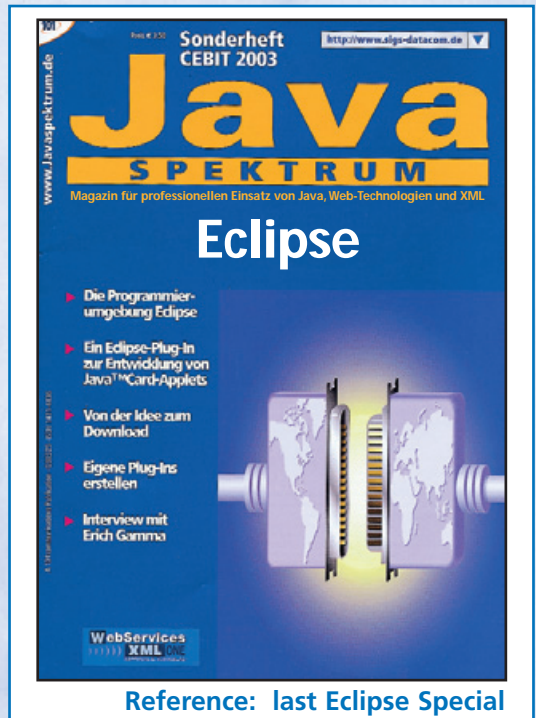


Eclipse Special in JavaSPEKTRUM

(in German language)

Target the biggest European
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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
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 - **2nd page:** advertisement of the company

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Marketing opportunities for the members of the Eclipse Foundation

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**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%

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4.7 Whole sale	3.8%
4.8 Miscellaneous	14.0%

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1. General requirements
Printing Process: Offset Full Run
NOTE: The following sizes are in millimeters.
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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
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