



Media Information



Background

Total Telecom and Broadband Communities are publishing brands of Terrapinn.

Total Telecom was launched as a brand in 1997 and provides news and insight for global telecom operators and the wider ecosystem of suppliers and large enterprise customers.

Broadband Communities was founded in 2004, and focuses on U.S. service providers, municipalities, government bodies, and real estate.

Both brands support daily online publishing with a portfolio of live events and other multi-platform offerings including podcasts and video.

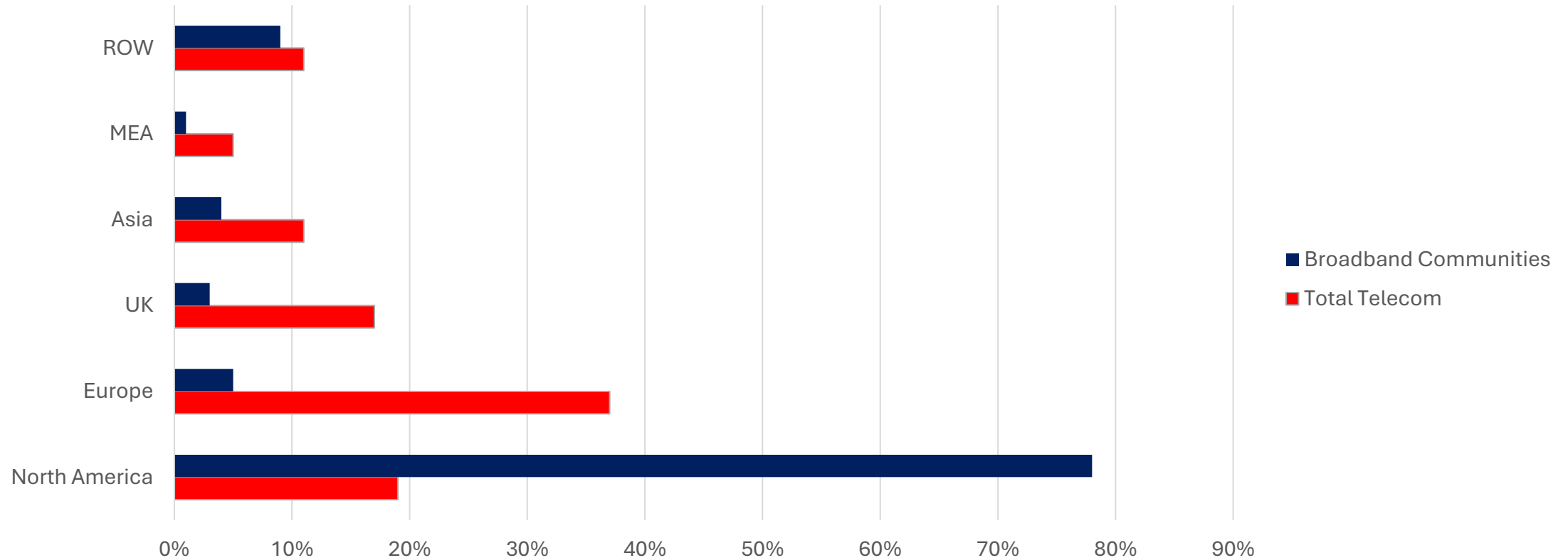
In total we offer commercial partners access to a community of more than 150,000 people across online publishing, physical events, social media and email newsletters.

totaltele.com

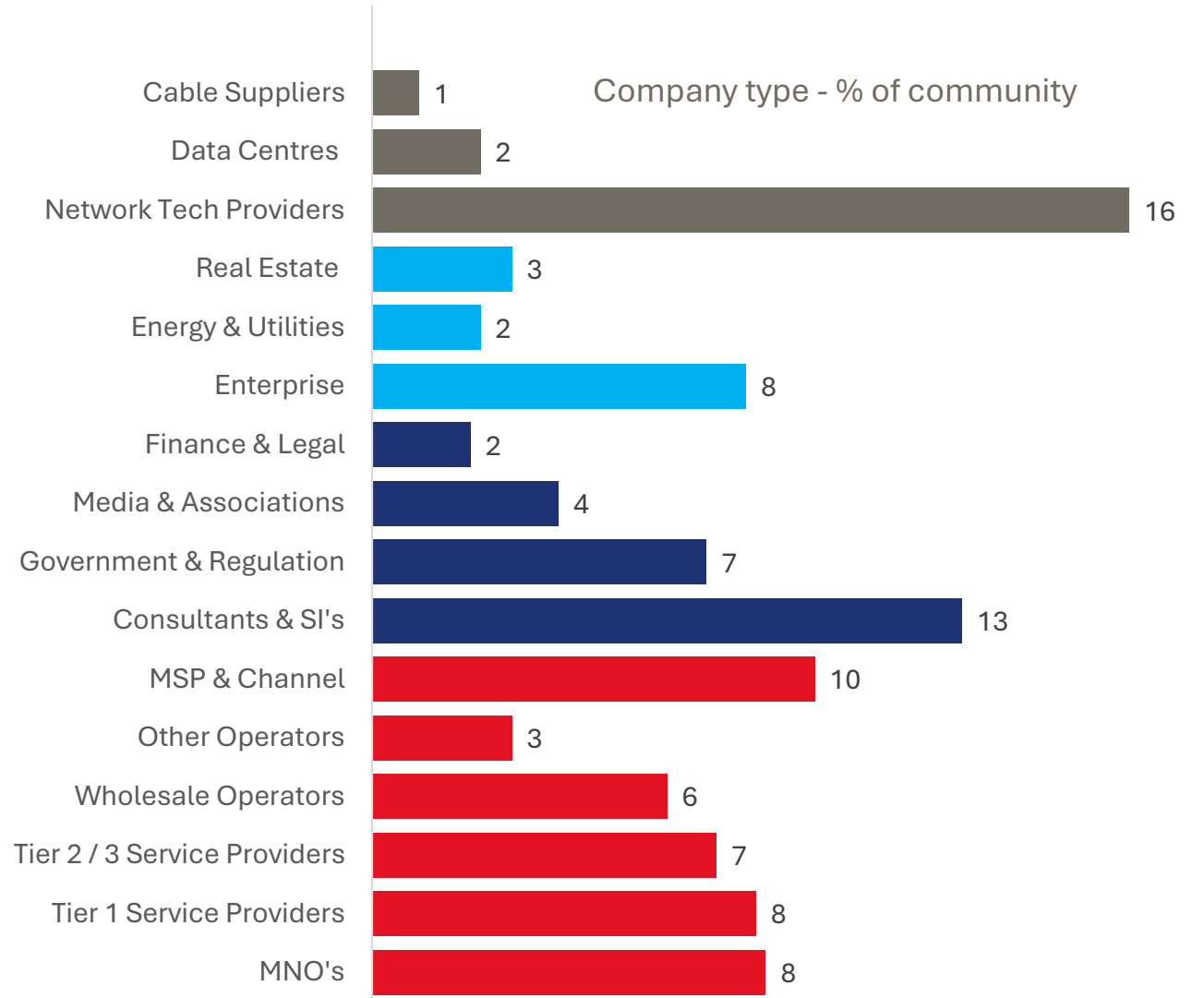
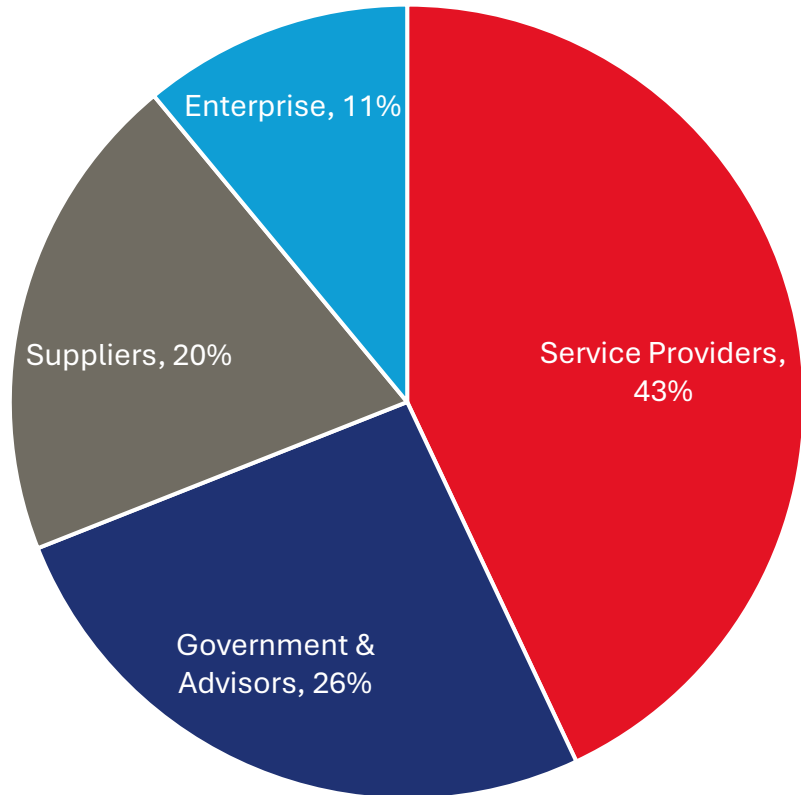
bbcmag.com

Geographic Breakdown

Audience Breakdown By Region

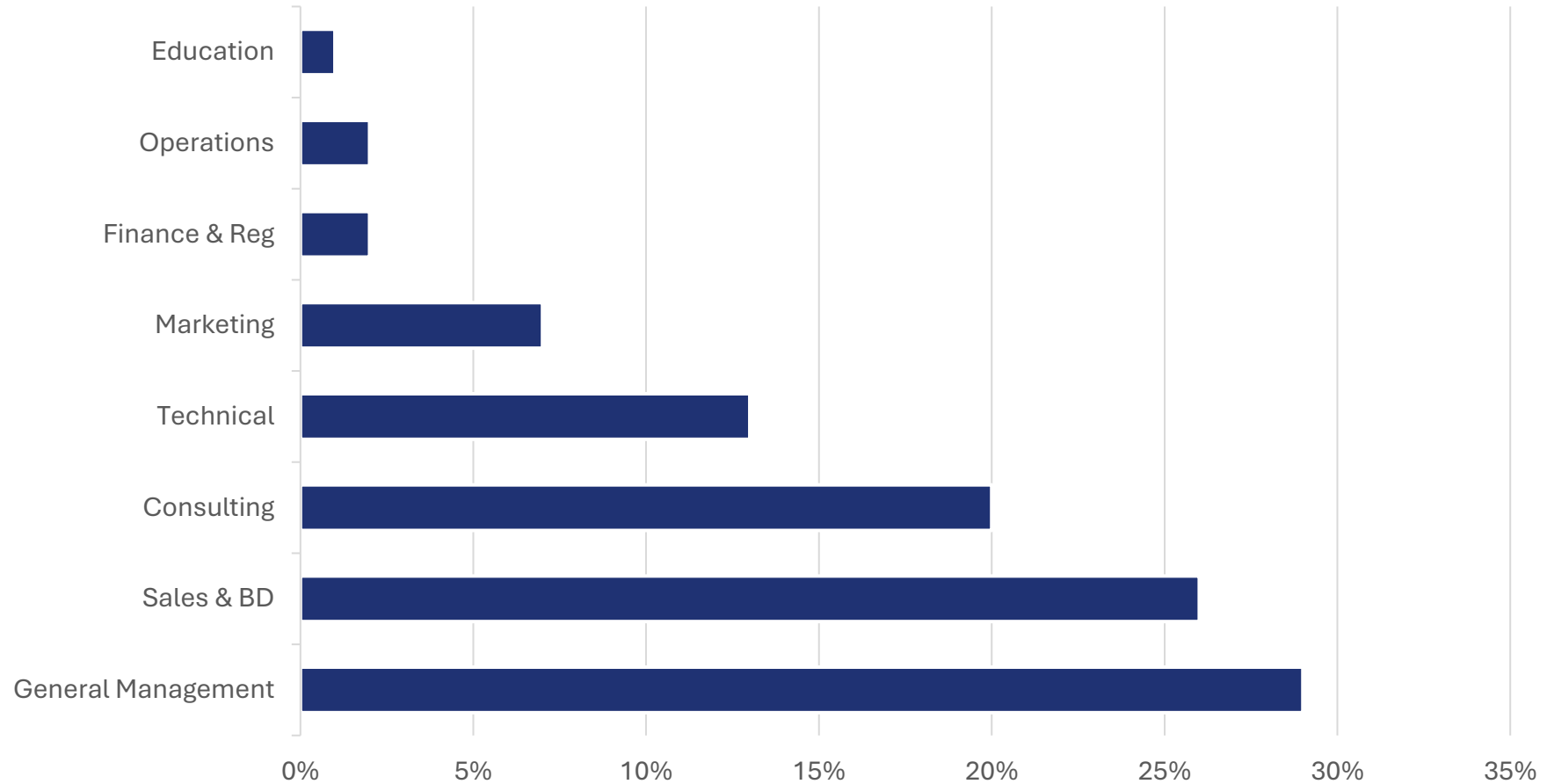


Audience



Bringing together buyers and sellers of global communications

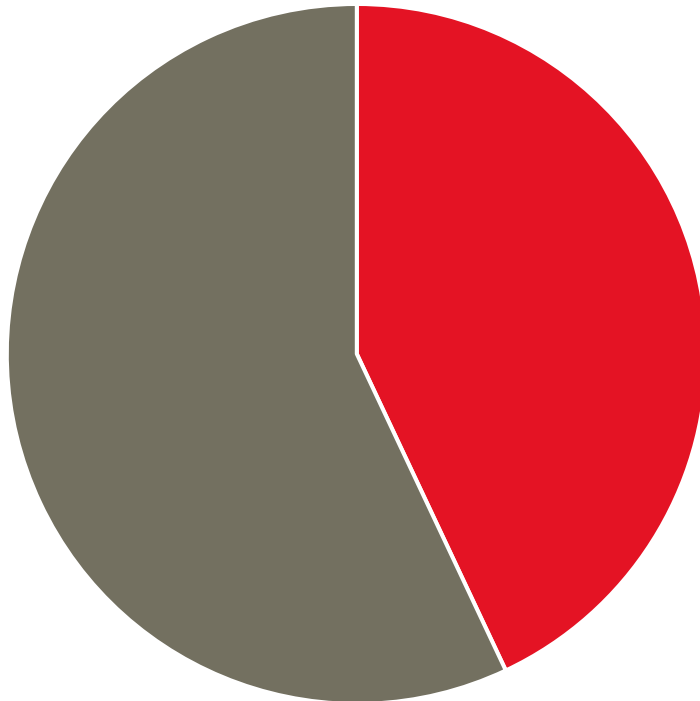
Audience: Function



Bringing together buyers and sellers of global communications

Newsletters

Total Telecom



■ Email ■ LinkedIn

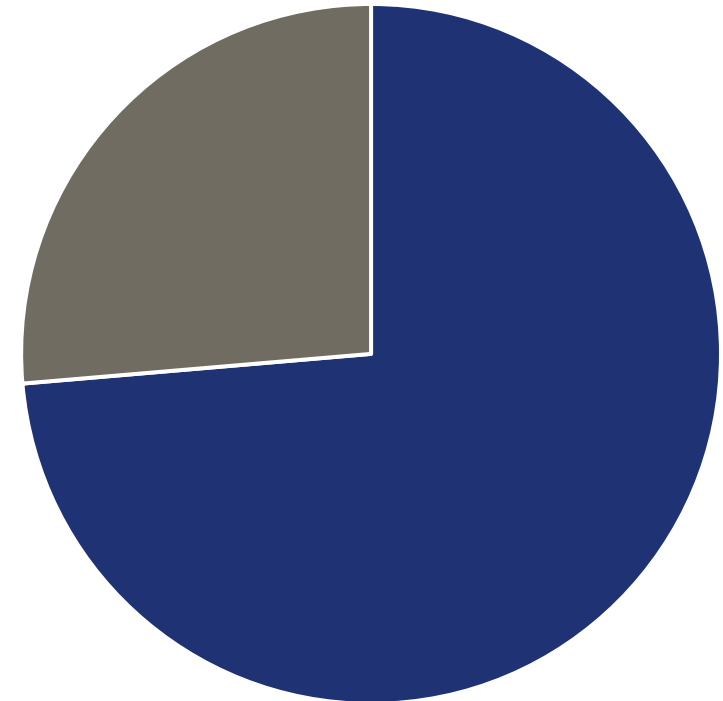
Total Telecom

60,000 Newsletter Recipients
5 x Email Newsletter a Week
1 x LinkedIn Newsletter

Broadband Communities

20,000 Newsletter Recipients
2 x Email Newsletter a Week
2 x LinkedIn Newsletter

Broadband Communities



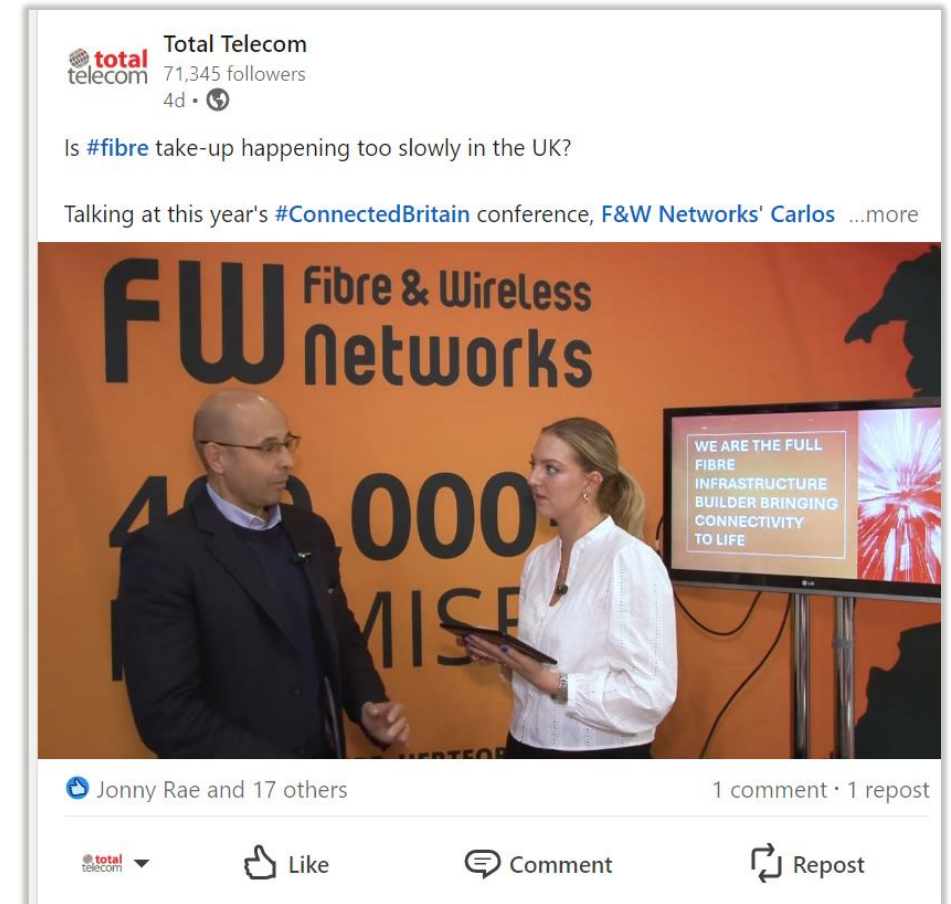
■ Email ■ LinkedIn

Social Media

Our publications are present on LinkedIn, X (formerly Twitter), Facebook, Instagram, and YouTube.

Collectively our social media platforms reach more than 125,000 people every month with LinkedIn the dominant platform, reaching more than 80,000 people.

On LinkedIn our high degree of engagement generates more than 3,000 reactions every month, including an average 150 comments and 100 reposts – far above our competitors!



Podcast

Our podcast, Beyond the Cable was launched at the end of 2023, hosted by Broadband Communities Editor, Brad Randall.

New episodes are released fortnightly focusing on a diverse range of speakers from communities, service providers and not for profits.

It is promoted across our publications, newsletters, and social channels.

[LISTEN ON SPOTIFY](#)



Sponsorship the podcast series or place an audio advert: ads@totaltele.com

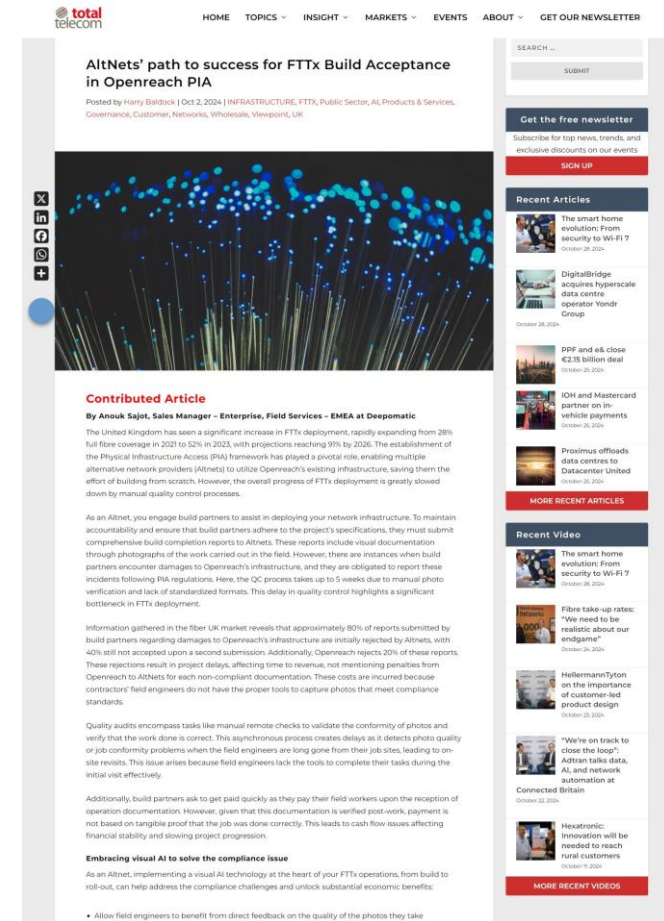
Sponsored Content

Our commercial partners can publish their own viewpoints in our editorial environment in a format that looks like standard Total Telecom / BBC content.

It benefits from the same promotion, syndication agreements and archiving, but are flagged to readers as being supported by a partner.

You can write your own content, or our editors will produce it for you.

[Examples in the TT Viewpoint section](#)



Host your own thought leadership or interviews with us: ads@totaltele.com

Video

Our video crew are onsite at our own events, attend other industry forums or can come to a location of your choice.

Professionally filmed and edited, video is a great way to tell a story, launch a product or give more exposure to a key executive.

If face-to-face is difficult to arrange we can also create high quality content based on interviews filmed over Zoom.

Over 15,000 views and more than 400 hours of content watched in the past year on [YouTube](#)



Create your interviews with us: ads@totaltele.com

Virtual discussions

Whether you call it a virtual discussion or online roundtable these events deliver thought leadership, allow you to poll opinions, drive brand awareness and generate leads.

You can bring together speakers and delegates from across the globe with a focus on delivering the right audience, not just lots of people.

A simple and flexible platform combined with an outstanding conference production and marketing team makes it simple for the client.



Talk to us about creating your own event: ads@totaltele.com

Events 2025



FEBRUARY 2025
LONDON, UK
The worlds
largest annual
subsea
connectivity
event, with
1,000+ senior
leaders from the
global subsea
market



MARCH 2025
DALLAS, USA
3rd annual event.
2,500 leaders
discuss the how
and why of
improving
broadband
coverage in
America.



APRIL 2025
MANCHESTER
The dedicated
digital economy
event for North of
the UK.
4th year, 3,000+
attendees.



JUNE 2025
HOUSTON, USA
The leading event
for communities,
property owners,
network
infrastructure
builders and
telco service
providers. 1,500
attendees.



SEPTEMBER '25
LONDON, UK
The UK's largest
digital economy
event with 8,000+
attendees.
Telco, local
authorities,
government and
enterprise.

Ask about opportunities at our events: ads@totaltele.com or visit totaltele.com/events

Awards

Launched in 1999, the World Communication Awards are the longest established awards program for the telecom industry.

Every year telecom operators, suppliers and startup companies from across the world enter for the chance to win the coveted sail trophy in a range of categories recognizing innovation and excellence.

Winners are named at a spectacular gala dinner which adds outstanding hospitality and networking to great branding opportunities.



www.worldcommsawards.com

Ask about sponsorship opportunities: ads@totaltele.com

Ratecard - Banners

Format	Position	Total Telecom	Broadband Communities
Billboard 1280 x 150 pixels	Top of website on every page. Min 10,000	£200 CPM	\$120 CPM \$4,000/m Tenancy
Bottom banner 950 x 150 pixels	Anchor to bottom of every article. Min 10,000	£110 CPM	\$80 CPM \$2,500/m Tenancy
Half page unit 300 x 600 pixels	Right hand column on Total Telecom	£150 CPM	n/a
Mid Page Unit (MPU) 300 x 250 pixels	Right hand column	£110 CPM	\$80 CPM \$2,500/m Tenancy
Other formats available upon request. Combined rates for Total Telecom and Broadband Communities available.			

Ratecard - Newsletter

Format	Position	Total Telecom	Broadband Communities
Graphic Banner 700 x 175 Pixels	5 days email newsletter / 1 day LinkedIn	£5,000 per week	
Graphic Banner 700 x 175 Pixels	1 day email newsletter	£1,500 per insertion	
Graphic Banner 600 x 150 Pixels	2 days email newsletter / 2 day LinkedIn		\$2,500 per week
Graphic Banner 700 x 175 Pixels	1 day email newsletter		\$950 per insertion
Monthly rates available on request			

Ratecard – A la carte

Format	Position	Total Telecom	Broadband Communities
Social Media Posts	LinkedIn main feed for TT or BBC	From £500	From \$500
Sponsored Content	Text article or interview up to 1,000 words	£3,000 - £5,000	\$3,500 - \$5,000
Video Interview	Depends on length / location of filming	From £3,000	From \$2,500
Podcast Sponsorship	Marketing material branding & audio sting each episode		\$10,000 per quarter (5) \$15,000 half year (10) \$20,000 per year (20)
Other options available upon request			

The Team



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