99

AS EASY AS  
1, 2, 3...

## Custom Publishing and Merchandising.

*Network Magazine* offers a turnkey custom publishing package. With a large number of contacts in the technology writing community, as well as access to designers and printers, we will manage the process of writing, designing and producing, making the process as simple and straight forward as possible. We will even provide a downloadable version on our website, as well as a link to your website.

Also, as an advertiser in *Network Magazine*, you qualify for merchandising credits. These can be used towards either online or telemarketing studies, such as did-you-buy or benchmarking, list rental, bellybands, or even redeemed as partial credit towards online advertising. Contact your sales representative for details.



$k = \bullet \longleftrightarrow \circ$

( gravity = the force of attraction of one entity to another )

In any magazine, that thing around which all else must revolve is the editorial. It is ultimately what attracts or compels readers to the publication. If it is lively, informative, skeptical, important, and interesting to its audience, then it is doing its job.

*Network Magazine's* editorial does not rely on news. *Network Magazine's* editorial does not rely on lab testing. Rather, *Network Magazine* editorial orbits around synthesis and strategy and is the "deep read" in the category, with an average reading time of 2.25 hours.\*

[ **Editorial Mission** ] The enterprise networks, and the public network (including the Internet) that links them together, are an organization's primary strategic and competitive assets in the information economy. *Network Magazine's* editorial mission is to deliver information about network technology, product offerings, the competitive environment, and tangible user experiences to those IT managers and executives charged with the complex tasks of designing, constructing, maintaining, upgrading, and managing the network infrastructure. A critical component of helping network managers be successful is constant attention to the business that justifies any investment in the network.

\*NM 1999 subscriber study.

- Editor-in-Chief . *Steve Steinke*
- Executive Editor . *Elizabeth Clark*
- Senior Editor . *Jonathan Angel*
- Senior Editor . *Doug Allen*
- Senior Technology Editor . *Rich Friedman*
- International Technology Editor . *David Greenfield*
- Associate Editor . *Andy Dornan*
- Columnist . *Tom Nolle*
- Columnist . *Rik Farrow*
- Columnist . *Lenny Liebmann*

# THE DIFFERENCE?

It's the editorial. Award winning, in fact. As a 1999 Maggie Winner for most improved trade publication with a circulation over 50,000, *Network Magazine* gives its readers context with Technology Reports, focus with Market Focus and very importantly, peer experience with Business Cases. With the incorporation of *Data Communications* it now has an even richer editorial position, including:

- *New Public Network (NPN), focused on service providers and key public IP issues.*
- *Expanded coverage of outsourcing and services.*
  - *Global Watch, a new section of the magazine aimed at bringing international perspective to managers of global networks — for readers worldwide.*

[ **Kinetic** ] A more vital editorial mix than ever...

The incorporation of *Data Communications* into *Network Magazine* means an even higher caliber, more demanding audience—and an expanded editorial offering.

NETWORK MAGAZINE  
2000 EDIT CALENDAR

issue:	ad close:	materials close:	topics covered:	bonus distribution:
february	December 29, 1999	January 6, 2000	Application Layer Service Level Agreements > Outsourced Security Services > Enterprise-wide Anti-Virus Applications > Gigabit Ethernet over Copper Cabling	CeBIT > CT Expo
march	January 24, 2000	January 31, 2000	Web Server Farms > Terabit Routing > Caching for High Performance > Advances in Load Balancing	Gigabit Ethernet Conference
april	February 26, 2000	March 3, 2000	ADSL Deployment > Network Management Outsourcing > Y2K Retrospective > Decreasing TCO with Thin Clients	CA World > Comdex > Internet World Spring > Call Center
may	March 29, 2000	April 5, 2000	Products of the Year > Optical Networking > The ATM Market > Server Operating Systems	N+I Spring
june	April 26, 2000	May 3, 2000	Authentication Devices > The Mechanics of Cost Justifying Projects & Upgrades > Directories and Metadirectories > Privacy on the Internet	SuperComm > Net Sec > PC Expo > Broadband Year > E-Business West
july	May 26, 2000	June 2, 2000	Policy Management > IP QoS > Comparing Network Architectures from Leading Vendors > WAP	
august	June 26, 2000	July 3, 2000	Managed Firewall Services > North American Carrier Survey > Instant Messaging > Server Hardware	HP World
september	July 28, 2000	August 4, 2000	Global and North American ISP Survey > Windows 2000 > What Happened to Deregulation? > Network and Link Layer Service Level Agreements	N+I Fall > Internet Expo
october	August 26, 2000	September 1, 2000	ASPs > 10 Gigabit Ethernet > Fiber Glut vs. Costs of Global Bandwidth > PKI	Internet World Fall
november	September 27, 2000	October 4, 2000	Bluetooth > DSL Technology Update > Modular, Self-Contained Billing Services for E-Commerce > ISP Backbones and Peering	Comdex Fall > CSI Fall > Web Design & Development
december	October 25, 2000	November 1, 2000	IMAP Developments and Messaging > A Day in the Life of an ISP > Anti-Virus > Dedicated Single-Purpose Servers	E-Business East
january 2000	November 25, 2000	December 1, 2000	Global Carrier Survey > State of the Art Storage > Application Performance Management > Satellite Network	



[ Display Advertising Rates ]										
		1x	6x	12x	18x	24x	36x	48x	60x	72x
	Spread	25,490	24,465	23,490	22,785	22,100	21,660	21,225	20,805	20,390
	1/2 page spread	15,355	14,740	14,150	13,730	13,315	13,055	12,790	12,535	12,285
	Full page	13,560	13,020	12,500	12,120	11,755	11,520	11,295	11,065	10,845
	2/3 page	10,440	10,020	9,625	9,335	9,050	8,870	8,690	8,520	8,350
	1/2 island	8,000	7,680	7,375	7,150	6,940	6,795	6,655	6,525	6,395
	1/2 page horiz.	8,000	7,680	7,375	7,150	6,940	6,795	6,655	6,525	6,395
	1/3 page	5,830	5,600	5,375	5,215	5,055	4,955	4,855	4,760	4,665
	1/4 page	4,610	4,425	4,250	4,125	4,000	3,840	3,760	3,685	3,610
[ Color & Cover Position ]										
4-color		PMS		Standard Color		Position*				
Spread		5,800	Spread		4,215	Spread		3,390	Cover 2, page 1	10,050
Full page		3,000	Full page		2,175	Full page		1,750	Cover 3	4,750
1/2 page or smaller		2,300	1/2 page or smaller		1,630	1/2 page or smaller		1,310	Cover 4	6,530
* Cover position includes 4-color charge. Other position: Add 15%										
[ Sales Contacts ]					[ Specifications ]					
					non bleed		bleed			
<i>northwest / silicon valley</i> <i>district sales manager</i> <b>Amy Gamba</b> 415-905-4906 415-908-6602 <i>fax</i> agamba@mfi.com  <i>west / southwest / western canada</i> <i>district sales manager</i> <b>Bert Jeske</b> 415-356-3425 415-908-6602 <i>fax</i> bjeske@mfi.com  <i>northeast / eastern canada</i> <i>district sales manager</i> <b>Amy Ventura</b> 212-615-2384 212-279-3962 <i>fax</i> aventura@mfi.com  <i>europe</i> <i>international sales manager</i> <b>Bronwyn Holmes</b> +31-4-925-28363 +31-492-527-847 <i>fax</i> bholmes@cmp.com  <i>europe</i> <i>international sales executive</i> <b>Anne Baraniecki</b> +44-1628-778-764 +44-1628-623-834 <i>fax</i> abaranie@cmp.com  <i>middle east / italy</i> <i>independent sales rep</i> <i>Magnolia, ltd.</i> <b>Rhonda Abramson</b> +972-9-891-0611 +972-9-891-0644 <i>fax</i> rhonda@actcom.co.il					<i>spread</i>	15-7/8 x 9 1/2	17-3/4 x 11-1/8			
					<i>1 page</i>	7-3/16 x 9-1/2	9 x 11-1/8			
					<i>2/3 horiz.</i>	7-3/16 x 6-1/8	9 x 6-15/16			
					<i>2/3 vert.</i>	4-3/4 x 9-1/2	5-9/16 x 11-1/8			
					<i>1/2 spread</i>	15-7/8 x 4-5/8	17-3/4 x 5-9/16			
					<i>1/2 island</i>	4-11/16 x 7-1/16	n/a			
					<i>1/2 horiz.</i>	7-3/16 x 4-5/8	9 x 5-9/16			
					<i>1/3 vert.</i>	2-1/4 x 9-1/2	n/a			
					<i>1/3 square</i>	4-3/4 x 4-3/4	n/a			
					<i>1/4 square</i>	3-7/16 x 4-5/8	n/a			
<i>card deck</i> <b>Kimberly Cummings</b> 516-562-7845 516-562-7796 <i>fax</i> kcummings@cmp.com  <i>vice president, group publisher</i> <b>Peter L. May</b> 415-905-2345 415-908-6602 <i>fax</i> pmay@mfi.com  <i>publisher</i> <b>Karla Johnson</b> 212-615-2267 212-279-3962 <i>fax</i> kjohnson@mfi.com  <i>marketing manager</i> <b>Liam C. Passmore</b> 415-905-2516 415-908-6602 <i>fax</i> lpassmore@mfi.com  <i>marketing coordinator</i> <b>Christina Buckland</b> 415-356-3407 415-908-6602 <i>fax</i> cbuckland@mfi.com  <i>reprints</i> <b>Stella Valdez</b> 916-983-6971 svaldez@mfi.com					<i>1/6th</i>	2-1/4 x 4-5/8	n/a			
					<i>1/9th</i>	2-1/4 x 3-1/8	n/a			
[ Mechanicals ] see Marketplace Rates next page										
For electronic material specs, go to www.networkmagazine.com/mediakit										

# CONNECTIVITY

( sales = subscribers divided by product x advertising )

$$S = \left( \frac{S^u}{p} \right) a$$

$$S^2 + b = \left( \frac{NM r}{e} \right) \left( \frac{p}{a} \right)$$

[ sales squared + branding =  
(Network Magazine readers over editorial) x (product over ad pages) ]



[ Marketplace Advertising Rates ]

	1x	3x	6x	9x	12x
<i>spread</i>	8,467	8,298	8,127	7,965	7,803
<i>full page</i>	4,406	4,318	4,234	4,149	4,061
<i>2/3 page</i>	3,326	3,259	3,191	3,128	3,067
<i>1/2 page horiz.</i>	2,236	2,191	2,144	2,101	2,063
<i>1/2 page vert.</i>	2,236	2,191	2,144	2,101	2,063
<i>1/3 page</i>	1,571	1,540	1,507	1,476	1,447
<i>1/4 page</i>	1,328	1,301	1,274	1,248	1,226
<i>1/6 page</i>	848	831	815	799	783
<i>1/9 page</i>	437	429	421	413	400

All Marketplace rates are non-commissionable

[ Sales Contacts ]

*western marketplace*  
national sales manager,  
direct response  
**Bethany Baller**  
716-342-2484  
716-342-2488 *fax*  
bballer@mfi.com

*eastern marketplace*  
eastern marketplace  
representative

**Robin Steinberg**  
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516-562-7796 *fax*  
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*marketing coordinator*  
**Christina Buckland**  
415-356-3407  
415-908-6602 *fax*  
cbuckland@mfi.com

[ Color Rates ]

	4-color	Standard Color
Full 2/3 page	1,595	Full 2/3 page 550
1/2 - 1/3 page	975	1/2 - 1/3 page 550
1/4 page or smaller	725	1/4 page or smaller 550

[ Specifications ]

	non bleed	bleed
<i>spread</i>	15-7/8 x 9 1/2	17-3/4 x 11-1/8
<i>full page</i>	7-3/16 x 9-1/2	9 x 11-1/8
<i>2/3 horiz.</i>	7-3/16 x 6-1/8	9 x 6-15/16
<i>2/3 vert.</i>	4-3/4 x 9-1/2	5-9/16 x 11-1/8
<i>1/2 spread</i>	15-7/8 x 4-5/8	17-3/4 x 5-9/16
<i>1/2 vert.</i>	3-7/16 x 9-3/4	n/a
<i>1/2 horiz.</i>	7-3/16 x 4-5/8	9 x 5-9/16
<i>1/3 vert.</i>	2-1/4 x 9-1/2	n/a
<i>1/4 square</i>	3-7/16 x 4-5/8	n/a
<i>1/6th page</i>	2-1/4 x 4-5/8	n/a
<i>1/9th page</i>	2-1/4 x 3-1/8	n/a

[ Mechanicals ]

Maximum Density for Color: 260%  
Trim Size: 8-3/4 x 10-7/8  
Binding Material: Perfect bound

*printing specifications*

• *Black & white and 2-color:*  
Screened film negatives to size, right reading, emulsion side down are required for best results. Film positive and one-piece camera-ready copy with all elements in position are acceptable.

• *4-Color and Covers:*  
Supply color corrected screened film negatives to size, right reading, emulsion side down with

one complete color proof for best results. Publisher and printer will not accept quality responsibility when color keys rather than a color proof are submitted.

Best results, 133-line screen.

*shipping instructions*

MAIL all materials to:

Network Magazine  
Production Dept.  
600 Harrison Street  
San Francisco, CA 94107

Please protect materials against bending and tearing. A velox

or copyprint should accompany all negatives or copy.

We hold ad materials on file for one calendar year. They are then destroyed unless otherwise requested in writing.

*reader service*

Reader service is provided by *Network Magazine* at no charge to advertiser. A reader service number will be assigned to each advertisement unless the advertiser requests otherwise in writing. The publisher assumes no liability for errors, omissions, or delays.

For electronic material specs, go to [www.networkmagazine.com/mediakit](http://www.networkmagazine.com/mediakit)

# CRITICAL MASS

1999:  
*Network Magazine* increased  
ad pages in the Marketplace  
Section by a whopping 136%. Critical  
Mass achieved.

And it is just this critical mass of product offerings that makes this section so compelling to our readers. Hardware, Software, Services, Training and Recruitment ... advertise here and you too will reach a critical mass.

- 74% are involved with the purchase of network security products
- 58% are involved with the purchase of messaging or e-mail products
- 78% are involved with the purchase of WAN products or services
- 74% are involved with the purchase of servers
- 66% are involved with the purchase of switches

*\*Publisher's Data, Dec 1999*

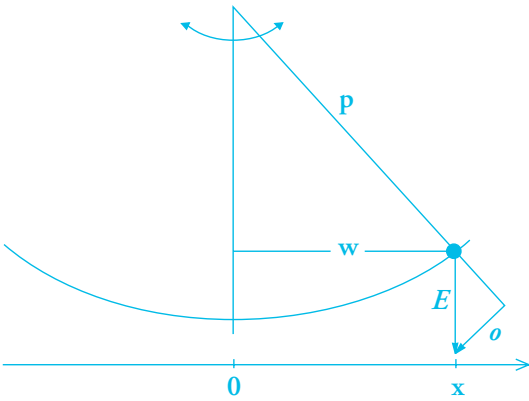
[ **The Universe is Expanding** ] And *Network Magazine* has been expanding right along with it, with **networkmagazine.com**. This online extension receives an average of over 98,000\* user sessions per month—an increase of 97% over the prior year.

Advertising on **networkmagazine.com** includes:

- ***Pavilion sponsorship***  
Voice/Data Convergence  
Enterprise Networking  
The New Public Network  
Telecom
- ***Website Banners***
- ***E-mail Newsletters***

***Online Learning*** and **Netseminars** provide marketing and educational opportunities, while *customized market research* allows you to examine the thinking and the habits of both your present and potential customers.

\*Average based on July-Dec, 99 user session counts.



[ **Online Sales Contacts** ]

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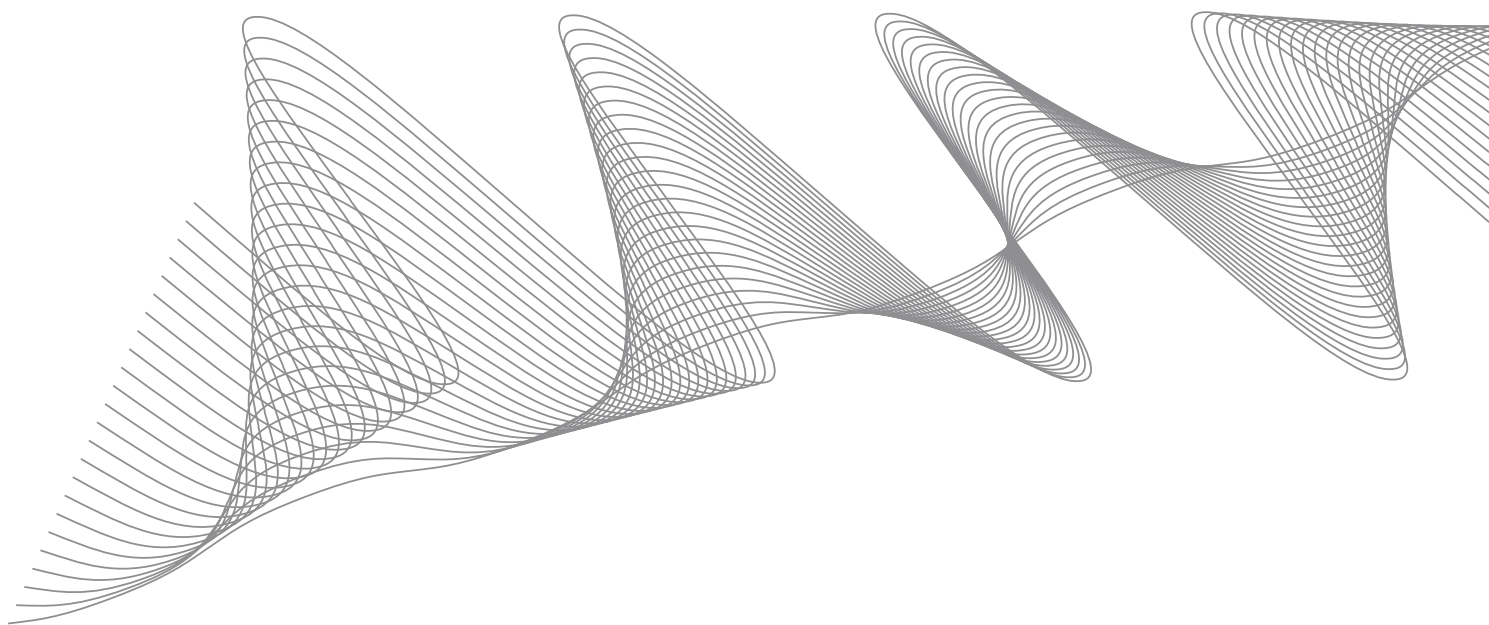
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*printed on recycled paper with soy-based ink*