Eclipse Special in JavaSPEKTRUM

(in German language)

Target the biggest European Software Market – Germany, Austria and Switzerland!

Reference: last Eclipse Special

Why use JavaSPEKTRUM as your marketing tool for the German-speaking Eclipse community?

JavaSPEKTRUM is the oldest German-language magazine aimed at professional Java and web developers. It reaches 32,000 Java developers in the European Java Community. It provides insightful, vendor-neutral information on topics related to Java and XML every two months. JavaSPEKTRUM saturates the need for up-to-the-minute technical information for the German-speaking software community.

JavaSPEKTRUM is published by SIGS-DATACOM, an affiliate of the US-holding 101communications, founded in 1998 as an integrated media company aimed at specialized targets within the information technology community.

Beginning of Circulation with the trade fair SYSTEMS

(Munich, 24 – 28, Oct, 2005, 66,000 visitors, look at www.systems.de)

Circulation: ***12,000 copies*** (expansion optional)

Circulation channels:

- ***subscribers*** of JavaSPEKTRUM
- handed out to ***the visitors*** of the fair **SYSTEMS**
- sold at selected ***newsstands***
- announcement of the issue by ***email blast*** on beginning of September to 20.000 SIGS-DATACOM contacts
- sending out of 50 copies to relevant partners of the sponsors of the issue according to ***mailing list of the sponsor***

Content: (12 pages plus marketing pages)

- CD on cover with the Yoxos-Distribution
- 1 page presentation of the Eclipse processes and projects
- Interview with Mike Milinkovic, Eclipse Foundation
- 2 pages interview mit Erich Gamma by Michael Stal, editor-in-chief of JavaSPEKTRUM
- 2 pages Eclipse 3.1 - Overview and new features (authors selected by Michael Stal, editor- in-chief of JavaSPEKTRUM)
- other pages are already fixed by editorial staff of JavaSPEKTRUM

Marketing opportunities for the members of the Eclipse Foundation

(we translate into German at no extra costs for you!)

Platinum Package:

- **1 Advertising page** on the back cover
- **2 pages** for free disposition and logo sponsorship on the cover of the issue
- **1st page:** your Advertorial; Delivery of a marketing text and company logo of the company (delivery in English possible, until 21, Sept, 2005); the editorial team creates a company and product profile; pdf with German advertorial goes to sponsor for confirmation
- **2nd page:** advertisement of the company

2,850.00 $ (2,336.07 € net)

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Gold Package:

- **2 pages** for free disposition and logo sponsorship on the cover of the issue
- **1st page:** your Advertorial; Delivery of a marketing text and company logo of the company (delivery in English possible, until 21, Sept, 2005); the editorial team creates a company and product profile; pdf with German advertorial goes to sponsor for confirmation
- **2nd page:** advertisement of the company

1,500.00 $ (1,229.50 € net)

Silver Package:

- **1 1/2 pages** for free disposition
- **1st page:** Delivery of a marketing text and company logo of the company (delivery in English possible); the editorial team creates a company and product profile; pdf with German advertorial goes to sponsor for confirmation
- **2nd page:** advertisement of the company

950.00 $ (778.69 € net)

Advertisements:

according to normal price list of JavaSPEKTRUM with 30 % discount (just for the special insert)

Marketing options for non-members are available.
The prices will be a bit higher according to a separate price list.

Readers' analysis:

1	**What is the best description of your position?**	
1.1	Software Engineer without own budget	21.6%
1.2	Programmer, Developer without own budget	20.9%
1.3	Software Engineer and Developer with own budget, project manager/team head	19.5%
1.4	Software architect, systems architect or analytics	20.6%
1.5	General management, President/CEO, Director Application Development/Software Engineering	4.5%
1.6	Marketing manager	2.1%
1.7	Consultant	3.5%
1.8	Other	7.3%
2	**Are you regularly a head of team of developers?**	
2.1	yes	22.5%
2.2	it varies	37.7%
2.3	no	39.8%
3	**How many years of professional experience do you have?**	
3.1	up to 3 years	11.9%
3.2	3-8 years	41.6%
3.3	8 years and more	46.5%
4	**To which sector belongs your company?**	
4.1	Finance, Banking, Insurance	19.2%
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4.3	Governmental organizations	9.8%
4.4	Telekommunication	10.1%
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4.6	Media	3.1%
4.7	Whole sale	3.8%
4.8	Miscallaneous	14.0%

Printing information:

1. General requirements
   Printing Process: Offset Full Run
   NOTE: The following sizes are in millimeters.
   Trim size: 180 x 250 (without bleed)
   Ad page dimensions

Spread	386.00 x 250.00
1 page	180.00 x 250.00
2/3 page vertical	122.00 x 250.00
2/3 page horizontal	180.00 x 177.00
1/2 page vertical	87.75 x 250.00
1/2 page horizontal	180.00 x 125.00
1/3 page vertical	57.00 x 250.00
1/3 page horizontal	180.00 x 83.00
1/4 page vertical	44.00 x 250.00
1/4 page horizontal	180.00 x 62.50
1/4 page square	87.75 x 125.00
1/6 page vertical	57.00 x 125.00
1/6 page horizontal	180.00 x 41.00
1/6 page square	87.75 x 83.00

Data delivery dead line for print ad: 03, October, 2005

Data delivery to :

Erdl Druck Media
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Order Form

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☐ ***Gold Sponsorship Package***	**1,500.00 $ (1,229.50 €)**
☐ ***Silver Sponsorship Package***	**950.00 $ (778.69 €)**

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All bookings apply to our general terms and conditions

Further Marketing options (off- and online) are available at request.

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