

media kit 2008

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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:

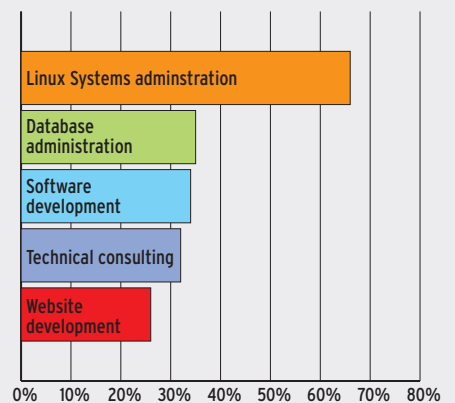
- Two thirds of *Linux Pro* readers are directly involved in Linux system administration.
- Other *Linux Pro* readers work as programmers, database managers, webmasters, and technical consultants. More than 80% of *Linux Pro* readers are professional IT staff or management.
- A majority of the readers 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*.

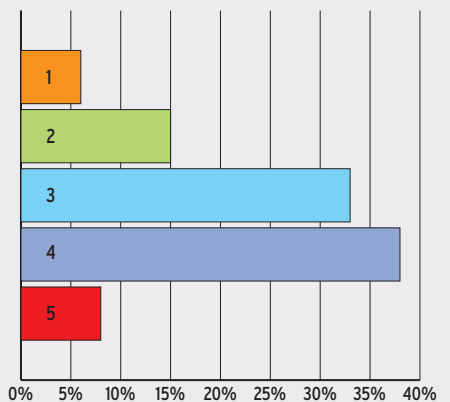
Reader Survey

- 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	Black/White US \$	4 C US \$
Double Page Spread (2/1)	\$ 3000	\$ 4000
Full Page(1/1)	\$ 1500	\$ 2000
Inside Front Cover (1/1, 4c)		\$ 2500
Inside Back Cover (1/1, 4c)		\$ 2200
Outside Back Cover (1/1, 4c)		\$ 2500
Half Page (1/2) horizontal	\$ 750	\$ 1000
Half Page (1/2) vertical	\$ 750	\$ 1000
Half Page (1/2) Island	\$ 750	\$ 1000
Third Page (1/3) horizontal	\$ 495	\$ 660
Third Page (1/3) vertical	\$ 495	\$ 660
Quarter Page (1/4) horizontal	\$ 375	\$ 500
Quarter Page (1/4) vertical	\$ 375	\$ 500
Quarter Page (1/4) box	\$ 375	\$ 500

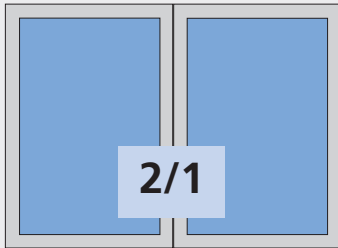
DEADLINES

Issue	Space Close	Materials close	Inserts Delivery	On sale date
February 08 (# 87)	Dec 07, 2007	Dec 11, 2007	Dec 17, 2007	Jan 30, 2008
March 08 (# 88)	Jan 11, 2008	Jan 15, 2008	Jan 18, 2008	Feb 22, 2008
April 08 (# 89)	Feb 08, 2008	Feb 12, 2008	Feb 15, 2008	Mar 21, 2008
May 08 (# 90)	Mar 06, 2008	Mar 10, 2008	Mar 13, 2008	Apr 18, 2008
June 08 (# 91)	Apr 11, 2008	Apr 15, 2008	Apr 18, 2008	May 23, 2008
July 08 (# 92)	May 09, 2008	May 13, 2008	May 16, 2008	Jun 20, 2008
August 08 (# 93)	Jun 06, 2008	Jun 10, 2008	Jun 13, 2008	Jul 18, 2008
September 08 (# 94)	Jul 11, 2008	Jul 15, 2008	Jul 18, 2008	Aug 22, 2008
October 08 (# 95)	Aug 08, 2008	Aug 11, 2008	Aug 14, 2008	Sep 19, 2008
November 08 (# 96)	Sep 05, 2008	Sep 09, 2008	Sep 12, 2008	Oct 17, 2008
December 08 (# 97)	Oct 10, 2008	Oct 14, 2008	Oct 17, 2008	Nov 21, 2008
January 09 (# 98)	Nov 07, 2008	Nov 11, 2008	Nov 14, 2008	Dec 19, 2008

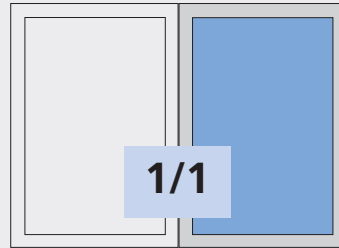
Dates are subject to change.

AD FORMATS

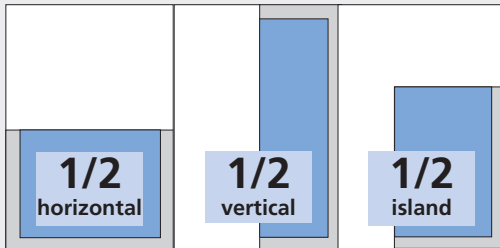
All formats in mm: width x height. Linux Pro Magazine trim size: 210 x 297 mm



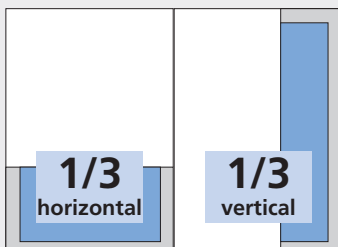
T: 394 x 248
R: 420 x 297
B: 426 x 303



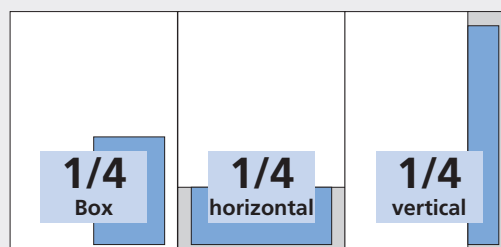
T: 179.5 x 248
R: 210 x 297
B: 216 x 303



T: 179.5 x 128	T: 87 x 248	T: 118 x 160
R: 210 x 148	R: 103 x 297	R: 131 x 182
B: 216 x 15	B: 106 x 303	B: 134 x 185



T: 179.5 x 77	T: 58 x 248
R: 210 x 107	R: 70 x 297
B: 216 x 110	B: 73 x 303

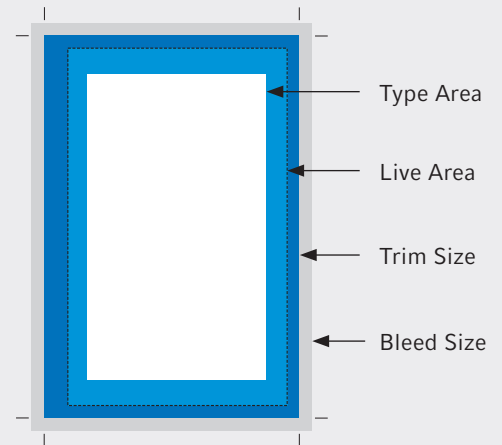


T: 90 x 128	T: 179.5 x 59	T: 42 x 248
B: N/A	R: 210 x 80	R: 53 x 297
	B: 216 x 83	B: 56 x 303

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 color 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 FILE SPECIFICATIONS

Please follow these specifications to ensure that your ad is printed as you intended. Linux Pro Magazine is web offset printed.

File format: Please only send closed (non-editable) files as high-resolution PDFs, compatible to Acrobat 4 (i.e. PDF 1.3). The files should comply with the PDF/X standard.

Naming convention: Make sure that your artwork is easily identifiable by giving the file a useful name that includes the advertiser's company or product name.

Color: The artwork must use the CMYK color space to avoid unintended color shifts. Please also convert custom and spot colors to CMYK.

Resolution: 300 dpi minimum

Bleed: For bleed graphics (background or objects that reach to the edge of the page), please add 3mm of bleed on all trimmed sides.

Live area: Allow 5mm within the trim size for all critical text or graphical elements. Allow 15mm to the gutter on the left side (right hand page ads). Cover 2 or left hand page ads have the gutter on the right.

Crop marks: Include crop marks outside the bleed size to indicate how your ad should be positioned and cropped.

Lines: Please note that the line width for fine lines (hairlines) should be at least 0.25 pt.

Color application: Do not exceed 280% total color/ink application.

IMPORTANT: Artwork PDFs should not contain any RGB, LAB, or ICC color spaces, transfer functions or screen settings. Also note that all fonts must be embedded.

Delivering Your Artwork

Proofs: We do not require color proofs, but printed colors are not guaranteed without a color proof on file with us by the ad materials deadline.

Email: Please send your PDF (20MB max.) to the following email address: materials@linuxpromagazine.com

Please use a relevant subject for the email like "ABC company ad copy for Linux Magazine February".

FTP (File Transfer Protocol): You can also send us your data by FTP using the following login.

Location: <ftp://ftp.linuxnewmedia.de>

Username: advertiser

Password: linux

Data media: ISO-formatted CD-ROM or DVD-ROM

Delivery address for color proofs and artwork:

Linux New Media AG
attn: Production
Süskindstr. 4
81929 Munich
Germany

Contact Information:

Amy Phalen
phone 785 856 3434
cell 785 218 7059
fax 785 842 4025
aphalen@linuxpromagazine.com

AD SPECIALS 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:	US\$ 120*
extra split charge:	US\$ 63*
per additional 5 g:	US\$ 6*

* 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	US\$ 63
4 pages	US\$ 113
8 pages	US\$ 155
12 pages	US\$ 180

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:	US\$ 50*
CD-Roms:	US\$ 106*

Format: max. 148 x 105 mm.

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

* plus postal charge for subscribed circulation,
according to weight

Contact information:

Amy Phalen
phone 785 856 3434
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aphalen@linuxpromagazine.com

ONLINE ADVERTISING

The Linux Pro 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.linuxpromagazine.com>

Format	Size in Pixels	Max File Size	CPM
Banner	468 x 60	20 kB	US\$ 35
Leaderboard	728 x 90	30 kB	US\$ 40
Skyscraper	160 x 600	30 kB	US\$ 45

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: 13,000

CPM: US\$ 35

Cost per sponsorship: US\$ 455

Ad specifications:

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

Upcoming mail dates:

Nov 28, 2007

Jan 2, 2008

Jan 30, 2008

Feb 27, 2008

Mar 26, 2008

Apr 30, 2008

May 28, 2008

Jun 25, 2008

Jul 30, 2008

Aug 27, 2008

Sep 24, 2008

Oct 29, 2008

Nov 26, 2008

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General Info

Volume:

9th volume 2008

Frequency:

Monthly

Copy price:

\$ 9.95

Standard subscription:

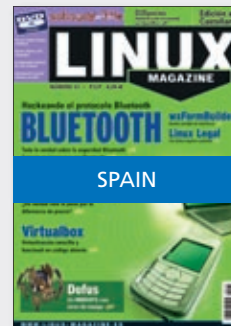
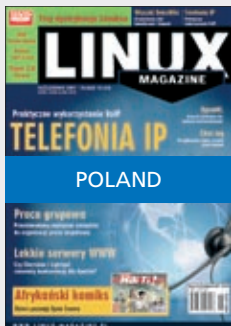
\$ 84.95

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.



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, 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.

Contact

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LINUX NEW MEDIA USA
The Pulse of Open Source

