

# 2018

RadioResource  
**MissionCritical**  
COMMUNICATIONS

**82.0%** of MCC readers are likely or more likely to purchase a product or service from a company they are familiar with through magazine advertising<sup>1</sup>



| ISSUE     | Ad Space Closing | USER FEATURE                                                                                                                                                                                                                                                                                                                                                            | TECH FOCUS                                                                                   | PUBLIC SAFETY       | SPECS SURVEY                               | WHAT'S NEW                              | ADDED VALUE                                                                                      |
|-----------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------|--------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------|
| January   | Dec 20 2017      | <b>SpecsGuide 2018 Annual Buyers Guide containing specs for nearly 500 products/services:</b><br>Equipment Suppliers, Service Providers, Antennas, Base Stations, Combiners, Duplexers, RX Multicouplers, Spectrum Analyzers, Battery Chargers, Headsets, Radio Consoles, Professional Services, Voice Logging Recorders, Portable Radios, Terrain Propagation Software |                                                                                              |                     |                                            |                                         | SpecsGuide Extras<br>IWCE, UTC, ENTELEC, NENA, APCO, EWA + more<br><b>VALUE = \$6,450.00</b>     |
| February  | Jan 17 2018      | Transit                                                                                                                                                                                                                                                                                                                                                                 | Digital Radio                                                                                | Incident Management | Radio Consoles                             | Mics and Headsets, Accessories          | Pre-IWCE eMail<br>Western APCO<br><b>VALUE = \$2,950.00</b>                                      |
| March     | Feb 9 2018       | Sensors/IoT                                                                                                                                                                                                                                                                                                                                                             | LMR Interference                                                                             | FirstNet            | Base Stations and Repeaters                | P25 and LTE                             | eLiterature Showcase<br>IWCE<br><b>VALUE = \$4,175.00</b>                                        |
| April/May | Mar 14 2018      | Critical Industry                                                                                                                                                                                                                                                                                                                                                       | Microwave                                                                                    | In-Building         | Mobile Radios                              | Test Equipment and Tower Site Equipment | NEW Product eMail<br>ENTELEC, UTC<br><b>VALUE = \$4,750.00</b>                                   |
| June/July | May 23 2018      | Coverage                                                                                                                                                                                                                                                                                                                                                                | Public Safety Buyers Guide<br>Professional Services<br>– Public Safety Buyers Guide Extras – |                     | Voice Logging                              | NG 9-1-1 and Consoles                   | Public Safety PLUS Package*<br>Web.Connects eMail<br>NENA, APCO<br><b>VALUE = \$3,750.00</b>     |
| August    | July 11 2018     | Public Safety/ Government                                                                                                                                                                                                                                                                                                                                               | P25                                                                                          | LTE                 | Portable Radios                            | Antennas and In-Building                | Public Safety PLUS Package*<br>eLiterature Showcase<br>APCO<br><b>VALUE = \$4,175.00</b>         |
| Sept/Oct  | Aug 22 2018      | Business/ Industry                                                                                                                                                                                                                                                                                                                                                      | PTT                                                                                          | Interoperability    | Mobile Antennas and Mics                   | Digital Radio                           | Product PLUS Campaign**<br>Ad Perception Study<br>Canadian UTC, EWA<br><b>VALUE = \$4,750.00</b> |
| Nov/Dec   | Oct 10 2018      | <b>2018 Industry Awards</b>                                                                                                                                                                                                                                                                                                                                             |                                                                                              | P25                 | Base Station Antennas and Service Monitors | Base Stations and Repeaters             | Product PLUS Campaign**<br>SuperGuide GOLD<br>CMC, APCO Canada<br><b>VALUE = \$3,750.00</b>      |

Show distribution and editorial topics are subject to change. Please check our website or contact your account executive for updates.

\* Public Safety PLUS Package — Must go in June/July and August issues.

\*\*Product PLUS Campaign — Must go in September/October and November/December issues.

**RadioResource**  
INTERNATIONAL

| ISSUE                                   | Ad Space Closing | TECH FOCUS    | USER FEATURE                                                                                                                                                                                                                                                                                                                        | PUBLIC SAFETY | PRODUCT EXPO                   | GLOBAL FORUM      | ADDED VALUE                                                                                                   |
|-----------------------------------------|------------------|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------|
| Quarter 1/<br>Worldwide<br>Buyers Guide | 8 Dec 2017       | TETRA         | <b>Worldwide Buyers Guide</b> containing suppliers for —<br>Antennas, Base Stations, Combiners, Duplexers, RX Multicouplers, Broadband Devices and Infrastructure, Spectrum Analyzers, Battery Chargers, Batteries, Consoles, Logging Recorders, Headsets, Mobile and Portable Radios, Terrain Propagation Software, plus much more |               | Antennas and Test Equipment    | Australia/Oceania | NEW Product eMail<br>CCW, CC MENA, PMR Expo, IWCE, Comms Connect<br><b>VALUE = \$7,525.00</b>                 |
| Quarter 2                               | 11 April 2018    | Digital Radio | Transit                                                                                                                                                                                                                                                                                                                             | PMR+LTE       | Mics and Headsets, Accessories | Asia              | eLiterature Showcase<br>CCW, Comms Connect-Auckland<br><b>VALUE = \$4,375.00</b>                              |
| Quarter 3                               | 13 June 2018     | Coverage      | Critical Industry                                                                                                                                                                                                                                                                                                                   | P25           | Base Stations and Repeaters    | Middle East       | RRI Web.Connects eMail<br>CC MENA, Comms Connect-Sydney<br><b>VALUE = \$3,750.00</b>                          |
| Quarter 4                               | 19 Sept 2018     | PMR           | Business/ Industry                                                                                                                                                                                                                                                                                                                  | TETRA         | Radios                         | Europe            | eLiterature Showcase<br>PMR Expo, Comms Connect-Melbourne, PSCE Forum Conference<br><b>VALUE = \$4,375.00</b> |

<sup>1</sup>2017 Readex Research Survey. Show distribution and editorial topics are subject to change. Please check our website or contact your account executive for updates. | Updated 10-30-17.