



Client:  **canarywireless**

Canary Wireless

www.canarywireless.com

Reader Impressions to Date: 8 million

### Goals:

- Differentiate the Canary Hotspotter from current offerings by demonstrating its next-generation capabilities.
- Educate consumers on Hotspotter benefits.
- Build customer sales and create new sales channels.
- Increase overall publicity of company, its products and its management.

### Markets Targeted:

- Travelers
- Business professionals and entrepreneurs
- Male and female general consumers
- Gadget gurus
- Mobile professionals
- Gift buyers
- Business travelers
- IT professionals

### Types of Media Targeted:

- Men's and women's consumer lifestyle
- Travel & leisure
- Inflight airline magazines
- Small business and business
- PC/Technology, mobile computing
- IT Magazines (business to business)
- Generation X
- Newspapers (travel, lifestyle, gift guide and similar beats)
- Television (Tech TV, Gadget Talk, travel shows)
- Reseller trade magazines

### Publicity Overview by Market Segment:

#### Technology Magazines (consumer and b2b):

- Addict3D: December 2004
- California Computer News: December 2004
- Computer Review Weekly: November 2004
- Computer Power User: April 2005
- ComputerUser: November 2004
- CPA Technology Advisor
- Ecommerce Times: December 2004
- E-Gear
- eHome Upgrade: December 2004
- Engadget: December 2004
- eWeek: January 2005
- Gizmodo: December 2004
- The Great Age Guide to Gizmos (Book by Sandy Berger)
- IT Toolbox: October 2004
- Laptop: February 2005
- MacDirectory: December 2004
- MacsimNews.com: November 2004

#### Business:

- CXO Today: December 2004
- ePrairie: November 2004
- IBM Internal Newsletter: Roaming Charges: January 2005
- Kiplinger: December 2004

- Mobile Enterprise: October 2004
- Mobile PC: February 2005
- Mobile Village: December 2004
- .net: February 2005
- Network World: January 2005
- PC Magazine: February 2005
- PC World: January 2005
- PocketPC: November 2004
- Slashdot: November 2004
- TechLiving Magazine: January 2005
- Technewsworld: December 2004
- Telecom Web & Broadband Business Forecast: November 2004
- TMCNet: November 2004
- Tom's Hardware Guide: December 2004
- Wi-Fi Networking News: October 2004
- Jupiter's Wi-Fi Planet: January 2005
- unwired: February 2005
- Wired: January 2005
- Wireless Week: November 2004

- The May Report (Chicago): December 2004
- Meetings & Events Magazine: October 2004
- Office World: November 2004
- PR Week: January 2005



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## Publicity Overview by Market Segment:



Chicago Tribune

### Science:

- Physics.org: December 2004
- Popular Science: January 2005
- Popular Science: March 2005

### Consumer:

- Alternative Press
- Car Audio & Electronics: February 2005
- Carolina Parent: November 2004
- Cosmos
- Playboy: April 2005
- Satellite Direct: January 2005
- Satellite Orbit: January 2005
- U Magazine
- Veronica: January 2005
- The Wave, San Diego: January 2005

### Broadcast:

- ABC Chicago Newscast: November 2004
- Craig Crossman Computer America Radio Show: November 2004
- Ken Radio: November 2004
- MSNBC: December 2004
- NBC 12: The Gadget Guy: December 2004

### Newspapers:

- Abilene Reporter News: January 2005
- Anchorage Daily News: December 2004
- Appeal Democrat: January 2005
- The Baltimore Sun: November 2004
- Bits & Bytes, Rochester, New York: December 2004
- Bradenton Sunday Herald: December 2004
- Buffalo News: November 2004
- Chicago Tribune: December 2004
- City Paper: January 2005

### Newspapers (cont'd):

- Corpus Christi Caller Times: January 2005
- Deseret News: December 2004
- Detroit Free Press: December 2004
- Detroit News: November 2004
- Evansville Courier and Post: January 2005
- Florida Ledger: December 2004
- Florida News Press: December 2004
- Fort Worth Star Telegram: December 2004
- The Gleaner: December 2004
- Grand Island Independent: December 2004
- Houston Chronicle: January 2005
- Island Packet: January 2005
- The Montreal Mirror: November 2004
- Palm Beach Daily News: December 2005
- News Gazette: December 2004
- Red Deer Advocate: December 2004
- Richmond Times Dispatch: December 2004
- San Angelo News Standard: December 2004
- San Diego Transcript: January 2005
- San Diego Union Tribune: December 2004
- The Seattle Times: November 2004
- St. Paul Pioneer Press: October 2004
- The Sun Herald: December 2004
- Sunday Gazette Mail: December 2004
- The Sun Sentinel: December 2004
- The Toledo Blade: December 2004