

# Value Added Opinion Leader Communications

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Thelen PR Partners  
with  
Leading Decision Maker Magazines...

...Round the Globe

# Beyond Advertising and PR – Vibrant Content and Opinion Communities

- Meeting the information needs of the globalized business and financial communities.
- The fast track to millions of opinion leaders and decision makers round the globe.

# Your Challenge

- You are a world class company.
- You have a lot to say.
- You have to communicate with the leaders of the global business and financial community.

# Our Goal

Our Goal—

Strategic Content Communities  
for Your Company with...

- Top Management
- Finance Community
- Opinion Leaders
- Top Customers
- Top Decision Makers
- Government Leaders and Politicians



Our Advantage –  
Longtime Cooperation with  
Leading Magazines...



# Issue Strategy – Analysis and Management

# Publishing Partner of Leading Knowledge Companies

Consultancy  
Firms

Research  
Companies

Universities

Win-Win Strategy:  
Competence Sharing &  
Content Partnerships  
for our Clients

Institutions

Analysts

Rating  
Agencies

# Special Advertising Sections – The Ideal Platform...

- Corporate Campaigns
- Branding Campaigns
- Financial Campaigns
- New Product Launch
- Personal Profiling
- Recruitment
- Crisis Communications



# Our Offerings

## Our Offerings 1

### Single Sponsored Sections

SIEMENS

### Convergence – Creating a Universe of One

By the Editor, Andy

Siemens Information and Communications

Business Services for Your Customer

ARTICLE CONTENT: The text discusses the convergence of IT and business, highlighting Siemens' role in creating a 'universe of one' through its services. It mentions the importance of customer-centric solutions and the integration of various technologies.

ARTHUR ANDERSEN

BusinessWeek

### HARD DRIVING BOSS

VOLKSWAGEN'S FERDINAND PICH

Strategic Enterprise Management

Register BusinessWeek Oktober 5, 1998

ARTICLE CONTENT: A feature article about Ferdinand Pich, the CEO of Volkswagen, and his leadership style. The article is part of a special section on strategic enterprise management.

MARKT

### R/3 SPECIAL

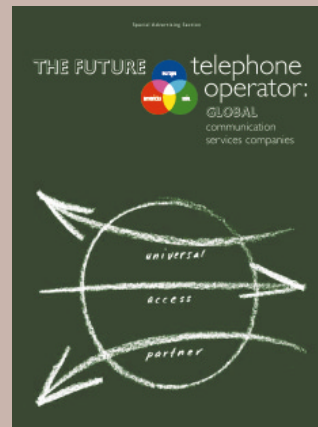
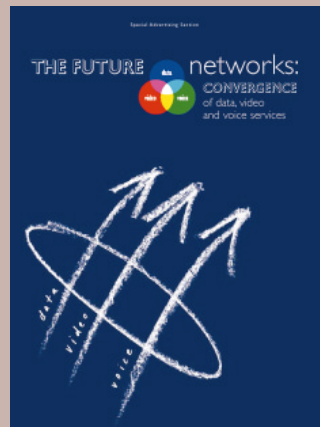
Software-Lösungen für den Mittelstand

SYSTEMHAUSER  
BRANCHENLÖSUNGEN  
FALLBEISPIELE

ARTICLE CONTENT: A special section focusing on SAP R/3 software solutions for the middle market. It includes case studies and industry solutions.

# Our Offerings 2

## Multi Sponsored Sections



# International Partnership: Local Competence – Global Approach

New York  
America

Frankfurt  
Europe

**Thelen PR**

HongKong  
Asia

# Next Dimension

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# Next Dimension

Integration of...

- Broadcast
- Print
- Online

# Full Service Competence

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- Thelen PR offers the whole range of services for global Special Advertising Section campaigns – for publishing houses as well as for corporate clients, Ad and PR agencies, and media companies.

# Full Service

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- Strategy
- Idea
- Concept
- Research
- Text
- Design
- Production
- Response
- Controlling

# Dialog & Response Development: Leads from the Leaders

Special  
Ad  
Section

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Response/  
Lead

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www  
Direct  
Marketing Events  
Reprints

# Opinion Leaders Worldwide

## Communicate with Millions of Opinion Leaders Worldwide

■ <u>Financial Times</u>	<u>380</u>	■ <u>Fast Company</u>	<u>260</u>
■ <u>FAZ</u>	<u>400</u>	■ <u>CFO Magazine</u>	<u>430</u>
■ <u>Handelsblatt</u>	<u>160</u>	■ <u>Capital</u>	<u>100</u>
■ <u>Business Week</u>	<u>1,500</u>	■ <u>CHIP</u>	<u>320</u>
■ <u>Focus</u>	<u>750</u>	■ <u>Impulse</u>	<u>130</u>
■ <u>News Week</u>	<u>4,500</u>	■ <u>ManagerMagazin</u>	<u>100</u>
■ <u>Wirtschaftswoche</u>	<u>180</u>	■ <u>Markt und Mittelstand</u>	<u>100</u>

Circulation 1999 in 1,000 copies



# Events

## Events for Specials

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Capital Markets      Spin Off  
IPO      Merger      Event      Trade Fair  
Sponsorship      Product Launch  
Study      **Special Advertising Section**      R&D

# Events

## Millenium Events

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EXPO 2000

Formula 1

IAA

Systems

EED

CeBIT

SAPhire

# Strategic Enterprise Management

## Enterprise



- Business Week
- SAP AG and Arthur Andersen
- Europe Edition
- 8 Pages
- October 1998
- SEM Congress Strasbourg
- Reprint
- WWW

# Convergence

## Convergence

**Exploiting technology "fabrics"**


The convergence of information technologies is creating a new fabric of information. This fabric is made of the convergence of information technologies, such as the Internet, mobile devices, and cloud computing. This fabric is being woven by a new generation of technology leaders, who are creating a new fabric of information. This fabric is being woven by a new generation of technology leaders, who are creating a new fabric of information.

**Unisphere Solutions**

Siemens AG has announced a strategic partnership with Unisphere Solutions, a leading provider of cloud-based solutions for the telecommunications industry. This partnership will enable Siemens to offer a new range of services to its customers, including cloud-based solutions for network management and optimization.

**Benefits for your company**

Siemens Information and Communications offers a range of services to help your company improve its performance and reduce costs. Our services include network management, optimization, and security. We have a proven track record of helping our customers achieve their goals and we are committed to providing the highest quality of service.



**Siemens Information and Communications – Creating a Universe of One**

As we look into the future, the need for convergent solutions will increase. Siemens Information and Communications is leading the way in creating a universe of one, where all services are delivered over a single network. This will enable us to provide a better service to our customers and to reduce our costs.

**A Universe of One**


By Dr. Ingrid Isenhardt

It is not just the convergence of information technologies that is creating a universe of one. It is also the convergence of business models. Siemens Information and Communications is leading the way in creating a new business model, where all services are delivered over a single network. This will enable us to provide a better service to our customers and to reduce our costs.



**Siemens Information and Communications**

Siemens Information and Communications is a leading provider of services for the telecommunications industry. Our services include network management, optimization, and security. We have a proven track record of helping our customers achieve their goals and we are committed to providing the highest quality of service.



- Business Week
- Siemens AG
- E&Y, Mercer MC as Content Partner
- Europe Edition
- 100,000 Circulation
- 4 Pages
- October 1999
- ITU Telecom 99 Geneva
- Reprint
- WWW
- IntraNet Siemens

# SAP IQ

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## Initiative for Midsized Companies

- Impulse
- SAP AG
- Germany
- 130,000 Circulation
- 32 Pages
- March 1999
- SAP IQ Day 99
- Reprint
- WWW
- Press Work

# SAP Consultancy Partners

- Markt und Mittelstand
- SAP AG
- Germany
- 100,000 Circulation
- 24 Pages
- April 1997
- CeBIT 97
- Reprint
- WWW

# CeBIT 99

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- Business Week
- Global
- 1,500,000 Circulation
- 32 Pages
- March 1999
- CeBIT 99 Hannover
- Reprint
- WWW

# ITU Telecom 99 – 3 Sections

- Business Week
- Ernst & Young as Content Partner
- Global
- 1,500,000 Circulation
- 52 Pages
- May, June and September 1999
- ITU Telecom 99 Geneva
- Reprint
- WWW



# TPR Clients

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- Arthur Andersen
- Business Week
- SAP AG
- SAP SI GmbH
- BMA Bundesministerium für Arbeit
- Siemens AG Information and Communications
- Et al.

# Contact

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