

**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.

**PROFILE - base: january 2012**
**READERSHIP BREAKDOWN BY AREA**

Design	26%
Data center, networks and IT	24%
Sales and marketing	20%
Installation	12%
Operation and maintenance	10%
Purchasing and supply	5%
Others	3%

**COMPANIES PROFILE**

End users (*)	38%
Service providers (designers, installers, system integrators)	28%
Product suppliers (distributors, manufacturers and VARs)	19%
Service providers (telcos, ISPs, data center services, VoIP carriers, CATV)	13%
Architecture and construction companies	2%

**(\*) END USERS PROFILE**

Industries	25%
Government	17%
Schools and universities	17%
Banks and financial	10%
Transport and logistics	7%
Wholesale and retail	6%
Hotels and hospitals	6%
Public utilities	5%
Communication (TV, radio, publishing)	4%
Others	3%

**GEOGRAPHIC BREAKDOWN**

Southeast	62%
South	18%
Northeast	10%
Midwest	7%
North	3%

**READERSHIP BREAKDOWN BY POSITION**

Director	36%
Manager	33%
Chief, coordinator	20%
Engineer	7%
Technician	4%



## 2012 EDITORIAL CALENDAR

## JANUARY

- ▶ **Structured cabling systems buyers guide**
- ▶ **Antennas buyers guide**
- ▶ Multimedia scalable 3D
- ▶ Satellites in the future Internet
- ▶ Plastic optical fiber
- ▶ New generation networks
- ▶ Electronic government

## FEBRUARY

- ▶ **Products/solutions for data centers infrastructure. A buyers guide**
- ▶ **VoIP products buyers guide**
- ▶ Energy efficiency in data center
- ▶ Communication networks for smart grid
- ▶ VLAN: 802.1Q security
- ▶ Cellular systems: the internal traffic
- ▶ Service level agreement

## MARCH

- ▶ **Directory of engineering, contractors and technical services companies**  
*A list of engineering companies and contractors by the services they perform (consulting, design, installation, maintenance, troubleshooting...)*
- ▶ **Special: media converters**
- ▶ In-home networks
- ▶ UWB integration
- ▶ Photonic technologies
- ▶ Mobile phones
- ▶ Future networks
- ▶ Media services

## APRIL

- ▶ **Products for radiocommunication (including WiMax) – A buyers guide**
- ▶ **Special: data center design and construction services**
- ▶ Structured cabling system
- ▶ New FTTH architectures
- ▶ Protecting identity
- ▶ In-building networks
- ▶ Digital TV reception
- ▶ Machine-to-machine communication (M2M)
- ▶ ISC EXPO 2012 (São Paulo, SP, April 24–26)

## MAY

- ▶ **RTI congress: "Data Centers" (São Paulo, SP, May 22)**
- ▶ **Wireless routers and access points – A buyers guide**
- ▶ Plastic optical fiber
- ▶ WDM-PON Systems
- ▶ Ultra high definition television
- ▶ FTTH networks
- ▶ Satellite communications
- ▶ RFID system
- ▶ BITS – Business IT South America (Porto Alegre, RS, May 15–17)

## JUNE

- ▶ **Products for optical networks – A buyers guide**
- ▶ **CCTV, monitoring and electronic security products – A buyers guide**
- ▶ **Special: networks in hotels**
- ▶ Hybrid systems for indoor
- ▶ Cognitive radio
- ▶ Future optical Internet
- ▶ WLAN planning
- ▶ Energy and future Internet

## 2012 EDITORIAL CALENDAR

## JULY

- ▶ **Directory of Internet service providers (ISPs)**
- ▶ **Special: container data center**
- ▶ 10 Gbit/s cabling
- ▶ 1 Gbit/s FTTH
- ▶ Optical-LTE integration
- ▶ Advancements in in-building optical networks
- ▶ Electromagnetic interference
- ▶ Virtual machines

## AUGUST

- ▶ **Power supply systems – A buyers guide**
- ▶ **Products for lightning & surge protection and earthing – A buyers guide**
- ▶ **Products for external network installation – A buyers guide**
- ▶ IP telecommand
- ▶ Advances in optical access and home networks
- ▶ Video services
- ▶ Radio over fibre
- ▶ Automotive communication

## SEPTEMBER

- ▶ **Special: Futurecom 2012 (Rio de Janeiro, RJ, October 8–11)**
- ▶ IP communication
- ▶ 100 Gbit/s Ethernet
- ▶ Smart cities
- ▶ Gigabit transmission over plastic optical fiber
- ▶ Antenna for WLAN
- ▶ Interconnection of access and core networks
- ▶ Wireless sensor network

## OCTOBER

- ▶ **Educational and training opportunities – A guide**
- ▶ **Directory of data center services providers**
- ▶ **Special: networks in hospitals**
- ▶ FTTH
- ▶ Home area networks
- ▶ Opportunistic networks
- ▶ Evolution of optical networking
- ▶ High-frequency applications in medicine

## NOVEMBER

- ▶ **LAN and KVM switches – A buyers guide**
- ▶ **Racks, panels, cabinets and accessories – A buyers guide**
- ▶ FTTH
- ▶ Next generation PON
- ▶ VoPSI
- ▶ WDM-PON migration to FTTH
- ▶ UWB communication
- ▶ Scalable network

## DECEMBER

- ▶ **RTI Quality Award'2012**  
*A survey that shows the most quality-minded manufacturers of telecom & network products*
- ▶ FTTH
- ▶ In-building networks options
- ▶ Triple-play services
- ▶ Evolution of the access network
- ▶ Body area networks
- ▶ Networks virtualization

**ADVERTISE**
**ADVERTISEMENT RATES (US\$) - 2012**

SIZE	4 COLOURS
1/1	4,324.00
2/3	3,458.00
1/2	2,822.00
1/3	2,072.00
1/4	1,507.00
1/6	1,076.00

**Closing date (insertion order):**

10th preceeding month

**Closing date (material):**

20th preceeding month

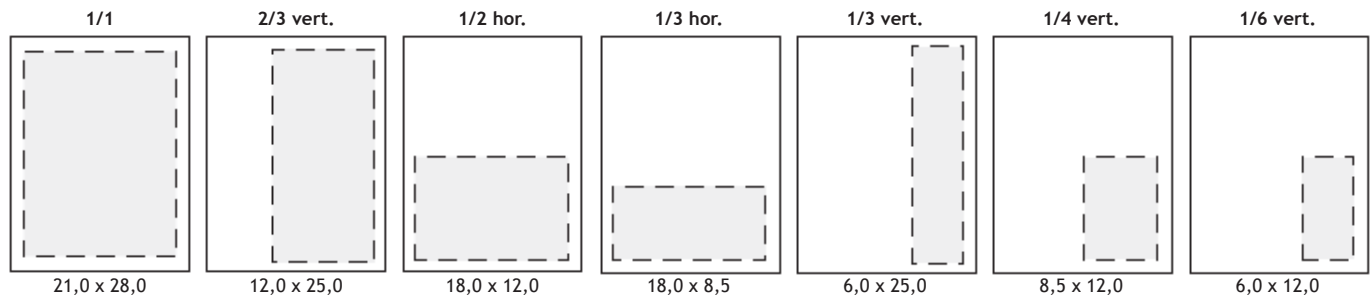
**Material:**

Digital file – resolution: 300 dpi or higher (at full size)

colour: CMYK – format: TIFF/JPEG/EPSPrinting: offset

**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)**

**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](mailto:adfiles@arandanet.com.br), size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, [www.swop.org](http://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. Change 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.<sup>8</sup> Direct mail services: lists are not available for rent.

