



# Media Pack 2007

Ad rates effective  
1st January, 2007

**LINUX NEW MEDIA AG**

The Pulse of Linux

## Editorial Overview

Linux Magazine brings practical, hands-on solutions for real users who depend on Linux in their daily lives. Our readers are a new generation of Linux experts who are pushing the limits of Linux as a server, desktop, and development platform. They read Linux Magazine to learn more about technologies and products for Linux.

### Advanced Yet Practical

Recent issues have focused on themes such as:

- Web 2.0
- Virtualization
- Performance Tuning
- Anti-Virus / Anti-Spam
- Cryptography
- Security
- Scripting
- Hardware

Our unique combination of advanced coverage with a practical emphasis makes Linux Magazine a great fit for the kinds of reader who tend to make decisions and pass on recommendations.

**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)1206 230 050, Email [pwilby@linux-magazine.com](mailto:pwilby@linux-magazine.com)



# Readership Survey

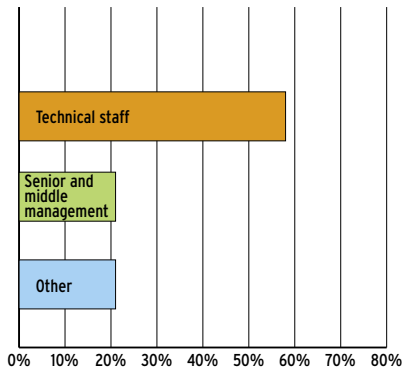
## Readership

82% are aged between 24-54 years old

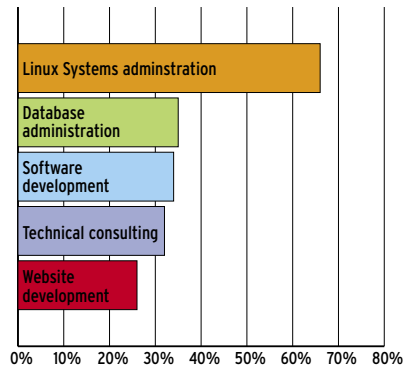
## Are you involved with IT purchasing decisions at work?

Yes 55%

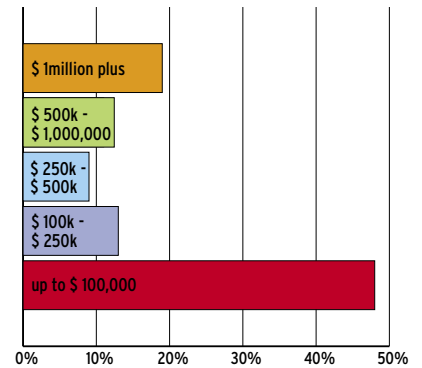
### What position do you hold within your company?



### Please mark the activities you regularly perform

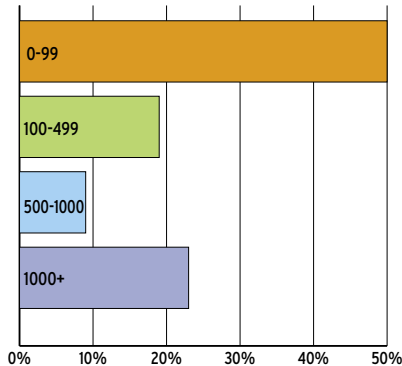


### The yearly IT budget

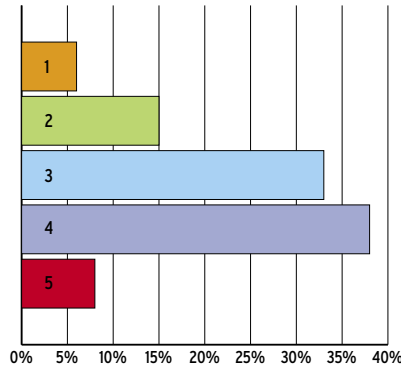


# Readership Survey

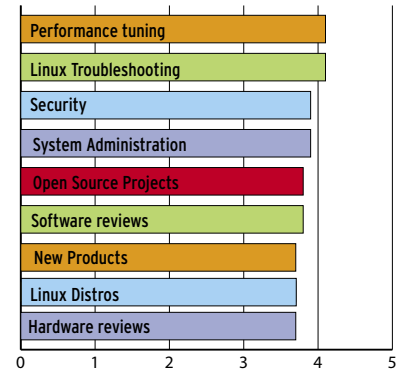
Size of company



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



Would you like to see more or less of the following topic: (1= less; 5= more)



## Deadlines

Issue	Space Close	Materials close	Inserts Delivery	On sale date
02/2007 (Nr. 75)	Tue, 05 Dec 06	Thu, 07 Dec 06	Tue, 12 Dec 06	Thu, 04 Jan 07
03/2007 (Nr. 76)	Fri, 05 Jan 07	Tue, 09 Jan 07	Fri, 12 Jan 07	Thu, 01 Feb 07
04/2007 (Nr. 77)	Fri, 02 Feb 07	Tue, 06 Feb 07	Fri, 09 Feb 07	Thu, 01 Mar 07
05/2007 (Nr. 78)	Fri, 02 Mar 07	Tue, 06 Mar 07	Fri, 09 Mar 07	Thu, 29 Mar 07
06/2007 (Nr. 79)	Wed, 04 Apr 07	Tue, 10 Apr 07	Fri, 13 Apr 07	Thu, 03 May 07
07/2007 (Nr. 80)	Thu, 03 May 07	Mon, 07 May 07	Thu, 10 May 07	Thu, 31 May 07
08/2007 (Nr. 81)	Fri, 08 Jun 07	Tue, 12 Jun 07	Fri, 15 Jun 07	Thu, 05 Jul 07
09/2007 (Nr. 82)	Fri, 06 Jul 07	Tue, 10 Jul 07	Fri, 13 Jul 07	Thu, 02 Aug 07
10/2007 (Nr. 83)	Fri, 03 Aug 07	Tue, 07 Aug 07	Fri, 10 Aug 07	Thu, 30 Aug 07
11/2007 (Nr. 84)	Fri, 07 Sep 07	Tue, 11 Sep 07	Fri, 14 Sep 07	Thu, 04 Oct 07
12/2007 (Nr. 85)	Fri, 12 Oct 07	Tue, 16 Oct 07	Fri, 19 Oct 07	Thu, 08 Nov 07
01/2008 (Nr. 86)	Fri, 09 Nov 07	Tue, 13 Nov 07	Fri, 16 Nov 07	Thu, 06 Dec 07

Dates are subject to change.

## Contact

**Publisher:** Linux New Media AG  
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phone +49 (0)89 / 99 34 11 - 0  
fax +49 (0)89 / 99 34 11 - 99  
**Volume:** 8th volume 2007  
**Frequency:** Monthly  
**Copy price:** £5.99  
**Standard subscription:** 64.90 € / £39.90 / US \$84.90  
**DVD subscription:** 79.90 € / £49.90 / US \$109.90

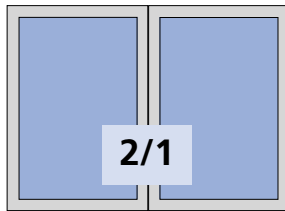
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**Advertising North America:** Brian Osborn  
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ads@linuxnewmedia.com

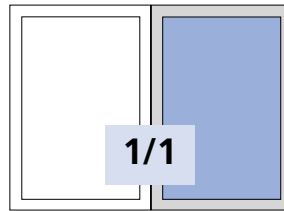
**Advertising all other countries:** Hubert Wiest  
phone +49 (0)89 / 99 34 11 - 23  
fax +49 (0)89 / 99 34 11 - 99  
hwiest@linuxnewmedia.de

## Ad Formats

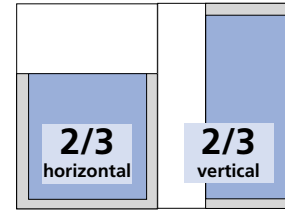
**Bleed: DIN A4, 210 x 297 mm, Non-Bleed: 179,5 x 244 mm**, All formats in mm: width x height.



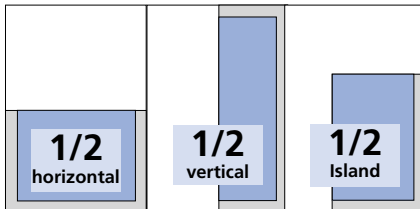
**B:** 420 x 297  
**(N:** 394 x 244)



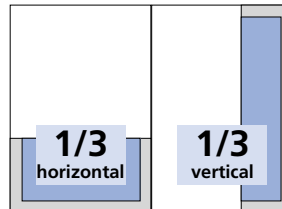
**B:** 210 x 297  
**(N:** 179.5 x 244)



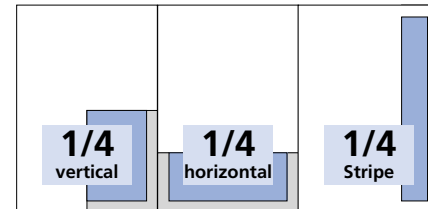
**B:** 210 x 182 **B:** 131 x 297  
**(N:** 179.5 x 157) **(N:** 118 x 244)



**B:** 210 x 148 **B:** 100 x 297 **B:** 131 x 182  
**(N:** 179.5 x 122) **(N:** 87 x 244) **(N:** 118 x 157)



**B:** 210 x 102 **B:** 69.5 x 297  
**(N:** 179.5 x 77) **(N:** 56.5 x 244)



**B:** 100 x 148 **B:** 210 x 77 **B:** 52.5 x 297  
**(N:** 87 x 122) **(N:** 179.5 x 51) **(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

## Ad Rates

FORMAT	UK £	Black/White US \$	€	UK £	4 C US \$	€
	Double Page Spread (2/1)	£ 2185	\$ 4200	€ 3360	£ 2990	\$ 5750
Full Page(1/1)	£ 1090	\$ 2100	€ 1680	£ 1495	\$ 2875	€ 2300
Inside Front Cover (1/1, 4c)				£ 1870	\$ 3595	€ 2875
Inside Back Cover (1/1, 4c)				£ 1645	\$ 3160	€ 2530
Outside Back Cover (1/1, 4c)				£ 1870	\$ 3595	€ 2875
Two Thirds Page (2/3) horiz.	£ 730	\$ 1400	€ 1120	£ 995	\$ 1920	€ 1530
Two Thirds Page (2/3) vert.	£ 730	\$ 1400	€ 1120	£ 995	\$ 1920	€ 1530
Half Page (1/2) horizontal	£ 545	\$ 1050	€ 840	£ 750	\$ 1440	€ 1150
Half Page (1/2) vertical	£ 545	\$ 1050	€ 840	£ 750	\$ 1440	€ 1150
Half Page (1/2) Island	£ 545	\$ 1050	€ 840	£ 750	\$ 1440	€ 1150
Third Page (1/3) horizontal	£ 365	\$ 700	€ 560	£ 495	\$ 955	€ 765
Third Page (1/3) vertical	£ 365	\$ 700	€ 560	£ 495	\$ 955	€ 765
Quarter Page (1/4) horizontal	£ 275	\$ 525	€ 420	£ 375	\$ 720	€ 575
Quarter Page (1/4) vertical	£ 275	\$ 525	€ 420	£ 375	\$ 720	€ 575
Quarter Page (1/4) stripe	£ 275	\$ 525	€ 420	£ 375	\$ 720	€ 575

Other formats available on request.

## Ad Specials

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

**Contact: Hans-Jörg Ehren, phone: +49 (0)89 99 34 11 - 61**

### 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 / 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  
 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 / US\$ 63 / € 50
4 pages	£ 59 / US\$ 113 / € 90
8 pages	£ 81 / US\$ 155 / € 125
12 pages	£ 94 / US\$ 180 / € 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 / US\$ 50 / € 40*
CD-ROM:	£ 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

### Discounts

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

## Discounts and Surcharges

VOLUME DISCOUNTS		FULL PAGE DISCOUNTS	
<b>3 Insertions</b>	3%	<b>3 Full Pages</b>	5%
<b>6 Insertions</b>	5%	<b>6 Full Pages</b>	10%
<b>9 Insertions</b>	10%	<b>9 Full Pages</b>	15%
<b>12 Insertions</b>	15%	<b>12 Full Pages</b>	20%
<b>24 Insertions</b>	20%	<b>24 Full Pages</b>	25%
<b>36 Insertions</b>	25%		

### Note

Bind-Ins and full-circulation inserts count as one page in the Full Page Discount table.

### Special Placement

Advertisements are generally placed on right hand pages.

Special placements may be requested with the confirmation of the advertisement booking. Although placement requests can generally be honoured, there is no guarantee of a particular placement. Special placement may be guaranteed with a 10% surcharge.

**Volume discounts are granted on all products (print and online).**

## Mechanical Data

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

### Data Transmission

#### Your data via e-mail to:

- materials@linux-magazine.com

#### Your data via ISDN:

- For further information please contact:  
Hans-Jörg Ehren  
phone: +49 (0)89 99 34 11 61
- Our ISDN-no.: +49 (0)89 99 34 11 34 (Leonardo/Mac)

#### Your data on a CD-R to:

Linux Magazine  
Hans-Jörg Ehren  
Süskindstr. 4  
81929 Munich  
Germany

#### 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  
Adobe Acrobat PDF

#### PC:

InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat PDF

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

## Electronic Media

Expand your reach and access your target group dynamically through our websites and email newsletters. We will gladly create a cross-media package to fit your needs.

### Online

The Linux Magazine website provides immediate access to IT professionals.



### Online International

Use our international network of websites to access Linux-oriented readers worldwide.



### Newsletters

Our regular email newsletters offer a convenient and low-cost method to get your message directly into the customers' hands.



## 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.



UK



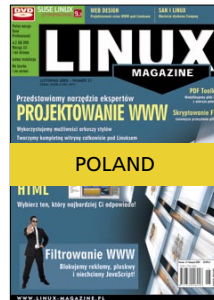
GERMANY



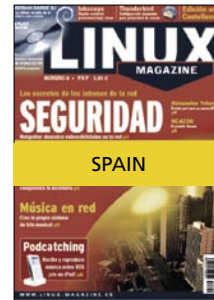
BRAZIL



ROMANIA



POLAND



SPAIN

### Contact

#### UK and Ireland

Penny Wilby  
phone +44 (0)1206 230 050  
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### Contact

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[ads@linuxnewmedia.com](mailto:ads@linuxnewmedia.com)

### Contact

#### all other countries

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fax +49 (0)89 / 99 34 11 - 99  
[hwiest@linuxnewmedia.de](mailto: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 adverts 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 a release 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 provisos.
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 a release 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 on 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 endeavour 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.