

LINUX NEW MEDIA AG
The Pulse of Open Source



Media Pack 2008

Ad rates effective 1st January, 2008

www.linux-magazine.com



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:

- Intrusion Detection
- Windows Compatibility
- Network Monitoring
- Bluetooth
- Python
- IP Telephony
- Virtualization
- Web Administration

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)1787 211100,
Email: pwilby@linux-magazine.com



Readership Survey

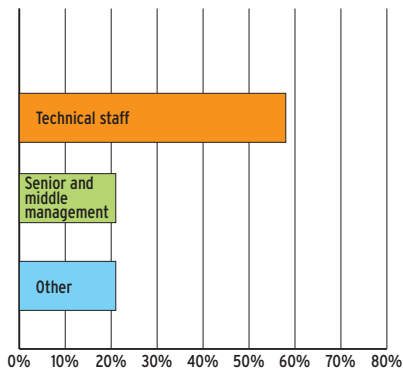
Readership

82% are aged between 24-54 years old

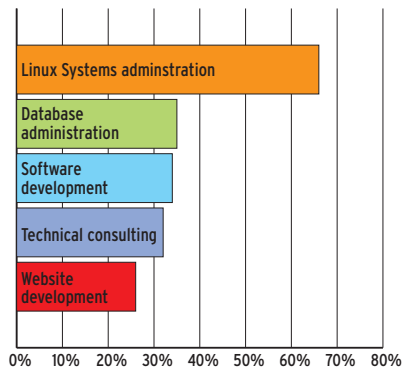
Are you involved with IT purchasing decisions at work?

Yes 55%

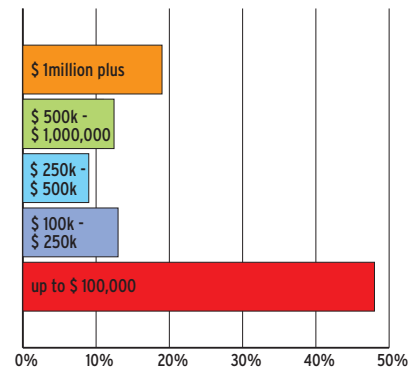
What position do you hold within your company?



Please mark the activities you regularly perform

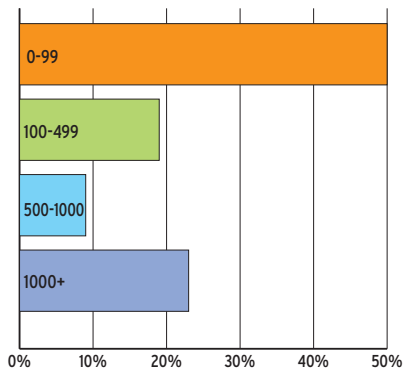


The yearly IT budget

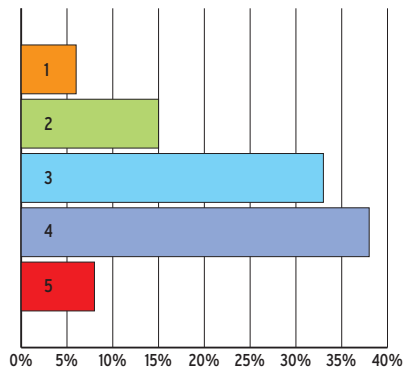


Readership Survey

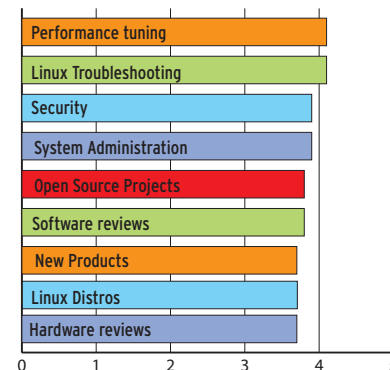
Size of company



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)



Contact

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Volume: 9th volume 2008
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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Deadlines

Dates are subject to change.

Issue	Space Close	Materials close	Inserts Delivery	On Sale
02/2008 (Nr.87)	Fri, 07 Dec 07	Tue, 11 Dec 07	Mo, 17 Dec 07	Thu, 10 Jan 08
03/2008 (Nr.88)	Fri, 11 Jan 08	Tue, 15 Jan 08	Fri, 18 Jan 08	Thu, 07 Feb 08
04/2008 (Nr.89)	Fri, 08 Feb 08	Tue, 12 Feb 08	Fri, 15 Feb 08	Thu, 06 Mar 08
05/2008 (Nr.90)	Thu, 06 Mar 08	Mon, 10 Mar 08	Thu, 13 Mar 08	Thu, 03 Apr 08
06/2008 (Nr.91)	Fri, 11 Apr 08	Tue, 15 Apr 08	Fri, 18 Apr 08	Thu, 08 May 08
07/2008 (Nr.92)	Fri, 09 May 08	Tue, 13 May 08	Fri, 16 May 08	Thu, 05 Jun 08
08/2008 (Nr.93)	Fri, 06 Jun 08	Tue, 10 Jun 08	Fri, 13 Jun 08	Thu, 03 Jul 08
09/2008 (Nr.94)	Fri, 11 Jul 08	Tue, 15 Jul 08	Fri, 18 Jul 08	Thu, 07 Aug 08
10/2008 (Nr.95)	Fri, 08 Aug 08	Mon, 11 Aug 08	Thu, 14 Aug 08	Thu, 04 Sep 08
11/2008 (Nr.96)	Fri, 05 Sep 08	Tue, 09 Sep 08	Fri, 12 Sep 08	Thu, 02 Oct 08
12/2008 (Nr.97)	Fri, 10 Oct 08	Tue, 14 Oct 08	Fri, 17 Oct 08	Thu, 06 Nov 08
01/2009 (Nr.98)	Fri, 07 Nov 08	Tue, 11 Nov 08	Fri, 14 Nov 08	Thu, 04 Dec 08

Ad Rates

	Black / White			4C		
Format	UK £	US \$	€	UK £	US \$	€
Double Page Spread (2/1)	£ 2185	\$ 4200	€ 3360	£ 2990	\$ 5750	€ 4600
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
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) Box	£ 275	\$ 525	€ 420	£ 375	\$ 720	€ 575

Discounts and Surcharges

Volume Discounts		Full Page Discounts	
3 Insertions	3%	3 Full Pages	5%
6 Insertions	5%	6 Full Pages	10%
9 Insertions	10%	9 Full Pages	15%
12 Insertions	15%	12 Full Pages	20%
24 Insertions	20%	24 Full Pages	25%
36 Insertions	25%		

Note

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

Special Placement

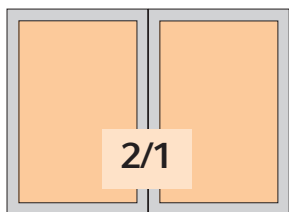
Advertisements are generally placed on right hand pages.

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.

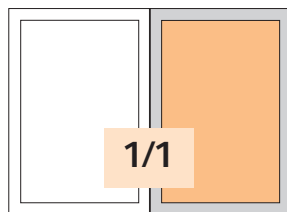
Volume discounts are granted on all products (print and online).

Ad Formats

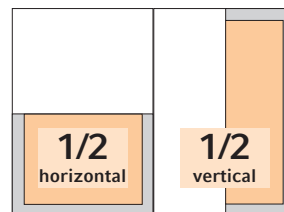
All formats in mm: width x height. Magazine trim size: 210 x 297 mm



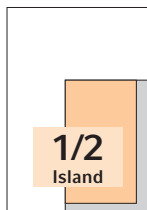
2/1
T: 394 x 248
R: 420 x 297
B: 426 x 303



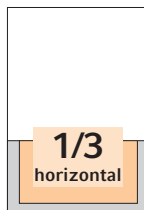
1/1
T: 179.5 x 248
R: 210 x 297
B: 216 x 303



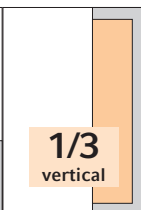
1/2 horizontal T: 179.5 x 128
1/2 vertical T: 87 x 248
R: 210 x 148 R: 103 x 297
B: 216 x 151 B: 106 x 303



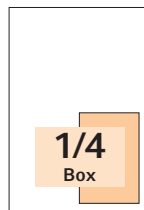
1/2 Island
T: 118 x 160
R: 131 x 182
B: 134 x 185



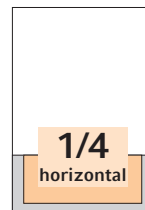
1/3 horizontal
T: 179.5 x 77
R: 210 x 107
B: 216 x 110



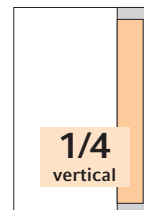
1/3 vertical
T: 58 x 248
R: 70 x 297
B: 73 x 303



1/4 Box
T: 90 x 128
B: N/A



1/4 horizontal
T: 179.5 x 59
R: 210 x 80
B: 216 x 83



1/4 vertical
T: 42 x 248
R: 53 x 297
B: 56 x 303

T: Type Area
R: Trim Size
B: Bleed Size

See Ad Format Details and
Ad File Specifications for
more information.

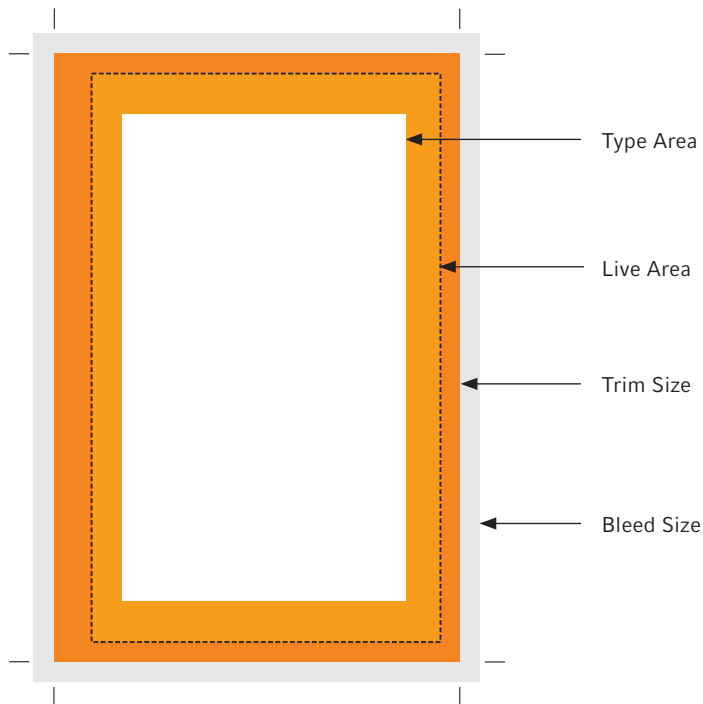
Ad Format Details

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 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@linux-magazine.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

Your contact for further information:

Penny Wilby

Phone: +44 (0)1787 211100

Email: pwilby@linux-magazine.com

Ad Specials

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

Contact: materials@linux-magazine.com

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.

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.



The Linux Magazine website provides immediate access to IT professionals through targeted ad placement.



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



Our regular email newsletters offer a convenient and cost-efficient 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.



Contact

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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, not withstanding 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 be 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.