

media kit 2007

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INTRODUCTION

Linux Pro Magazine is a polished, highly technical magazine designed for IT professionals who specialize in Linux technologies. The publication offers advertisers a direct line to the world of Linux. The readers are the leading experts who are first to identify key technical needs of their companies and also the first to locate opportunities for improving their networks. *Linux Pro* reaches deep into the very heart of the IT business, where critical opinions regarding needs are formed and buying decisions begin.

Linux Pro 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. Meeting the needs of this critical IT market sets *Linux Pro* apart from the group and has made it the fastest growing Linux magazine in the United States market.

Linux Pros Read Linux Pro

The 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:

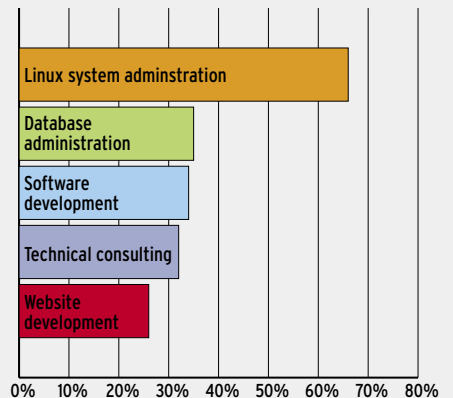
- Two thirds of *Linux Pro* readers are directly involved in Linux system administration.
- Other *Linux Pro* readers work as programmers, database managers, webmasters, and technical consultants. More than 80% of *Linux Pro* readers are professional IT staff or management.
- A majority of the readers participate directly in IT purchasing decisions, and nearly all influence the outcome of purchasing decisions through their status as IT consultants and in-house Linux specialists.

If you are looking for an audience of Linux professionals, you will find them with *Linux Pro*.

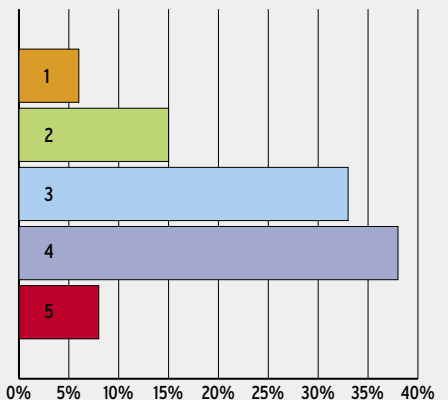
Reader Survey

- 61% of *Linux Pro* readers are between 25-44 years old
- Almost 70% perform Linux system administration as one of their core job functions
- 62% are heavy users of Linux, working with it both at the office and at home

Job Responsibilities



Level of Linux Experience (1=Novice, 5=Expert)



All data from 2006 reader survey.

EDITORIAL OVERVIEW

What's Inside

Linux Pro 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 the 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 reason readers purchase *Linux Pro* is to have access to the advanced technical articles they cannot find anywhere else.

Specializing in Linux

Linux Pro is part of a worldwide 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. This global reach accompanies every issue of *Linux Pro*. The top Linux experts around the world are the readers – and often the writers. This innovative publishing network lets *Linux Pro* focus on the needs of the American audience and still benefit from the power of the international presence.

Reaching Your Audience

Linux Pro provides solid 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 contact your *Linux Pro* ad sales representative today!

Feedback

"Keep up the good work.

Linux Pro Magazine is my best source of information, especially your coverage of SUSE."

"You people always produce a quality magazine. Good job."

"I am very pleased with the magazine, which is why I subscribed. I find the articles easy to read, relevant, and satisfying, and the magazine as a whole to have a lot of good content. Thank you for an excellent magazine."

AD RATES

FORMAT	UK £	Black/White US \$	€	UK £	4 C US \$	€
Double Page Spread (2/1)	£ 1500	\$ 3000	€ 2400	£ 2000	\$ 4000	€ 3200
Full Page(1/1)	£ 750	\$ 1500	€ 1200	£ 1000	\$ 2000	€ 1600
Inside Front Cover (1/1, 4c)				£ 1250	\$ 2500	€ 2000
Inside Back Cover (1/1, 4c)				£ 1100	\$ 2200	€ 1760
Outside Back Cover (1/1, 4c)				£ 1250	\$ 2500	€ 2000
Two Thirds Page (2/3) horiz.	£ 503	\$ 1005	€ 804	£ 670	\$ 1340	€ 1072
Two Thirds Page (2/3) vert.	£ 503	\$ 1005	€ 804	£ 670	\$ 1340	€ 1072
Half Page (1/2) horizontal	£ 375	\$ 750	€ 600	£ 500	\$ 1000	€ 800
Half Page (1/2) vertical	£ 375	\$ 750	€ 600	£ 500	\$ 1000	€ 800
Half Page (1/2) island	£ 375	\$ 750	€ 600	£ 500	\$ 1000	€ 800
Third Page (1/3) horizontal	£ 248	\$ 495	€ 396	£ 330	\$ 660	€ 528
Third Page (1/3) vertical	£ 248	\$ 495	€ 396	£ 330	\$ 660	€ 528
Quarter Page (1/4) horizontal	£ 188	\$ 375	€ 300	£ 250	\$ 500	€ 400
Quarter Page (1/4) vertical	£ 188	\$ 375	€ 300	£ 250	\$ 500	€ 400
Quarter Page (1/4) stripe	£ 188	\$ 375	€ 300	£ 250	\$ 500	€ 400

Other formats available on request.

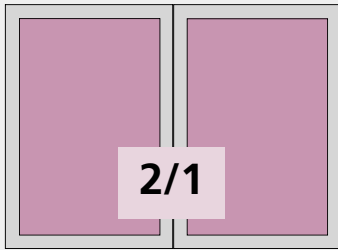
DEADLINES

Issue	Space Close	Materials close	Inserts Delivery	On sale date
February 07 (# 75)	Dec 05, 2006	Dec 07, 2006	Dec 12, 2006	Jan 10, 2007
March 07 (# 76)	Jan 05, 2007	Jan 09, 2007	Jan 12, 2007	Feb 07, 2007
April 07 (# 77)	Feb 02, 2007	Feb 06, 2007	Feb 09, 2007	Mar 07, 2007
May 07 (# 78)	Mar 02, 2007	Mar 06, 2007	Mar 09, 2007	Apr 04, 2007
June 07 (# 79)	Apr 04, 2007	Apr 10, 2007	Apr 13, 2007	May 09, 2007
July 07 (# 80)	May 03, 2007	May 07, 2007	May 10, 2007	Jun 06, 2007
August 07 (# 81)	Jun 08, 2007	Jun 12, 2007	Jun 15, 2007	Jul 11, 2007
September 07 (# 82)	Jul 06, 2007	Jul 10, 2007	Jul 13, 2007	Aug 08, 2007
October 07 (# 83)	Aug 03, 2007	Aug 07, 2007	Aug 10, 2007	Sep 05, 2007
November 07 (# 84)	Sep 07, 2007	Sep 11, 2007	Sep 14, 2007	Oct 10, 2007
December 07 (# 85)	Oct 12, 2007	Oct 16, 2007	Oct 19, 2007	Nov 14, 2007
January 08 (# 86)	Nov 09, 2007	Nov 13, 2007	Nov 16, 2007	Dec 12, 2007

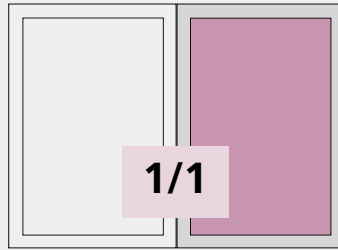
Dates are subject to change.

AD FORMATS

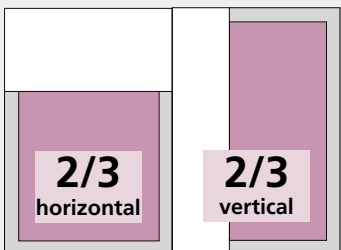
Bleed: DIN A4, 210 x 297 mm, Non-Bleed: 179,5 x 244 mm,
All formats in mm: width x height.



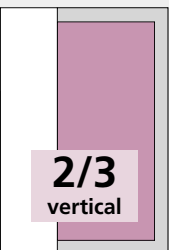
B: 420 x 297
(N: 394 x 244)



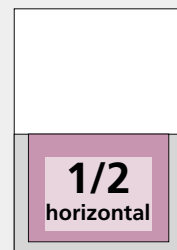
B: 210 x 297
(N: 179.5 x 244)



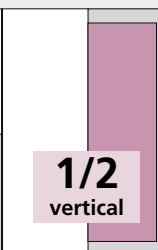
B: 210 x 182
(N: 179.5 x 157)



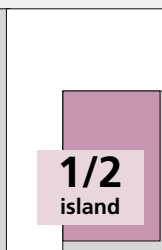
B: 131 x 297
(N: 118 x 244)



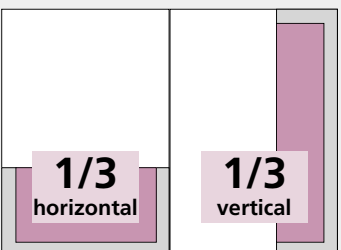
B: 210 x 148
(N: 179.5 x 122)



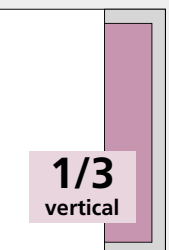
B: 100 x 297
(N: 87 x 244)



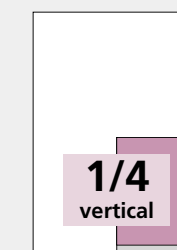
B: 131 x 182
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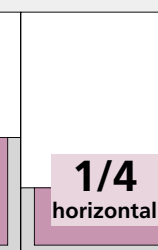
B: 210 x 102
(N: 179.5 x 77)



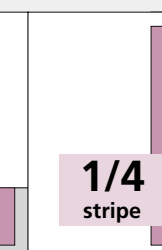
B: 69.5 x 297
(N: 56.5 x 244)



B: 100 x 148
(N: 87 x 122)



B: 210 x 77
(N: 179.5 x 51)



B: 52.5 x 297
(N: 39.5 x 244)

Other formats available on request.

Prices are calculated proportionately from one full page.

B: Bleed size: In addition to this size, please add 3 mm of bleed on all outside edges. Text should be no closer than 3 mm to the edge of the stated size.

N: Non-bleed size = live area

Trim size: 210 x 297 mm

Mechanical Data

The best and easiest way to send your artwork is as a high-resolution PDF by email to: materials@linuxpromagazine.com

Linux Pro Magazine is roll offset printed to Euroscala 60-line screen and perfect bound.

DATA TRANSMISSION

Your data via e-mail to:

- materials@linuxpromagazine.com

Your data on a CD-R to:

Linux Pro Magazine
attn: Production
719 Mass.
Lawrence, KS 66044

Your data via FTP:

Please contact your ad sales representative for FTP access information.

Digital artwork:

- We can accept files in most MAC or PC formats:

MAC:

InDesign
Adobe Illustrator
Adobe Photoshop
Acrobat PDF

PC:

InDesign
Adobe Illustrator
Adobe Photoshop
Acrobat PDF

- Always include any fonts used in your ads.
- Proofs are required to guarantee reproduction quality.

PRINT

Loose Inserts

Inserts may be added to the entire or split circulation.
Three samples are required on placement of order.

Loose Insert Rates (per thousand)

up to 25 g: £ 62 / US\$ 120 / € 95 *
extra split charge: £ 33 / US\$ 63 / € 50 *
per additional 5 g: £ 3 / US\$ 6 / € 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

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 / US\$ 63 / € 50
4 pages £ 59 / US\$ 113 / € 90
8 pages £ 81 / US\$ 155 / € 125
12 pages £ 94 / US\$ 180 / € 145

Other Formats: On request.

Bind-In Formats

Technical specifications upon request.

Tip-Ons

Tip-Ons are, for example, postcards, booklets, or CD-ROMs attached to an ad page. 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 / US\$ 50 / € 40*
CD-Roms: £ 55 / US\$ 106 / € 85*

Format: max. 148 x 105 mm.

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

* plus postal charge for subscribed circulation,
according to weight

Online

Website

The *Linux Pro Magazine* website offers a range of advertising opportunities, including banners, text links, content boxes, link boxes, etc. The base price is \$35 per thousand impressions for a standard banner. Please contact your ad rep for an exact quote for your campaign.

Newsletter

Linux Pro Magazine sends a monthly newsletter to more than 12,000 opt-in subscribers. We offer three exclusive ad slots in this newsletter; positions are determined on a first-come, first-serve basis.

Specifications

Your ad consists of up to seven lines of 68 characters each, plain text only.

Costs

Newsletter ads cost \$35 per thousand subscribers.

AD CONTACTS

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General Info

Volume:

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Frequency:

Monthly

Copy price:

\$ 9.95

Standard subscription:

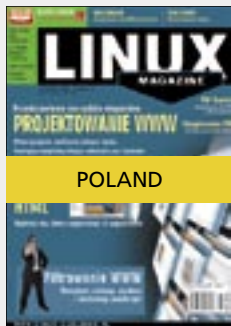
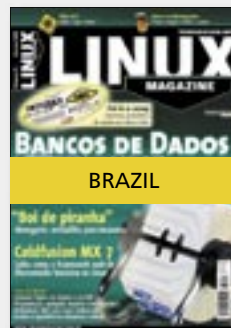
\$ 84.95

DVD Subscription:

\$ 99.95

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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GLOBAL REACH

Linux New Media, headquartered in Munich, Germany, is the world's leading supplier of Linux content. Print publications include *Linux Pro Magazine*, *Linux Magazine*, *LinuxUser*, *EasyLinux*, and *Linux Technical Review*, published in various languages, including English, German, Polish, Romanian, Brazilian Portuguese, and Spanish. Additionally, Linux New Media produces many Linux-oriented online products and organizes industry events such as the LinuxPark area of CeBIT.

