Join the discussion on www.linkedin.com/groups/4761728

PTT over Cellular service?

What do you need to know when looking for a PoC systems facilities management devices have a key role in Software and mobile Easy cleaning

What role will it play in the threat landscape current challenges and David Rogers discusses IoT security

802.11ax have to offer? the 5G era and what does Wi-Fi's future small cells and AR with a little help from Improving public spaces In the city to be done to realise it? farming, but what needs IoT has huge potential for Sowing seeds

Pushing the right buttons

Security alerting and critical communications solution for public safety organisations. emergency and healthcare services, facility management, business continuity and gas utilities www.landmobile.co.uk

Saving Time and Money Higher efficiency with two-way pages

Making it easy Everything working together by All communications

All change Great feature enhancements WDM v2.1.4 All together now

Pushing the right buttons

Slowly does it Critical communications changes can’t happen overnight

Shirt by shirt All are working together about to lift weights

Crash and burn Alfie, a serial killer and mastermind of a bloody crime spree

Inside and out It’s more than just look how they perform

Marking 90 years of Motorola

Stay safe Digital two-way radios that are 100% reliable, secure and cost-effective

A new paradigm You now have access to a whole new world

Omnihedron Delight in the presence of a true giant

Lane warping

Celebrate your control room hero at controlroomawards.com

www.landmobile.co.uk | @Land_Mobile | Join the discussion on www.linkedin.com/groups/4761728
Introduction

About us

Land Mobile is the most read, market leading title dedicated to wireless communications for businesses from the manufacturer to the end user.

As the leading monthly magazine for wireless communications, we are committed to providing our readers with the knowledge they need to procure the technology and services that best meet their requirements, through accurate, timely and thorough reporting of best practice, products, industry trends and regulatory changes.

Why advertise?

Land Mobile is recognised as the most trusted and most read source in the market. Now in its 25th year, it continues to allow advertisers to reach out to potential clients and end users through a continually updated circulation. Land Mobile is read right across the buying chain. Through our multi-channel approach of print, online and lead generation activity, we can create the perfect package for your requirements and budget.

Circulation: 9,400

Land Mobile has a printed circulation of 4,600 with a further circulation of 4,800 through its digital edition. Our specialist circulation ensures that your marketing message reaches the right people, who influence and make investment decisions.

As a result, companies who use Land Mobile to advertise can be confident that their investment will yield an excellent return.

Readership: 17,906*

Because of the strength of Land Mobile’s editorial content and its relevance to the PMR market and the wider wireless communications industry, each copy of the magazine is read by an average of 2.94 readers; increasing its total readership to 17,906.

*Land Mobile readership survey 2017

Terms of control:

Land Mobile is only sent to those who meet the following terms of control:

- Managing directors
- Chief executives
- Chairpersons
- Advisors
- Consultants
- Managers
- Directors
- Supervisors
- Engineers
- Designers
- Proprietors
- Security
- Wireless comms
- Wireless technology or the wireless services industry within the UK
Primary job function

Chairman/owner/CEO/MD 22%
Director/manager 35%
Consultants/integrators/installers 24%
End-users 19%

Reader purchasing power

Readers specify requirements 68%
Initiate/recommend purchases 67%
Select the supplier 57%
Take the final decision 41%
Make the purchase 31%
Authorise the expenditure 31%

What is the size of your annual budget for products and services?

£100,000-£249,000 21%
£250,000-£499,999 14%
£500,000-£999,999 11%
£1 million-£5 million 7%
Over £5 million 9%

Source reader survey, August 2016

Capita has worked with both Land Mobile and TETRA Today for many years and regard both as key industry publications, providing us with trusted channels to engage with clients and partners on a regular basis with a focus on our core products and services in the UK and overseas.

Nick Oliver, Marketing Manager – Public Safety

CAPITA
We welcome your editorial submissions. Please send to sam.fenwick@markallengroup.com

The above calendar is a guide to each issue and may be subject to change.
“Here at Vertex Standard it is important for us to communicate our messages in the most efficient way to new and existing channel partners, influencers and end-users. Land Mobile as a dedicated, superbly written and produced media channel in the PMR space, is the ideal vehicle to achieve this.

Working closely with the team at Land Mobile on a number of successful projects over the years has contributed to the overall effectiveness and success of our output.”

Bill Drummond, EMEA Product & Marketing Manager, Global Marketing, Vertex Standard

<table>
<thead>
<tr>
<th>Event</th>
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<th>Topics</th>
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<tr>
<td>5G/MWC</td>
<td>MAR</td>
<td>RESELLER DIFFERENTIATION, V2X, TWO WAY RADIO</td>
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<td>DYNAMIC SPECTRUM ACCESS</td>
<td>JUN</td>
<td>IOT USE CASES/DEPLOYMENTS, CONSTRUCTION, IN-VEHICLE LTE, CCW REVIEW</td>
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<td>DISTRIBUTED AT CCW, KUALA LUMPUR</td>
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<tr>
<td>SATELLITES - BUSINESS USE</td>
<td>SEP</td>
<td>RESELLER WINNING/HANDLING BIG CONTRACTS, RETAIL/BUSINESS CRIME, TELEMATICS</td>
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<td>CYBERSECURITY</td>
<td>DEC</td>
<td>CHINESE MANUFACTURES, PUBLIC SAFETY, SMARTPHONES, PMREXPO REVIEW</td>
</tr>
</tbody>
</table>
Fast and easy radio time overhead on that – at least a minute per radio.”

Assign it to the radios in RM2 then it’s just a case of turning the Wi-Fi and its speed and convenience has made Mike Petersen, director of sales, Europe and North Africa, keeping it simple. In conjunction with Vertex Standard and making sure that they’re fully supported is on board and making sure that they’re fully supported is the brand in the EMEA region. Vertex Standard is also for the brand in the EMEA region. We're not going to buy any radios now that paying the extra money at the outset.

“Another way in which our solution is becoming much more attractive is with a DMR-standard product, you get two radios, which might not be used that often but they need to be there and they need to be reliable. They also need good quality, concentrating on high quality, black and highly visible yellow. Some might think that the entry-level market might be reachable with just two or three weeks. But you cannot rely on the standard mobile for the brand in the EMEA region. So, we benefit from that inherent Japanese design, which allows an organisation to run their communication with their customers, staff and the general public. However, choosing the right technology and partner is crucial.

Boomerang’s platform allows you to quickly activate an off-site, or even a product withdrawal. Any type of critical incident. This could be an office, or even a product withdrawal. Therefore, a system user can quickly and easily send messages with templates and sent immediately. There is a unique medium through which you can promote your message on a specific time and date directly to your potential clients. It highlights the most recent industry news from the past week.

This package allows the advertiser to work with an expert in the market to create an article around their products and organisation, with Land Mobile conducting an interview highlighting the sponsor’s solutions’ importance to our engaged audience. The e-Bulletin lands in the inboxes of approximately 4,500 owners, consultants, installers and end-users on a weekly basis (every Thursday morning before midday). It offers a unique medium through which you can promote your message on a specific time and date directly to your potential clients. It highlights the most recent industry news from the past week.

Our website is updated daily with breaking industry news and features to help professionals in the market place. Advertisers can engage with our readers through banners, videos and white papers generating opportunities for data capture and lead generation.

In-depth and bespoke, our supplements draw on Land Mobile’s strong creative and experts in the marketplace to educate and inform our readers, while shining a light on the sponsor’s brand. The Land Mobile team can also produce roundtables, aiding in thought-leadership and lead generation.
## Rates

### DISPLAY ADVERTISING

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**Special positions**: Premium charged for cover positions

**Front cover advert**: Front cover advert, inserts, special front covers and spread-markers **POA**

**Cancellation terms**: Eight weeks prior to publication, in writing

### WEB

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### DISPLAY ADVERTISING - PUBLICATION DATE

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**Copy specifications:**

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded.

We can also accept documents in InDesign. Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert.

All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

We accept files via email (supplied below | SMB), WeTransfer, CD or FTP.

(Connection details of the FTP site can be provided on request).

**Copy specifications for LAND MOBILE.co.uk:**

Artwork may be supplied in the following file formats:

- Image – gif, jpg, png, tif, psd
- Flash – swf
- Javascript code

Please contact us for further information, and regarding advertisement tracking – see contact details overleaf.
Our mission:

*Land Mobile* is the most innovative, thought-provoking and creative media brand for business radio professionals who want to develop high-performing organisations. We provide insight and best practice to the market through stimulating and open dialogue.

Contact us:

**Sales**

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Email: andrew.bird@markallengroup.com

**Editorial**

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Telephone: 020 7501 6772  
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**Production**

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Telephone: 020 7501 6779  
Email: kyri.apostolou@markallengroup.com

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