



A4

AGENTUR VIER PUBLIC RELATIONS



Content

A⁴ Dimensions

A⁴ Integration

A⁴ PR Agency

A⁴ PR Services

A⁴ Media

A⁴ Heads

A⁴ Contact



A⁴ Four Dimensions

Height - communicating on a
higher level

Width - communicating with
broad reach

Depth - building a solid
foundation

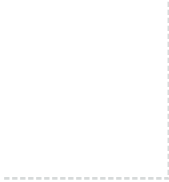

Time - generating results
that last



A⁴ Integrated

Through the integration of classic PR services (TC Communications[®]) and one of the most accepted online magazines for safety topics (ITSecCity[®]) we can generate results.

We combine professional PR and publishing to establish a direct link to your customer.



A⁴ PR

A⁴ PR concentrates on the technology market and guarantees professional PR services. We maintain long term contacts to all relevant media. A⁴ PR is based on extensive industry proven expertise of TC Communications.

Our competent team combines an extensive knowledge about products and services. A⁴ PR offers a broad range of full service PR tools, individually coordinated to the clients needs.



A⁴ PR Services

Strategic PR planning
Press releases, case studies
Technical articles
Publishing house tours
Press journeys
Vertical press services
Round tables
Internal / employee communication
Brand communication
Corporate communication
Client magazines
Trade show PR
Events
Speaker training
Speaker positioning
Online concepts
Brochures
Advanced ROI reporting
Multiplier program
Media training

A⁴ Media

The integration of our online magazine ITSecCity® enhances our unique offering. The announcement of new products and services like interviews or opinion articles are read by more than 50.000 visitors monthly. ITSecCity® had 1.6 million page views in the first quarter 2005.

ITSecCity® is more: we generate leads. Our special tracking tools are an extension to your sales force.

ITSecCity® is a well established online magazine which is updated and edited by professional journalists every day. The magazine informs technical users and economical decision makers about security and safety topics for IT environments.

www.ITSecCity.com



A⁴ Heads

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Co-founder of ITSecCity[®] and the
PMK Presse, Messe & Kongresse
Verlags GmbH. Professional editor
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A⁴ Contact

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PMK Presse, Messe & Kongresse Verlags GmbH

