

Editorial Calendar

	Core/Distribution/ Backbone Evolution	Access Advances	5G Infrastructure Preparedness
January 11.12.18 Ad Closing 11.26.18 Materials Due	Construction & Engineering Improvements	FTTx Deployment/PON	Cell Densification/Small Cells/Backhaul/Fronthaul/CRAN/MIMO
February 12.11.18 Ad Closing 12.27.18 Materials Due	Network Transformation	Underground & Aerial Construction	Fixed Wireless/IoT/Wi-Fi
March 01.15.19 Ad Closing 01.29.19 Materials Due	Hybrid Networks	Copper Upgrades & Maintenance/Hybrid Networks	Tower Management & Upgrades/Outsourcing
April 02.13.19 Ad Closing 02.27.19 Materials Due	Construction & Engineering Improvements	FTTx Deployment/PON	Cell Densification/Small Cells/Backhaul/Fronthaul/CRAN/MIMO
May 03.14.19 Ad Closing 03.28.19 Materials Due	Network Transformation	Rural & Underserved Networks	Fixed Wireless/IoT/Wi-Fi
June 04.16.19 Ad Closing 04.30.19 Materials Due	Hybrid Networks	Copper Upgrades & Maintenance/Hybrid Networks	Tower Management & Upgrades/Outsourcing
July 05.14.19 Ad Closing 05.28.19 Materials Due	Construction & Engineering Improvements	FTTx Deployment/PON	Cell Densification/Small Cells/Backhaul/Fronthaul/CRAN/MIMO
August 06.13.19 Ad Closing 06.27.19 Materials Due	Network Transformation	Underground & Aerial Construction	Fixed Wireless/IoT/Wi-Fi
September 07.16.19 Ad Closing 07.30.19 Materials Due	Hybrid Networks	Copper Upgrades & Maintenance/Hybrid Networks	Tower Management & Upgrades/Outsourcing
October 08.13.19 Ad Closing 08.27.19 Materials Due	Construction & Engineering Improvements	FTTx Deployment/PON	Cell Densification/Small Cells/Backhaul/Fronthaul/CRAN/MIMO
November 09.11.19 Ad Closing 09.30.19 Materials Due	Network Transformation	Rural & Underserved Networks	Fixed Wireless/IoT/Wi-Fi
December 10.15.19 Ad Closing 10.29.19 Materials Due	Hybrid Networks	Copper Upgrades & Maintenance/Hybrid Networks	Tower Management & Upgrades/Outsourcing

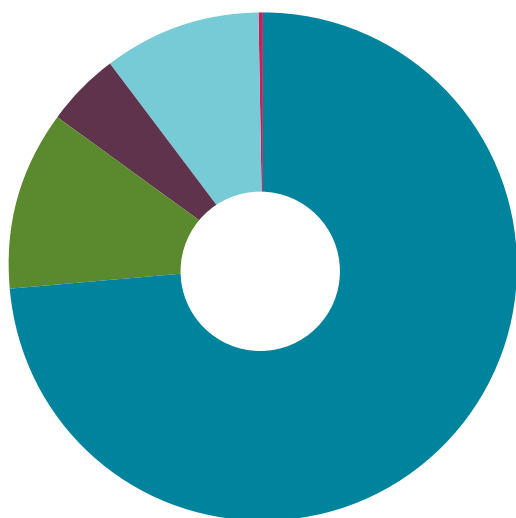
Columns: Editor's Note, OSP Expert with Don McCarty, Fiber Expert with Larry Johnson, Network Transformation with Tom Maguire, Open Access with Greg Whelan, Network Maintenance Corner with Vernon May

Network Virtualization & Automation	Network Reliability/ Cybersecurity	Professional Development	Special Sections Bonus Distribution
Virtualization Trends/ Research Update	GIS	Executive Insights: Cover Interview	Buyer's Guide 2019 PTC '19; BICSI Winter Conference; NTCA RTIME '19
Automated Service Assurance/ Intent-Based Networking/ Network Slicing	Testing/Service Assurance	Executive Insights: Cover Interview	NATE UNITE 2019; OFC 2019
Data Center/Distributed Cloud/ CORD	Power/Safety/Restoration	Executive Insights: Cover Interview	TCEI; CGA 811 Excavation Safety Conference & Expo; CalCom Tech Expo
Virtualization Trends/ Research Update	GIS		ICT Visionaries - Part 1 NTCA IP Vision Conference & Expo
Automated Service Assurance/ Intent-Based Networking/ Network Slicing	Testing/Service Assurance	Executive Insights: Cover Interview	Smart City IEEE WIE International Leadership Conference; Fiber Connect (Fiber Broadband Association)
Data Center/Distributed Cloud/ CORD	Power/Safety/Restoration		ISE EXPO Attendee Guide DAS & Small Cells Congress
Virtualization Trends/ Research Update	GIS		ISE EXPO Education Guide ICT Visionaries - Part 2
Automated Service Assurance/ Intent-Based Networking/ Network Slicing	Testing/Service Assurance	Executive Insights: Tech Talk Presenters	ISE EXPO Pre-Show Issue
Data Center/Distributed Cloud/ CORD	Power/Safety/Restoration	Executive Insights: Cover Interview	ISE EXPO Show Issue BICSI Fall Conference; SCTE Cable-Tec EXPO; ICUEE 2019; NTCA Fall Conference
Virtualization Trends/ Research Update	GIS		ICT Visionaries - Part 3 NTCA Cyber Security Summit
Automated Service Assurance/ Intent-Based Networking/ Network Slicing	Testing/Service Assurance		Smart City
Data Center/Distributed Cloud/ CORD	Power/Safety/Restoration		ICT Visionaries Roundtable Wrap Up

Audience Overview

ISE is the industry's most powerful marketing platform to reach highly qualified buyers.

18,000 total reach of ISE magazine print circulation



PRIMARY BUSINESS

- 73.72%** Tier 1,2,3,4 Telecom/ICT Service Providers/Rural Providers/Dark Fiber & Infrastructure Services/Cable/MSO/Data Center/Cloud Hosting
- 11.44%** Consultant Firms/Contractors/EF&I/Education/Research Firm
- 4.64%** Utility/Municipality/Government/Military
- 9.94%** Manufacturer/Supplier/Distributor
- .26%** Others Allied to the Field

JOB FUNCTION

- Engineering/Design **28.64%**
- Construction/Installation/Operations/Maintenance **31.74%**
- Executive Management/Product Management/Strategic Planning/Supply Chain Management/Sourcing Team Member **27.31%**
- IT/Information Systems **5.83%**
- Others Allied to the Field (R&D/Analyst/Association/Marketing/Sales) **6.48%**



Come Along On Our Content Journey

ISE magazine and our loyal print subscribers continue to be the mainstay of the ISE brand. But, it doesn't stop there, in fact, it's just the beginning of a fully integrated content delivery system that includes online, digital, mobile, live and virtual events, podcasts, webinars, social media and more.

At ISE, we retain our users' attention by creating a data-driven content journey. That's why we've constructed a multi-channel, multi-media experience based on our readers' content consumption. So whether it's fiber installation, systems integration, Gigabit deployments, or any other network evolution subject matter, we keep our readers engaged with suggested related content that takes them on a deeper dive across all ISE platforms, giving you more opportunities to cross-promote your message and showcase your latest product, technology or ICT solution.

Ready to leverage the ISE brand? Contact your sales representative.



ISE's editorial content stays on top of cutting-edge technology throughout the entire ICT network spectrum.

Content Area	Number of Relevant Articles
C&E	125
Core/Legacy	78
Education	61
FTTx	119
I&M	117
IoT/M2M	88
Testing	85
Wireless	116

60%

of ISE magazine readers queried have purchasing authority or influence purchasing decisions.

(Source: Omeda Fulfillment System)

42%

of ISE magazine readers queried have some responsibility for the wireless market.

(Source: Omeda Fulfillment System)