

media
data
2010

nfc JOURNAL

The essential media resource
in near field communications

Editorial Profile

A digest of the global NFC market with news, views and insights into current, developing and future trends and activities

The world at large is poised for the rapid acceptance of NFC as the new disruptive technology replacing some and embracing others, but in essence making communications ubiquitous, easier and more convenient. NFC Journal's ethos is to provide a rationalized insight into market and technological trends, looking behind NFC pilot schemes and exploring where the real case for NFC lies and how early adopters and pioneers see its potential. Through articles, news and reports, NFC Journal will provide an important overview by industry, application and region of who is doing what and where in NFC.

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The world of NFC

- **Technologies:** Handsets, SIMS, UICCs (Universal Integrated Circuit Card)
- **Industries:** Corporate, Finance, Leisure, Retail, Transit, Government
- **Applications:** Access, Information, Networking, Payment, Security

Addressing high-end segments

NFC Journal is an international publication covering all regions and circulated throughout EMEA, Asia Pacific and the Americas aimed at technologists, business and marketing professionals, consultants and end users of NFC technology. **It is published three times a year** and is available in both print and digital copy.

Our vision of NFC: beyond the pioneering stage

Globally, NFC is seen as an emerging technology that in some cases can adapt to current industry infrastructures, but in many cases, for it to reach full potential, will require radical changes in systems, terminals and method management. As NFC pilots achieve their business cases and start to be adopted and rolled out, so organisations in all sectors will begin to feel the impact. Mobile operators, banks, transit operators, public sector bodies and companies in a host of sectors will need to make decisions in order to keep pace. This is why at NFC Journal, through our in-depth knowledge of the industry, we pay strict attention to the evolving market and business requirements, where the leaders and most innovative adopters of NFC are most active and how other infrastructures, such as the smart card and RFID contactless world, are reacting and adjusting.



Mobile Payments



Ticketing



Access Control

Audience Profile

An Invaluable Circulation List

As NFC is a rapidly emerging technology with innovations appearing every week, it is a challenge to keep abreast of the decision makers. At NFC Journal, we ensure our research and audience database is as dynamic as the industry it reaches.

As a multi-channel publication, distributed in print, electronic and on-line formats, NFC Journal is assured to reach a qualified list of 15,000 contacts worldwide, who are key to the adoption of NFC technology and the development of its market. In addition, it is distributed at key industry events and through a bonus circulation inserted into the ID Community Publications.

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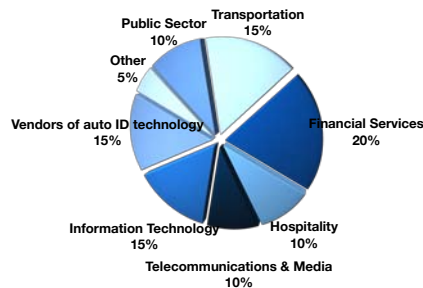
A global publication

CIRCULATION BY REGIONS

EMEIA	45%
Americas	30%
Asia Pacific	25%

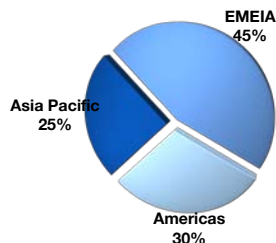
Use the worldwide voice for near field communications to connect globally with your target audience quickly and cost-effectively

Circulation by Industry*



Public Sector	10%	1 500
Transportation	15%	2 250
Financial Services	20%	3 000
Hospitality	10%	1 500
Telecommunications & Media	10%	1 500
Information Technology	15%	2 250
Vendors of auto ID technology	15%	2 250
Other	5%	750
Total	100%	15 000

Circulation by Region*



EMEIA	45%	6 750
Americas	30%	4 500
Asia Pacific	25%	3 750
Total	100%	15 000

*Average breakdown based on April-December 2009 circulation data

NFC Journal strengthens your image as a leading supplier to the global NFC-based solutions market

Editorial Calendar 2010

World Class Experts Contribute to a World Class Initiative

The editorial staff of NFC Journal is committed to providing the most up-to-date and relevant content and is happy to receive your comments, suggestions and contributions. Thanks to the support of the NFC industry and its leaders, NFC Journal can disseminate cutting edge know-how on components, solutions and applications in the different industries that are adopting Near Field Communication technologies. Feel free to submit your ideas, articles and news, and help us provide the most authoritative coverage of the hot topics being debated by our community.

Please contact nfcjournal@onpublishing.com

In 2010, three issues of NFC Journal will carry three special reports on the most relevant projects currently implemented by the pioneering adopters of NFC technology

Issue	Contents	Special Features	Events
March	<ul style="list-style-type: none"> - Integrating NFC within the autoID mix - From mobile to other form factors - NFC stickers – bridging the implementation gap 	<p>NFC standards migration and compatibility</p> <p>An overview of standards that define NFC schemes, formats, frequencies, tag types etc.</p>	<p>GSMA Mobile World Congress, 15-18 Feb</p> <p>WIMA, 20-22 April</p> <p>Near Field Comms. World Europe, 11-13 May</p> <p>NFC Academy Conference Abu Dhabi, 3-4 May</p> <p>Mobile Payment Expo, 9-10 June</p> <p>Smart Mobility, 21-24 Sept</p> <p>GITEX, 17-21 Oct</p> <p>ID WORLD International Congress, 16-18 Nov</p> <p>NFC Academy Conference & Exhibition Milan, 16-18 Nov</p> <p>Cartes, 7-9 Dec</p>
July	<ul style="list-style-type: none"> - NFC in banking and retail – convergence of electronic and physical payments - Developments in NFC for loyalty and promotion - NFC Academy Conference, Abu Dhabi report 	<p>Active 50: who's doing what in NFC</p> <p>A listing of the 50 most active companies or consortia involved in innovative NFC projects and pilots worldwide</p>	
November	<ul style="list-style-type: none"> - Transport and ticketing – improving the passenger experience - The NFC information highway – from smart posters to social networks - NFC in government for citizen-centric services 	<p>2010 Review: best projects implemented</p> <p>Annual directory of the key NFC initiatives world-wide, with information regarding players involved as well as key success factors and issues related to each project</p>	

*On Publishing reserves the right to make changes to the editorial calendar at any time to more accurately cover the latest market and technology trends.

Reach your target audience now at key NFC events!



NFC JOURNAL

EDITORIAL DEADLINES

Issue	Editorial deadlines
March	January 29 th
July	April 9 th
November	September 3 rd

Submit editorial material to: nfcjournal@onpublishing.com

www.nfcjournal.com

Advertising Rates

Reach Out to the Market

If the world of NFC is your target for business growth, NFC Journal is the right instrument for achieving visibility through advertising and promotional campaigns.

NFC Journal puts its communication expertise to work for you. We support you in establishing a leadership position in the market, improving communication within your sales channels, sharing and disseminating your know-how and educating your target audience, as well as in driving customer contact by addressing a specific link of the NFC value chain with a targeted message.

Please find below the details you need to get connected. We would be delighted to help you plan your campaigns.

NFC Journal delivers your marketing message to a focused audience of professionals both via print and online digital media

Paper-based publication



Digital online edition



2010 RATES

DISPLAY ADVERTISING

Magazine size: 210mm x 280mm

Size	Width by Height (mm)	Appearing both in print and digital formats			Digital format only		
		1x rate	2x rate	3x rate	1x rate	2x rate	3x rate
Full page	180 x 248	3 000	2 800	2 500	1 500	1 400	1 250
1/2 page	87 x 248 / 180 x 119	2 300	2 150	1 950	1 000	930	880
1/3 page	55 x 248 / 180 x 85	1 800	1 700	1 550	800	750	680

Ad sizes shown refer to the final dimensions of the printed ad. Working files provided by the advertiser must have an extra 3mm of bleed on each side. Files must be in .pdf format at 300 dpi in process colors (CMYK) and must be provided with crop marks.

SPECIAL POSITIONS

Inside Front Cover	4 750
Inside Back Cover	4 750
Outside Back Cover	5 500

ADVERTISING DEADLINES

Issue	Booking deadlines	Materials deadlines
March	February 10 th	February 16 th
July	June 23 th	June 25 th
November	October 25 th	October 29 th

DIRECTORY LISTING

The July issue features "Active 50: who's doing what in NFC".
The November issue features "Annual Review of state-of-the-art NFC projects".

Enhanced listing in the directory 500
(Highlighted frame + Company's Logo)

active
50
who's doing what in NFC

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