

Right Audience.

When telecom professionals research their next product/service purchase, they turn to *Telephony's* industry-leading, multimedia coverage to guide them. When you partner with *Telephony*, you can be sure our integrated products will reach the right audience through every step of their buying process.

47,486 NETWORK SERVICE PROVIDERS

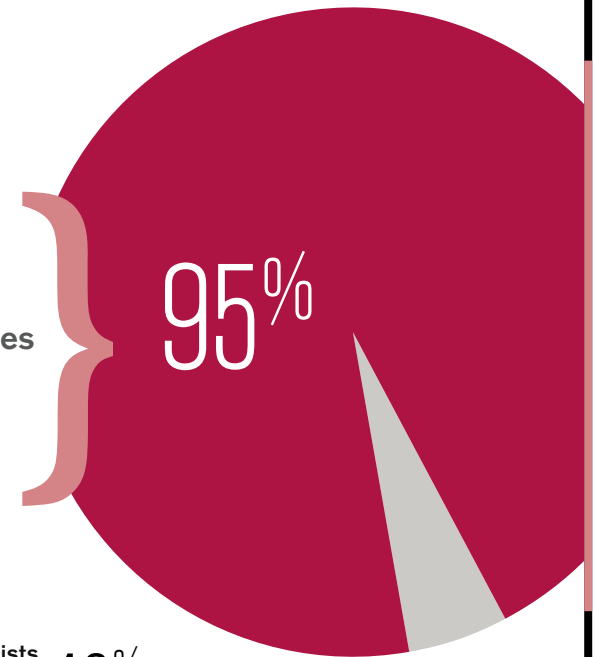
100% DIRECTLY REQUEST THE PUBLICATION

79% ARE INVOLVED IN PURCHASING

TOTAL CIRCULATION: 50,031

NETWORK SERVICE PROVIDERS

- ILECs and CLECs
- Independent telephone companies
- Wireless and ISPs
- Cable/MSO providers
- Competitive access providers
- And others



*Publisher's own data

The Strategists (executive, corporate, business management) 43%

The Network Innovators (technical and engineering management and staff) 40%

The Sales Channel (marketing/sales management) 8%

MANAGEMENT TITLES OR HIGHER 79%

