



“VOICE, DATA AND IMAGE - NETWORKS, INFRASTRUCTURES AND TECHNOLOGIES”

Magazine rti - REDES, TELECOM E INSTALAÇÕES – MediaKit 2015/2016



RTI - Redes, Telecom e Instalações is a technical magazine, monthly, aimed at IT, networking and telecommunications professionals. It covers both technologies and infrastructures of communications networks - from data center to longhaul links, from the traditional circuit switched voice service to IP videosurveillance, mobile networks and multimedia services; from copper lines to optical and wireless communications. It is a key publication for the perfect network deployment and operation in large companies, carriers or Internet service providers.

FREQUENCY: **MONTHLY**
CIRCULATION: **12,000 COPIES**

Access online magazine: www.arandanet.com.br/rti



10/2015



9/2015



8/2015



7/2015



6/2015



5/2015



4/2015



3/2015



2/2015



1/2015



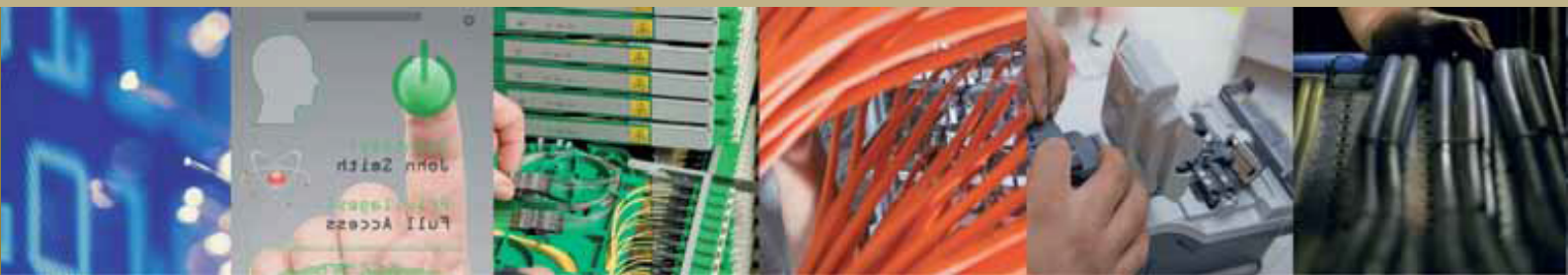
12/2014



11/2014



10/2014



Profile (base: 2015 - average)

READERSHIP

President, owner and director	4,342
Manager and administrator	3,821
Engineer and technician	868
Supervisor, team leader, coordinator and in charge	1,995
Consultant, advisor and designer	590
Professor, researcher and others	276
TOTAL	11,892

COMPANIES PROFILE

End users (*)	4,098
Building companies, architecture firms	232
Service providers (designers, installers, system integrators)	2,924
Suppliers of products, systems and solutions for telecom	1,335
Service providers	2,214
TOTAL	10,803

(*) END USERS

Industries	1,074
Banks	160
Insurance companies	103
Power generation, transmission and distribution	108
Water and wastewater companies	44
Transport (naval, air, railway and road)	327
Hotels	29
Hospitals and healthcare	178
Radio and TV broadcast companies	77
Publisher of newspapers and magazines	16
Distribution of fuels, including gas	23
Wholesalers, distributors	73
Retail	144
Government	724
Schools and universities	750
Research and certification institutes	67
Diplomatic representation of international organisms	5
Other	196
TOTAL	4,098

GEOGRAPHICAL BREAKDOWN – BRAZIL

NORTH - 357	NORTHEAST - 1,106	MIDDLE WEST - 639	SOUTHEAST - 6,635	SOUTH - 2,066
Acre 8	Alagoas 57	Distrito Federal 230	Espírito Santo 197	Paraná 729
Amapá 34	Bahia 264	Goiás 199	Minas Gerais 914	Rio Grande do Sul 764
Amazonas 106	Ceará 199	Mato Grosso do Sul 111	Rio de Janeiro 908	Santa Catarina 573
Pará 132	Maranhão 48	Mato Grosso 99	São Paulo 4,616	
Rondônia 41	Paraíba 71			
Roraima 9	Pernambuco 291			
Tocantins 27	Piauí 56			
	Rio Grande do Norte 79			
	Sergipe 41			
Number of companies that receive the magazine: 10,803				



Editorial Calendar

2016

JANUARY

SPECIAL COVERAGE: Alternative energy systems for telecom and data centers (including suppliers guide)

ARTICLES:

Loudspeakers in video surveillance applications
Performance network in data networks
Virtualization - Shortest Path Bridging
GPON
Security – Intrusion tests

BUYER'S GUIDES:

- **Structured cabling systems distributors**
- **Antennas**
- **Fastening solutions for telecom (brackets, ties, buckels, spacers)**

FEBRUARY

SPECIAL COVERAGE: Microducts for optical fiber

ARTICLES:

The benefits of cloud networking
The impacts of OTT services on the mobile backhaul network
Distributed collapsed backbone
The connected and efficient building
The impact of network evolution on optical distribution frames

BUYER'S GUIDES:

- **IP links for Internet service providers**
- **Products/solutions for data centers – Infrastructure**
- **VoIP products**

EXTRA CIRCULATION:

- **ISC Expo 2016 (São Paulo, March 15-17)**

MARCH

ARTICLES:

FTTH architecture
Calculating space and power density requirements for data centers
Cyber security on IT
CWDM design guide
Flexible smart buildings
WAN optimization

BUYER'S GUIDES:

- **Engineering, contractors and technical services companies**
- **Digital radios**

EXTRA CIRCULATION:

- **RTI 4th Internet Service Providers Conference and Trade Show (Natal - RN, April 14)**



Editorial Calendar

2016

APRIL

SPECIAL COVERAGE: **Out-door cabinets**

ARTICLES:

Data center's availability, capacity and efficiency
High efficiency video coding (HEVC): Challenges & benefits
WLAN cloud managed
IEEE 802.3ah OAM – for carrier-class optical Ethernet in the first mile
FTTH indexing

BUYER'S GUIDES:

- **Towers, poles and accessories**
- **Stationary batteries**

EXTRA CIRCULATION:

- **Exposec 2016 – Security Conference & Exhibition** (São Paulo, May 10-12)

MAY

ARTICLES:

Small cell technology, big business opportunity
Reasons to consolidate threat management
New level of wireless performance
Broadband access technology overview
Distributed antenna system (DAS)

EXTRA CIRCULATION:

- **8th ISP – Meeting providers of Abrint - Brazilian Association of Internet Providers and Telecommunications** (São Paulo, June 1-3)

JUNE

ARTICLES:

SDN and the changing face of enterprise networks
POE
Data center storage evolution
Introduction to media converter
ISP – Internet Service Providers challenges

BUYER'S GUIDES:

- **Products for FTTH – Fiber to the home**
- **IP CCTV**
- **Raceways, trays and cable management**

JULY

ARTICLES:

IP opens doors to a new world of physical access control
Base station antenna selection for LTE networks
BYOD and beyond
Data center efficiency and availability through infrastructure monitoring



Editorial Calendar

2016

BUYER'S GUIDES:

- **ISPs – Internet Service Providers**
- **UPS, converters and rectifiers**
- **Access points**
- **Media converters**

AUGUST

SPECIAL COVERAGE: **Non-destructive methods for underground networks deployment**

ARTICLES:

Video surveillance convergence onto the corporate IP network
Wideband multimode fiber wideband
Category 8
Data center design best practices: efficiencies beyond power and cooling
Virtualization: Optimized power, cooling, and management

BUYER'S GUIDES:

- **Management software for ISPs**
- **Cabling systems**
- **Products for lightning & surge protection and earthing**

SEPTEMBER

ARTICLES:

Integrating power over Ethernet and fiber networks
Cabling to PoE devices
DCIM software and IT management
Planning the expansion of an ISP network
Zone cabling for cost savings: Riser environments

BUYER'S GUIDES:

- **Hosting and colocation providers**
- **Educational and training opportunities**
- **Generation sets**
- **Fiber splicing machines**

OCTOBER

ARTICLES:

WLAN evaluation
Image stabilization – Improving camera usability
Structured cabling in the data center: 40/100 GbE and beyond
GPON – EPON comparison

EXTRA CIRCULATION:

- **Futurecom 2016** (Telecommunications Industry Conference & Expo - São Paulo)



Editorial Calendar

2016

NOVEMBER

ARTICLES:

Lighting contribution for an efficient data center
Deploying high power to IT equipment racks
Roadmap for BYOD adoption
Network strategies for costs reduction
Three steps to drive risk out of the control room

BUYER'S GUIDES:

- **LAN and KVM switches**
- **Racks, panels, cabinets and accessories**
- **Firewalls and UTM's**

EXTRA CIRCULATION:

- **MUM Brazil 2016**

DECEMBER

SPECIAL: **2016 RTI Quality Award**

ARTICLES:

Data center precision cooling
Demystifying Software-Defined Networking (SDN)
Tower and wireless structure modernization
FTTH: how to build networks that last and survive future requirements

BUYER'S GUIDES:

- **Cache systems for ISPs**



Advertise

ADVERTISEMENT RATES (US\$) – 2016

SIZE	4 COLOURS
1/1	4,454.00
2/3	3,562.00
1/2	2,907.00
1/3	2,134.00
1/4	1,552.00
1/6	1,108.00

CLOSING DATE - INSERTION ORDERS:

10th of preceeding month

CLOSING DATE - MATERIAL:

20th of cover month

MATERIAL:

Digital file – resolution: 300 dpi or higher (at full size) – colour: CMYK – format: TIFF/JPEG/EPS


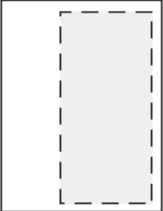
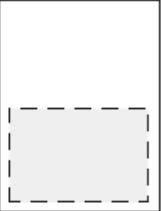
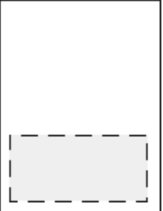
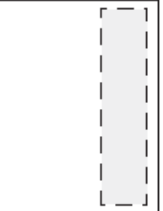


CIRCULATION DATE:

1st fortnight of the cover month

OBSERVATION

- 1) Frequency discount: 3... 5 = 5%; 6... 8 = 10%; 9 ... 12 = 15%; 13... = 18%
- 2) Preferred positions: special positions 15% extra
- 3) Agency comissions: 15% on gross billing will be allowed to recognized advertising agencies, on space and position
- 4) Payment: 15 days after date invoice.
- 5) Translations: the publisher will undertake translations and typesetting of all ads copy, free of charge. Bear in mind that Portuguese copy runs 15% to 18% longer than the English copy.
- 6) Cancellations & late material: cancellations and changes in orders will not be accepted after closing dates.
- 7) Inserts: please call for rates.
- 8) Direct mail services: lists are not available for rent.

SIZE (cm)

	1/1	2/3 (ver.)	1/2 (hor.)	1/3 (hor.)	1/3 (ver.)	1/4	1/6
							
Without bleeding:	18,0 x 25,0	12,0 x 25,0	18,0 x 12,0	18,0 x 8,5	6,0 x 25,0	8,5 x 12,0	6,0 x 12,0
Bleed:	21,0 x 28,0	13,0 x 28,0	21,0 x 13,0	21,0 x 9,5	6,7 x 28,0	—	—

Extend all bleeds
5 mm past trim.
Keep all essential
material 10 mm
from trim.

TO AUTHORIZE YOUR AD OR FOR MORE INFORMATION, CALL

Phone: +55 (11) 3824-5300 – jrg@arandanet.com.br



Advertise

REQUIREMENTS FOR ELECTRONIC FILES

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

Platform: PC

Media: by e-mail (to adfiles@arandanet.com.br, size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, www.swop.org) 1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts.

Color settings to color management OFF and preserve transfer functions.

2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.

4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

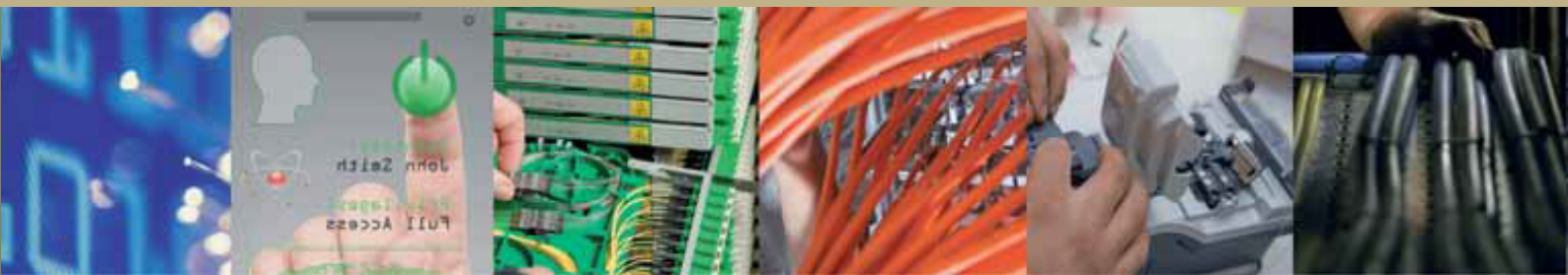
File name: write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

Mechanica: trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

Color proofs: at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

Register marks: film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.



Online advertise

SIZES AND PRICES FOR RELEASE ONLINE 2016

(measured in pixels)



ADE – Highlight Advertisement of the Issue

(Advertisement by the cover of the magazine of the month)

Period: Maximum of 3 ads at an interval of 12 month

Ad measures: 380x169 pixels, maximum of 25 kb jpg/png

Value: US\$ 3,107.00 per issue

Payment: 15 days after publication



APG – Main Advertisement of the Buyer's Guide

(Advertisement on the main page of the site)

Period: 12 months

Ad measures: 925x131 pixels, maximum of 75 kb jpg/png

Value: US\$ 1,243.00 per month (insertion of the banner also in the inner part of the guide)

Payment: 15 days after publication



AIG – Internal Advertisement in the Guide

(Ad in the guide that directs to the company web site)

Period: 12 months

Ad measures: 925x131 pixels, maximum of 75 kb jpg/png

Value: US\$ 621.00 per month

Payment: 15 after publication



ASE – Advertisement in the Summary of the Issue

(Advertisement on e-mail disclosure issue)

Base: 28,000 e-mails

Period: Maximum of 4 shots at an interval of 12 months

Ad measures: 200x1200 pixels, maximum of 110 kb jpg/png

Value: US\$ 3,107.00 per shot

Payment: 15 days after publication

TO AUTHORIZE YOUR AD OR FOR MORE INFORMATION, CALL

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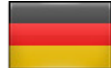
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