

# MEDIA PACK 2011

Ad rates effective 1st January, 2011



Real Solutions for  
IT Administrators and CTOs

LINUX NEW MEDIA AG  
The Pulse of Open Source

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

ADMIN

## The IT Market is Changing – ADMIN Keeps You In The Loop

If you want to reach the people who make decisions about corporate networks, show up where they work. *Admin: Network & Security* magazine doesn't just talk about IT - it is IT. Our readers are the admins and CTOs who spend their work days embroiled in IT products, services, and systems, and when it comes to choosing a magazine, they want more than a rehash of the business news.

*Admin* delivers complete solutions for real network problems. Learn what to do about the latest security threats. Find out about innovative applications for identity management, system monitoring, and network backup. Explore recent advances in virtualization and clustering. *Admin* brings you up close to the console for a personal look at configuring Windows, Linux, Solaris, and Unix systems on heterogeneous networks.

Our readers follow *Admin* to learn about tools and techniques for building capacity, improving performance, and getting more for their IT dollars. Read through a copy of *Admin* yourself to see why this special magazine offers a unique and exciting opportunity for showcasing your networking and security products.



## For Administrators and CTOs

Admin: Network & Security delivers technical solutions on a range of IT topics, including:

- E-mail and anti-spam systems
- Web servers
- Security and firewalls
- Server and network monitoring

- Scripting
- Database management
- Voice over IP
- Storage and backup
- Virtualization and cloud computing



## Deadlines

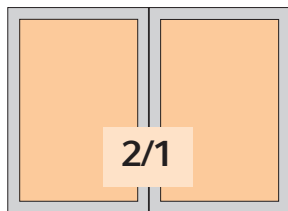
Issue	Ad Close	Materials Close	Delivery Loose Inserts	On Sale
02/2011 (#3)	Fri, 18 Mar 11	Wed, 23 Mar 11	Fri, 01 Apr 11	Sat, 16 Apr 11
03/2011 (#4)	Fri, 17 Jun 11	Wed, 22 Jun 11	Fri, 01 Jul 11	Sat, 16 Jul 11
04/2011 (#5)	Fri, 16 Sep 11	Wed, 21 Sep 11	Fri, 30 Sep 11	Sat, 15 Oct 11
05/2011 (#6)	Fri, 09 Dec 11	Wed, 14 Dec 11	Fri, 23 Dec 11	Sat, 14 Jan 12

## Gross Rates

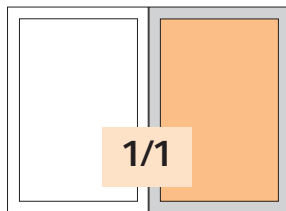
Format	Black / White		4C	
	UK £	€	UK £	€
Double Page Spread (2/1)	£ 1500	€ 2400	£ 2000	€ 3200
Full Page (1/1)	£ 750	€ 1200	£ 1000	€ 1600
Inside Front Cover (1/1, 4c)			£ 1250	€ 2000
Inside Back Cover (1/1, 4c)			£ 1100	€ 1760
Outside Back Cover (1/1, 4c)			£ 1250	€ 2000
Half Page (1/2) horizontal	£ 375	€ 600	£ 500	€ 800
Half Page (1/2) vertical	£ 375	€ 600	£ 500	€ 800
Half Page (1/2) Island	£ 375	€ 600	£ 500	€ 800
Third Page (1/3) horizontal	£ 248	€ 396	£ 330	€ 528
Third Page (1/3) vertical	£ 248	€ 396	£ 330	€ 528
Quarter Page 1/4 vertical	£ 188	€ 300	£ 250	€ 400
Quarter Page 1/4 horizontal	£ 188	€ 300	£ 250	€ 400
Quarter Page 1/4 Box	£ 188	€ 300	£ 250	€ 400

## Ad Formats

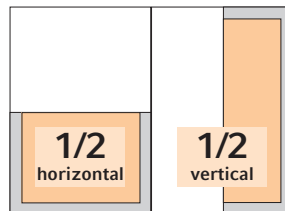
All formats in mm: width x height. Magazine trim size: 210 x 297 mm



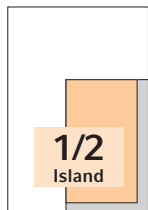
**2/1**  
T: 394 x 248  
R: 420 x 297  
B: 426 x 303



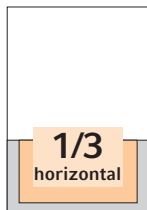
**1/1**  
T: 179.5 x 248  
R: 210 x 297  
B: 216 x 303



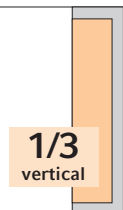
**1/2 horizontal** T: 179.5 x 128  
**1/2 vertical** T: 87 x 248  
R: 210 x 148 R: 103 x 297  
B: 216 x 151 B: 106 x 303



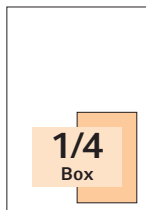
**1/2 Island**  
T: 118 x 160  
R: 131 x 182  
B: 134 x 185



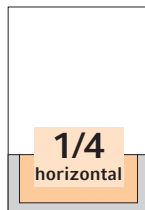
**1/3 horizontal**  
T: 179.5 x 77  
R: 210 x 107  
B: 216 x 110



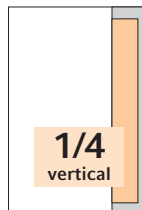
**1/3 vertical**  
T: 58 x 248  
R: 70 x 297  
B: 73 x 303



**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

Please note that a 3 mm trim on each side is considered in the measurements, as well as a 5 mm gap should be left to each side with any text.

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

See Ad File Specifications for more information.

## Ad Specials

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

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

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## 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 of 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.