

MEDIA KIT

Light Reading

Table of Contents

[Editorial Mission](#)

[Core Editorial Themes](#)

[Audience Demographics](#)

[Marketing Solutions](#)



Editorial Mission

Our mission and reason for being

Light Reading is the renowned global independent telecoms news, analysis and opinion site for the global communications networking and services industry.

It has been serving the telecoms industry for 23 years and helps the communications industry make informed decisions by reporting on the people, technologies and capital transforming networks, services and business strategies.

Light Reading's website, newsletters, podcasts and videos are independent, indispensable sources of B2B telecom and cable industry news analysis.

The editorial team has been reporting on key communications industry trends since the turn of the century through an unrivaled network of expert journalists and contributors worldwide.

Meet the editor:



Phil Harvey
Editor-in-Chief

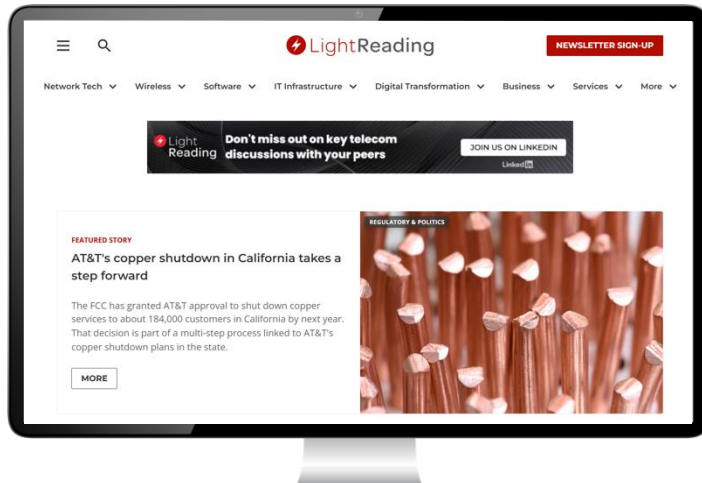


Phil is Editor-in-Chief of Light Reading, Editorial Director of Channel Dive, and Managing Editor of Telecoms.com, all Informa TechTarget properties. He has covered the telecom and IT industries for more than 25 years, focusing on the people, companies, and tech reshaping how the world connects.

Light Reading: Connecting The Communications Community

Light Reading delivers in-depth coverage of the most critical communications topics, providing trusted insights and expert analysis for IT and communications professionals

Light Reading is the premier media platform for news, insights, and analysis on telecommunications, networking, and emerging technologies. It helps telecom professionals understand key trends, their impact, and how to navigate the evolving communications landscape.



Core Editorial Themes

2G/3G/4G

5G

6G

Broadband

Cable Technology

IoT

IT Infrastructure

Mobile Core

Network Platforms

Network Tech

Open RAN

Optical Networking

OSS/BSS/CX

Private Networks

Routing & Switching

Satellite

SDN

Semiconductors

Smartphones & Devices

Wireless

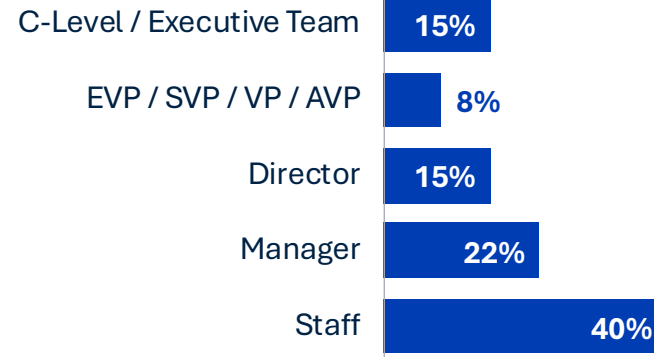
Audience Demographics



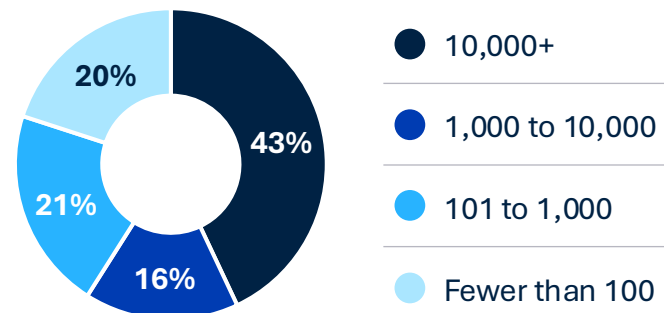
Top 10 Industries

1. Telecommunications
2. Electrical/Electronic Manufacturing
3. Financial Services
4. Higher Education
5. Government Administration
6. Investment Banking
7. Retail
8. Business services
9. Human Resources
10. Banking

Seniority Level



Company Size (# of employees)



Top Job Functions and Sample Titles

IT Systems Management	Network Operations Manager
Non-Technology: Other	Vice President of Engineering
Engineering: Non-Data Center / IT	Senior Manager, Digital Transformation
Product Management	Director, Operations
Chief Executive Officer	Director of Customer Service

Sample Companies



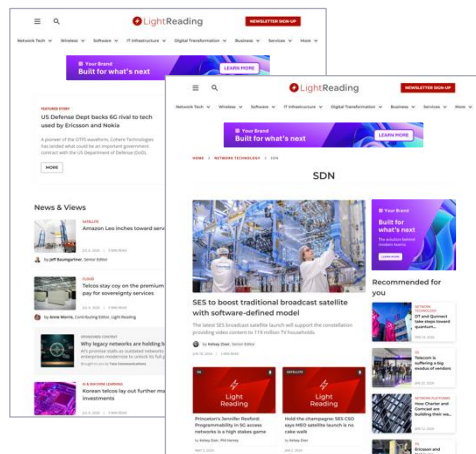
Light Reading Brand Products

Build instant credibility when you leverage the “halo effect” of our trusted brands

Web Advertising

Drive awareness and engagement by integrating your branded content into Informa TechTarget’s trusted editorial network

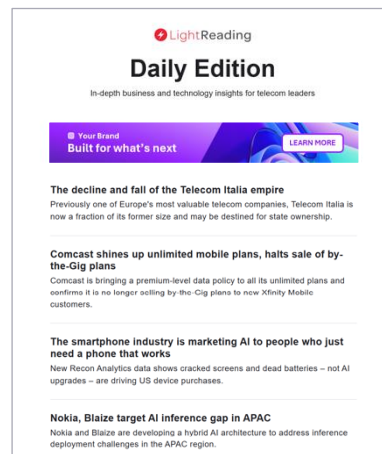
Products Include: Display Ads (on and off network), Native Ads



Email Advertising

Gain direct access to buyers’ inboxes by aligning with editorial coverage on key industry challenges

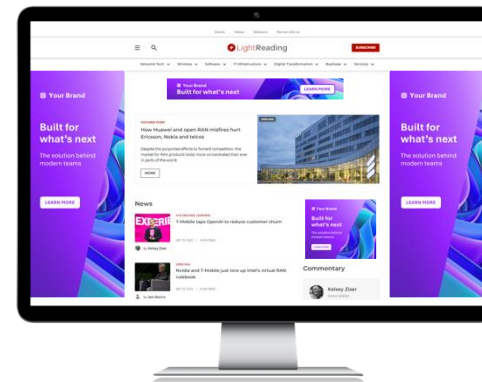
Products Include: List Rentals, Newsletters



Editorial Sponsorships

Align your brand with premium, trusted content to reach our engaged audience while building credibility in your market

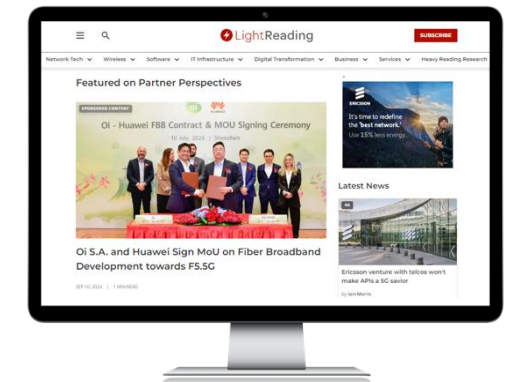
Products Include: TAPs Package



Custom Sites

Create branded, immersive digital experiences that showcase your expertise and engage target audiences with relevant content via a dedicated online destination

Products Include: Sponsored Articles



Light Reading Demand Products

Drive more marketing influenced revenue with campaigns that boost engagement & build trust

Editorial Sponsorships + Leads

Sponsor our independent editorial for instant credibility and immediate pipeline impact

Products Include: Digital Symposium (Gold and Platinum)



Custom Content + Leads

Create co-branded content that establishes authority, builds trust and generates leads

Products Include: Infographics, Written Content, Playbooks



PLUS LEADS From Our Editorial Brand Audiences

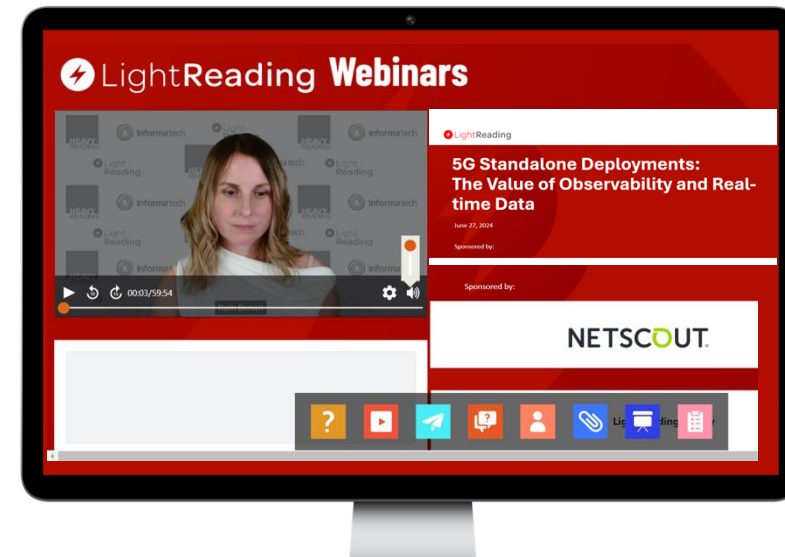
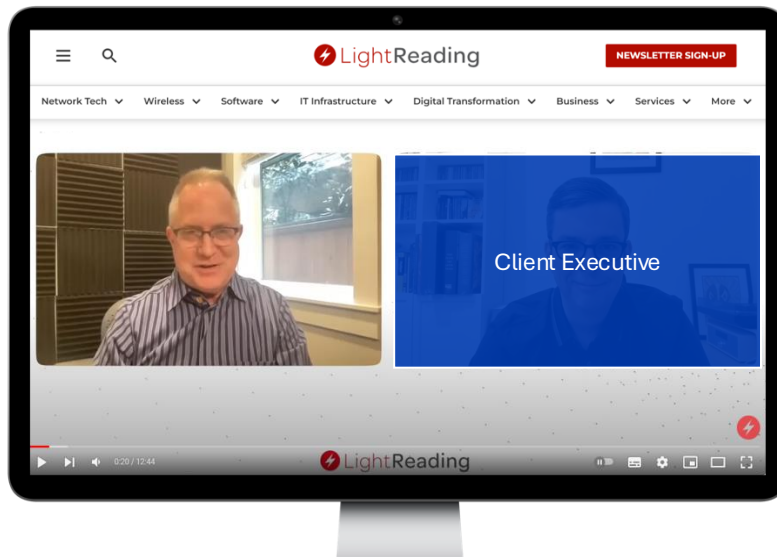
Light Reading Content Products

End-to-end content solutions powered by unmatched industry and marketing expertise

Content Development

Create authoritative, relevant custom content that boosts engagement and conversion across the journey

Products Include: Custom Webinars (Live), Fast Chat Video Interview, Fast Chat Video Interview Add On: Promotion + Landing Page



Agile, ongoing reporting, analysis and optimization



Let's talk

Have questions or looking for pricing?
Send us an email and we'll get back to you in less than 24 hours.
corpsales@informatechtarget.com

©2026 TechTarget, Inc. All rights reserved. The Informa TechTarget name and logo are subject to license. All other logos are trademarks of their respective owners. Informa TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice.