

# MEDIA PACK 2011

Ad rates effective 1st January, 2011



The magazine for  
advanced Linux know-how

LINUX NEW MEDIA AG  
The Pulse of Open Source

[www.linux-magazine.com](http://www.linux-magazine.com)

LINUX MAGAZINE

## Reader Profile

Linux Magazine is a professional and highly technical magazine serving the IT professional specialising in Linux technologies. Our readers are Linux experts and the first to identify their company's needs and spot opportunities for improving their IT infrastructure. Linux Magazine's technical focus reaches deep into the heart of the IT business, where opinions are formed and decisions begin.

Linux Magazine keeps the emphasis on real-life, practical techniques. This focus on practical, advanced information offers unique opportunities for advertisers. The overwhelming majority of readers are experts in Linux, and all key IT purchasing decisions must come with the recommendations of these same experts who will be implementing and using the product.

Linux Magazine readers are IT professionals who serve within their organizations as in-house experts on Linux and Open Source technologies. Their role is to purchase and implement tools for the Linux environment and to provide solutions for integrating Linux with mixed enterprise networks.

### Recent surveys confirm that:

- 93% of readers state their colleagues, family and friends come to them for advice on Linux, computing and technology
- 75% are employed
- 66% are directly involved in IT as part of their job
- The majority are involved in the specification, recommendation and/or purchase of products
- 73% have taken positive action as a result of seeing an advertisement in Linux Magazine; Contacted the vendor, visited the website, discussed with a colleague, researched the product further



## Editorial Overview

Linux Magazine delivers insightful technical articles on a range of topics related to IT technology, including:

- Comprehensive coverage of technical subjects. Recent cover stories have explored topics such as hotplugging, rootkits, virtualization, and cryptography.
- Thorough reviews of new products. Many reviews are written by experienced engineers within Linux New Media's advanced test lab.
- Practical advice on tools and strategies for system administrators.
- Tips on programming in the Linux environment.
- Discussions of advanced desktop techniques.

The articles are richly illustrated and offer abundant references to additional sources for deeper study. Additionally, the articles are designed for the seasoned Linux user. In fact, the #1 rea-

son readers purchase Linux Magazine is to have access to the advanced technical articles they cannot find anywhere else.

### Specialising in Linux

Linux Magazine is part of a global family of magazines offering an Open Source perspective on the world of IT services. With eight monthly magazines in six languages, Linux New Media is the largest Linux magazine publisher in the world.

### Reaching Your Audience

Linux Magazine provides practical information for technical professionals, and the polished design offers an accessible and inviting showcase for advertising. If your marketing goals include reaching the world of IT professionals and key buyers of Linux tools and/or services, please call us today for more information.

Issue	Topic
01/2011 (#122)	Interoperability
02/2011 (#123)	System Administration
03/2011 (#124)	Mobile
04/2011 (#125)	Security
05/2011 (#126)	Cloud Computing
06/2011 (#127)	Emerging Technologies
07/2011 (#128)	Device Tricks
08/2011 (#129)	Windows 7
09/2011 (#130)	Virtualization
10/2011 (#131)	Intrusion Detection
11/2011 (#132)	High Performance
12/2011 (#133)	Web Development

### Advertiser Preview Newsletter:

Our ad sales team sends out a monthly email with an overview of the themes and any special information on the upcoming issue.

**To receive this information regularly, please contact:**

Penny Wilby, Phone: +44 (0)1787 211100  
 pwilby@linux-magazine.com

[www.linux-magazine.com](http://www.linux-magazine.com)

## Readership Survey

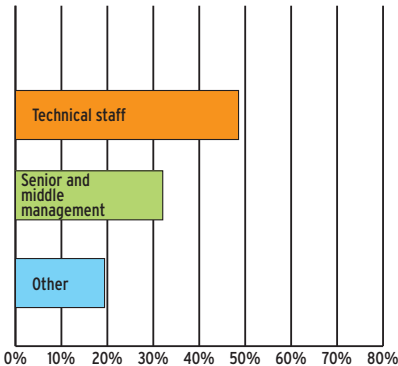
### Readership

82% are aged between 24-54 years old

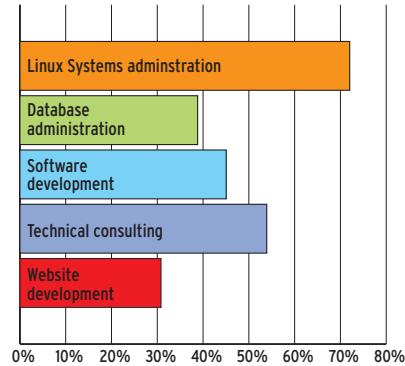
### Are you involved with IT purchasing decisions at work?

Yes 55%

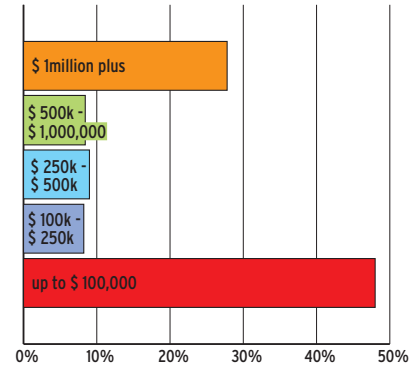
What position do you hold within your company?



Please mark the activities you regularly perform

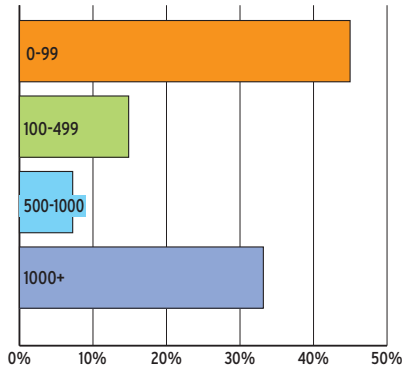


The yearly IT budget

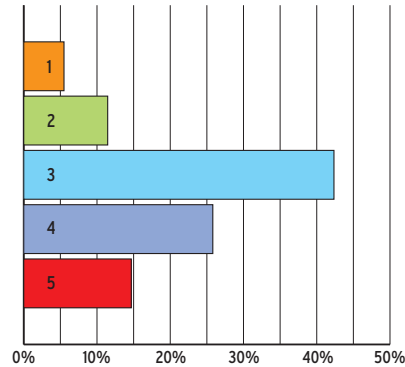


## Readership Survey

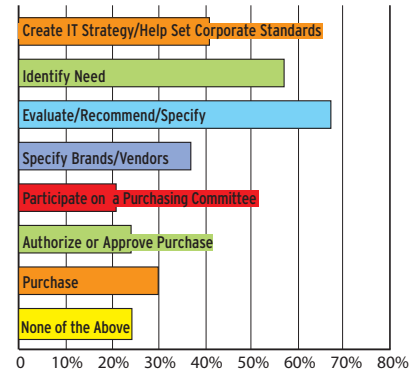
Size of company



How would you rate your level of Linux experience (1= beginner; 5= expert)



I have the following involvement in purchasing products/services:



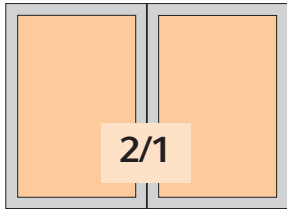
## Deadlines

Dates are subject to change.

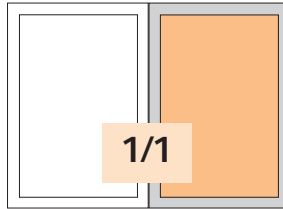
Issue	Space Close	Materials close	Inserts Delivery	On Sale
02/2011 (#123)	Fri, 03 Dec 10	Wed, 08 Dec 10	Thu, 16 Dec 10	Sat 01 Jan 11
03/2011 (#124)	Fri, 07 Jan 11	Wed, 12 Jan 11	Fri, 21 Jan 11	Sat, 05 Feb 11
04/2011 (#125)	Fri, 04 Feb 11	Wed, 09 Feb 11	Fri, 18 Feb 11	Sat, 05 Mar 11
05/2011 (#126)	Fri, 04 Mar 11	Wed, 09 Mar 11	Fri, 18 Mar 11	Sat, 02 Apr 11
06/2011 (#127)	Fri, 01 Apr 11	Wed, 06 Apr 11	Fri, 15 Apr 11	Sat, 07 May 11
07/2011 (#128)	Fri, 06 May 11	Wed, 11 May 11	Fri, 20 May 11	Sat, 04 Jun 11
08/2011 (#129)	Fri, 03 Jun 11	Wed, 08 Jun 11	Fri, 17 Jun 11	Sat, 02 Jul 11
09/2011 (#130)	Fri, 08 Jul 11	Wed, 13 Jul 11	Fri, 22 Jul 11	Sat, 06 Aug 11
10/2011 (#131)	Fri, 05 Aug 11	Wed, 10 Aug 11	Fri, 19 Aug 11	Sat, 03 Sep 11
11/2011 (#132)	Fri, 02 Sep 11	Wed, 07 Sep 11	Fri, 16 Sep 11	Sat, 01 Oct 11
12/2011 (#133)	Fri, 07 Oct 11	Wed, 12 Oct 11	Fri, 21 Oct 11	Sat, 05 Nov 11
01/2012 (#134)	Fri, 04 Nov 11	Wed, 09 Nov 11	Fri, 18 Nov 11	Sat, 03 Dec 11
02/2012 (#135)	Fri, 02 Dec 11	Wed, 07 Dec 11	Fri, 16 Dec 11	Sat, 07 Jan 12

## Ad Formats

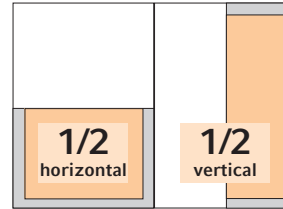
All formats in mm: width x height. Magazine trim size: 210 x 297 mm



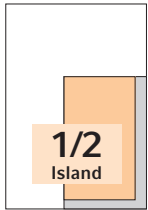
**2/1**  
**T:** 394 x 248  
**R:** 420 x 297  
**B:** 426 x 303



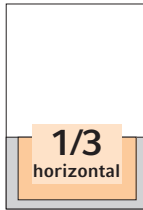
**1/1**  
**T:** 179.5 x 248  
**R:** 210 x 297  
**B:** 216 x 303



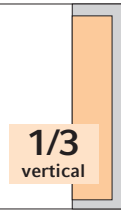
**1/2 horizontal**    **1/2 vertical**  
**T:** 179.5 x 128    **T:** 87 x 248  
**R:** 210 x 148    **R:** 103 x 297  
**B:** 216 x 151    **B:** 106 x 303



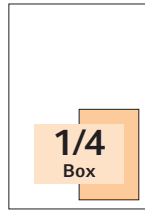
**1/2 Island**  
**T:** 118 x 160  
**R:** 131 x 182  
**B:** 134 x 185



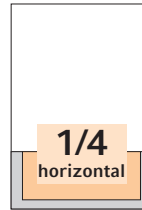
**1/3 horizontal**  
**T:** 179.5 x 77  
**R:** 210 x 107  
**B:** 216 x 110



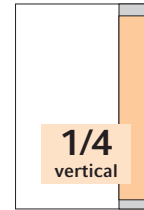
**1/3 vertical**  
**T:** 58 x 248  
**R:** 70 x 297  
**B:** 73 x 303



**1/4 Box**  
**T:** 90 x 128  
**B:** N/A



**1/4 horizontal**  
**T:** 179.5 x 59  
**R:** 210 x 80  
**B:** 216 x 83



**1/4 vertical**  
**T:** 42 x 248  
**R:** 53 x 297  
**B:** 56 x 303

**T:** Type Area  
**R:** Trim Size  
**B:** Bleed Size

See Ad Format Details and Ad File Specifications for more information.

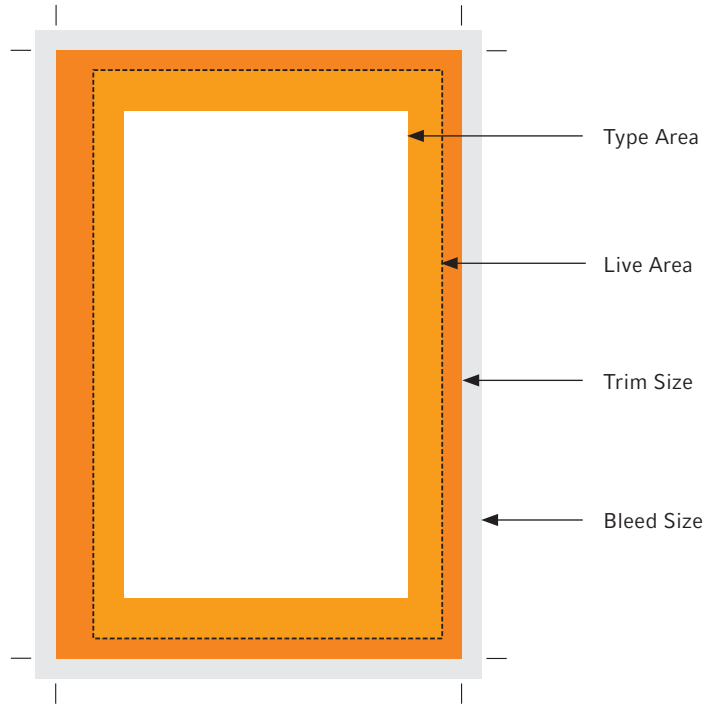
## Ad Format Details

**Type Area:** This is the space in which article text and graphics are placed. Use this ad format when your ad should be integrated into the page (the page headers and footers remain intact).

**Live Area:** All critical elements of your bleed ad should be within this space. Any text or important graphical elements outside this space are at risk of being cut during the trim process. Normally, the level of error in the trim process is very low, but there is no guarantee that elements outside the live area will not be cut.

**Trim Size:** This is final size of the magazine page, or in the case of smaller ads, the final size of the ad at the end of the production process.

**Bleed Size:** Ads that have colour or graphical backgrounds that should go to the edge of the page (bleed ads) should have additional bleed background to this size. This ensures that the background covers the entire page even if the magazine is not trimmed perfectly.



## Ad Rates (Gross)

Format	Black / White		4C	
	UK £	€	UK £	€
Double Page Spread (2/1)	£ 3000	€ 3360	£ 4200	€ 4600
Full Page (1/1)	£ 1500	€ 1680	£ 2100	€ 2300
Inside Front Cover (1/1, 4c)			£ 2600	€ 2875
Inside Back Cover (1/1, 4c)			£ 2300	€ 2530
Outside Back Cover (1/1, 4c)			£ 2600	€ 2875
Half Page (1/2) horizontal	£ 770	€ 840	£ 1050	€ 1150
Half Page (1/2) vertical	£ 770	€ 840	£ 1050	€ 1150
Half Page (1/2) Island	£ 770	€ 840	£ 1050	€ 1150
Third Page (1/3) horizontal	£ 510	€ 560	£ 700	€ 765
Third Page (1/3) vertical	£ 510	€ 560	£ 700	€ 765
Quarter Page (1/4) horizontal	£ 385	€ 420	£ 525	€ 575
Quarter Page (1/4) vertical	£ 385	€ 420	£ 525	€ 575
Quarter Page (1/4) Box	£ 385	€ 420	£ 525	€ 575

## Ad Specials

Please contact us for details about the delivery of inserts, bind-ins or tip-ons.

Contact: [materials@linux-magazine.com](mailto:materials@linux-magazine.com)

### Loose Inserts

Inserts may be added to the entire or split circulation. Splits are to be selected according to post coded areas and/or countries (subscribed circulation only). Three samples are required on placement of order.

### Loose Insert Rates (per thousand)

up to 25 g:	£ 62 / € 95 *
extra split charge:	£ 33 / € 50 *
per additional 5 g:	£ 3 / € 5 *

\*plus postal charge for subscribed circulation, according to weight

### Technical Information

max. weight 25 g  
 format: min. (w x h) 105 x 145 mm  
           max. (w x h) 205 x 292 mm.  
 min. quantity: 10,000 copies  
 complete circulation upon request

### Bind-Ins

We can accept bind-ins in our total circulation only. Three samples are required on placement of order.

### Bind-In rates (per thousand)

2 pages	£ 33 / € 50
4 pages	£ 59 / € 90
8 pages	£ 81 / € 125
12 pages	£ 94 / € 145

formats on request

### Bind-In Formats

Technical specifications on request.

### Tip-Ons

Tip-Ons may be postcards, booklets, CD-ROMs or similar attachments on ad pages. They may only be booked in connection with Full Page or Double Page formats and are only available for full circulation. Before accepting your order, we require three samples in advance for production testing. Please ask for detailed technical specifications.

### Tip-On Rates (per thousand)

Postcards up to 25 g:	£ 26 / € 40*
CD-ROM:	£ 55 / € 85*

Format: max. 148 x 105 mm

Paper quality: 150g/sqm (mn. weight per sheet)

\*plus postal charge for subscribed circulation, according to weight

### Discounts

Loose Inserts and Bind-Ins are counted as one page in the Volume Discount Table, but are not discountable themselves.

## Online Advertising

The Linux Magazine website offers a range of advertising formats and opportunities. Please contact your ad rep for an exact quote for your campaign.

Website Options:

<http://www.linux-magazine.com>

**Accepted formats: GIF, JPG, Flash**

**Newsletter Sponsoring:**

We have a monthly newsletter that features three sponsorship positions. The cost for all positions is the same, positions are allocated on a first-come, first-served basis. The newsletter is text only.

Opt-in subscribers: 20,000

CPM: £ 28 / € 42

Cost per sponsorship: £ 560 / € 840

Ad specifications:

7 lines of text, maximum of 68 characters per line.

ASCII text only.

Format	Size in Pixels	Max File Size	CPM
Banner (top)	468 x 60	20 kB	£ 28 / € 31
Leaderboard (top)	728 x 90	30 kB	£ 33 / € 36
Skyscraper	160 x 600	30 kB	£ 35 / € 39
Rectangle	336 x 280	30 kB	£ 39 / € 43
Banner (bottom)	468 x 60	20 kB	£ 15 / € 22
Leaderboard (bottom)	728 x 90	30 kB	£ 17 / € 28
Button (right column)	160 x 160	20 kB	£ 15 / € 22

### Upcoming mail dates

Feb 02, 2011	Aug 03, 2011
Mar 02, 2011	Aug 31, 2011
Mar 30, 2011	Sep 28, 2011
May 04, 2011	Nov 02, 2011
Jun 01, 2011	Nov 30, 2011
Jun 29, 2011	Jan 04, 2012

### Contact information:

#### Ad Sales UK, Ireland:

Penny Wilby  
 phone +44 (0)1787 211100  
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[pwilby@linux-magazine.com](mailto:pwilby@linux-magazine.com)

#### Ad Sales North America:

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 Joanna Earl  
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Hubert Wiest  
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## Contact

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**Volume:** 12th volume 2011

**Frequency:** Monthly

**Copy price:** £5.99

**Standard subscription:** 64.90 € / £39.90

**DVD subscription:** 79.90 € / £49.90

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hwiest@linuxnewmedia.de

## International Editions

The international editions of Linux Magazine open important foreign markets for your products. Use our international network of subsidiaries as a starting point for building your export business.



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 Penny Wilby  
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 ajesse@linux-magazine.com

**all other countries**  
 Hubert Wiest  
 Phone: +49 (0)89 / 99 34 11 23  
 hwiest@linuxnewmedia.de

## Terms and Conditions

1. The following General Terms and Conditions define an "advertising contract" as a contract for the publication of one or more ads from a given advertiser in a print medium for the purpose of distribution.
2. In case of doubt, advertising contracts are to be completed within the course of one calendar year. If the contract envisages an insertion order for individual advertisements this contract is to be completed within the course of one calendar year, provided the first advertisement is released and published within the period defined in section 1.
3. When entering into a contract, the advertiser can place additional advertisements above and beyond the figures stipulated by the contract within the contractual term defined in section 2.
4. If, due to circumstances beyond the control of the publisher, the contract should not be fulfilled, the advertiser relinquishes any right to any discounts previously agreed and advertisements shall be paid for at the current full rate, notwithstanding any additional legal obligations. A reimbursement is not payable in circumstances of force majeure within the sphere of responsibility of the publisher.
5. When calculating purchase quantities, text millimeter lines will be converted to millimeters of advertising space and charged at the current rates.
6. The publisher cannot guarantee placement in specific numbers, specific issues, or in specific positions of the publication, unless the advertiser placed his order on the basis of these provisions.
7. Editorial advertisements, which are defined as advertisements in the editorial sections, not directly bordering other advertisements, and due to their editorial make up not immediately recognisable as such, shall be clearly marked by the publisher using the word "Advertisement".
8. The publisher reserves the right to refuse advertising contracts (including individual insertions within the context of an insertion order), inserts or attachments on account of their content, origin or technical format based on the publisher's stated policies. This also applies to advertisements placed via proxies. The publisher will inform the advertiser immediately on refusing an advertising contract.
9. The advertiser is responsible for timely delivery of the advertisement copy, artwork or film, or the insert. If the advertiser supplies advertisement copy, artwork or film of an unusable quality, the publisher shall immediately request a replacement. The publisher guarantees typical printing quality for the advertising medium as permitted by the quality of the advertising copy supplied.
10. In case of illegible, incorrect or incomplete reproduction of the advertising copy or artwork, the advertiser is entitled to a price reduction, or a replacement advertisement to the extent that the advertisement did not fulfill its intended purpose. The publisher shall not be held responsible for damages. Complaints must be made in writing, no less than four weeks after receipt of invoice and proof of publication. The publisher accepts no responsibility whatsoever for advertisements placed by telephone.
11. Proofs are supplied on request only. The advertiser assumes responsibility for the correctness of any proofs returned to the publisher.
12. If no size restrictions are specified, the actual published size shall be deemed to be the basis for advertising charges.
13. If the advertiser does not pay in advance, an invoice and a proof of publication will be issued to the advertiser immediately, but at the latest within fourteen days of publication of the advertisement. The invoice is payable after receipt within the period defined in the current price list, provided that an individual settlement period, or pre-payment has been agreed upon previously. Any discounts for advance payments shall be based on the current price list.
14. In case of arrears or deferrals, the publisher reserves the right to demand interest and charge for reminders issued. Furthermore, the publisher can refuse to carry out any remaining parts of a current contract until any outstanding debts have been settled by the advertiser and require prepayment for these parts. Should the publisher have reason to question the advertiser's ability to settle, the publisher reserves the right to insist on settlement for any outstanding debts, and on prepayment for outstanding orders, notwithstanding any settlement dates previously agreed.
15. On request, the publisher shall supply proof of publication with the invoice. Depending on the type or scale of the advertising contract, proof of publication may take the form of an excerpt from an advertisement, a copy of a page, or a sample issue. If the publisher is unable to supply proof of publication, the publisher shall instead issue a binding statement to the effect that the advertisement has been published and distributed.
16. The advertiser shall bear the cost of any film production and for substantial changes to previously agreed layouts or formats.
17. Reduced circulation entitles the advertiser to a price reduction for a series of advertisements, provided the average circulation quoted in the price list current valid for the year of the first insertion in the series, or an average circulation quoted for the calendar year in any other way exceeds the actual circulation by more than 20 percent. Additionally, the advertiser is not entitled to claim a price reduction if informed by the publisher of reduced circulation in time to cancel an advertisement contract before the publication goes to print.
18. In case of box number advertisements, the publisher will store and forward any replies with due care and attention. Replies to box number advertisements sent by express or registered mail will be forwarded by normal mail only. Replies to box number advertisements are stored for a period of four weeks. Any replies not collected within four weeks will be destroyed at the discretion of the publisher. The publisher will endeavor to return any valuable documents without being legally obliged to do so. To protect the advertiser and his interests, the publisher reserves the right to open any replies in order to prevent misuse of box number advertisements. The publisher is not responsible for forwarding commercial offers or offers by agents.
19. For cancellation, the advertiser needs to give 28 days written notice prior to the copy deadline.
20. The publisher will return advertisement copy, artwork or films to the advertiser only if explicitly requested to do so. The publisher reserves the right to destroy or dispose of at his absolute discretion any artwork, film or property which has been in his possession for three months from the termination date of the advertising contract.
21. Place of performance and jurisdiction for both parties shall be Munich, Germany.
22. In case of doubt, the original German language version of these Terms and Conditions shall be binding.
23. Should one or more provisions in these terms and conditions be or become ineffective, the validity of the remaining conditions shall be retained.