

CODE

MAGAZINE

MEDIA KIT 2012

CODE Magazine

6605 Cypresswood Drive, Ste. 300

Spring, TX 77379

www.codemag.com

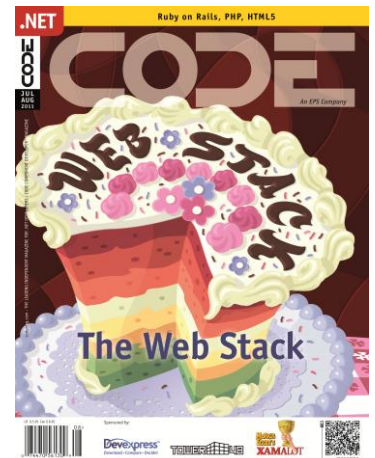
(832) 717-4445

Our Mission

CODE Magazine is an advanced technology forum including developers and technical managers focused on providing in-depth information to the development and systems applications community. Each bi-monthly issue of *CODE Magazine* contains detailed and very practical articles of current technologies and developer tools. Created by developers and primarily serving the developer community, *CODE Magazine* is the trusted source of information for working developers seeking information for their latest software development projects.

CODE Magazine is published by EPS Software Corporation's Publishing Group. Contributors for *CODE Magazine* know what information developers need because they are in the field, serving in the community, and teaching others about new technology! *CODE Magazine* has a positive relationship with Microsoft, but it is a fully independent publication, assuring readers of thoughtful and timely commentary on the latest news and developments from the leading cutting edge technology headquarters.

CODE Magazine has one primary goal: provide the IT community with advanced technology information that explains in-depth how to use the industry's diverse development tools. Since its inception, *CODE Magazine* has focused on technologies and application architecture "best practices" illustrating them with examples in multiple programming languages.



Stay Connected With Xiine



Have you Xiine™ it? The digital reader for Code Magazine, our powerful publishing software, illustrates how we think publishing will evolve. Xiine provides the ability to manage entire digital libraries. Xiine is an open platform and in addition to compatibility with Amazon's Kindle, you can now read *CODE Magazine* on your mobile device through our new Xiine Android App. Developed by CODE Consulting, the Xiine application uses many of the techniques discussed in *CODE Magazine*, such as SOA (Service Oriented Architecture) and mobile device SDKs, to implement a modern and compelling reading experience. Xiine gives *CODE Magazine* readers access to all the CODE issues they received as part of their subscription back to the very first issue of CODE. In addition, there is other free content available to everyone, regardless of whether they are a subscriber or not, such as all CODE Focus issues, as well Markus Egger's, CODE Magazine's Publisher, technical articles and more.

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Editorial Team



Markus Egger, Group Publisher, is President of EPS Software Corporation, the parent company for *CODE Magazine*. Markus has maintained the status of Microsoft MVP (Most Valuable Professional) for several years in a row and regularly speaks at professional developer conferences, with an emphasis on object-oriented design and Service Oriented Architecture. In addition, Markus is a regional director for Microsoft.

Rick Strahl, Associate Publisher, is President of West Wind Technologies and is an expert in Web development and performance testing of highly-scalable applications. He is a Microsoft MVP, having earned the designation multiple years for his technical support efforts on behalf of the development community.



Rod Paddock, Editor-In-Chief, is a professional developer with particular expertise in database applications and also in development of object-oriented tools for software developers. Rod's years of experience in the industry, including several Microsoft MVP awards for community support, give him valuable insight into the challenges facing developers today.

Ellen Whitney, Managing Editor, is the co-owner of EPS Software Corporation in Houston, Texas. As a senior software developer, she has specialized in the design and implementation of object-oriented software systems as well as quality assurance and testing since 1989. She is also an international author who has written multiple articles on Microsoft technologies.



Erik Ruthruff, Senior Content Editor, has been in the IT content development business as an editor, product manager, and content developer since 1992. Erik owns A23 Consulting, based in Minneapolis, MN. Founded in 1998, A23 Consulting provides content management, editing, and project management for IT education products. A23 specializes in white paper development (including over 100 white papers for different product teams at Microsoft), editing, and development of Help content for Visual Studio, SQL Server, and Microsoft Office developers. Erik is also the speaker manager for DevConnections conferences where he works with speakers, authors and product teams to deliver technical sessions on current and future .NET-related technologies.

A Sample of Regular CODE Writers

Kevin S. Goff is the founder and principal consultant of Common Group Solutions, a consulting group that provides custom Web and desktop software solutions in .NET, VFP, SQL Server, and Crystal Reports. He is a Microsoft MVP who has received several awards from the U.S. Department of Agriculture for systems automation as well as special citations from Fortune 500 companies for solutions that yielded six-figure return on investment.



Sahil Malik is a Microsoft MVP, INETA speaker, a .NET author, consultant and trainer. He has a passion for SharePoint, data access, and application architecture. Sahil loves interacting with fellow geeks in real time

as a SharePoint instructor. His presentations are full of humor and practical nuggets and also tend to get very highly charged, fast moving, and highly interactive.



Ted Neward is an independent software development architect and mentor in the Seattle, Washington area. He is the author of a number of books, including *Effective Enterprise Java* (Addison-Wesley), *Server-Based Java Programming* (Manning), and co-authored *Shared Source CLI Essentials* (O'Reilly) and *C# In a Nutshell* (O'Reilly) with Peter Drayton and Ben Albahari. He teaches and authors both Java and .NET, speaks frequently for technology user groups and has written various technical papers.



Paul D. Sheriff is the President of PDSA, Inc, a Microsoft Partner in Southern California. Paul acts as the Microsoft Regional Director for Southern California assisting the local Microsoft offices with several of their events each year and being an evangelist for them. He has developed custom software and has been building code libraries to make developers more productive for over 20 years. Paul has authored several books, webcasts, videos, and articles on .NET, SQL Server and SharePoint.

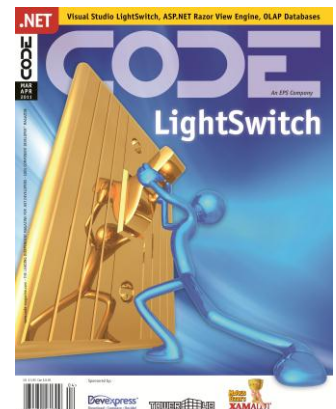


John V. Petersen is an independent developer based in Philadelphia, PA. He has over 20 years of experience developing applications for organizations including Six Flags, Aramark, Exxon Mobil, and Johnson and Johnson. John has written numerous articles and books including *Absolute Beginner's Guide to Database's* (Que).

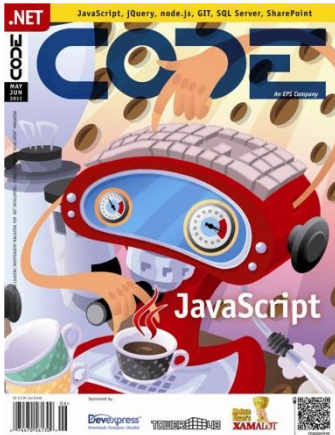
CODE Magazine Delivers the Right Audience to Advertisers

- 91% are involved in purchasing decisions, either by evaluating, making recommendations, or making final decisions.
- 88% use Visual Studio or related .NET technologies in their daily job responsibilities
- 76% don't read any other .NET publication
- 82% use ASP.NET, MVC or Silverlight
- 78% use C#
- 52% use VB
- 84% use SQL Server
- 44% use SharePoint

**Based on 2010 CODE Reader Survey*



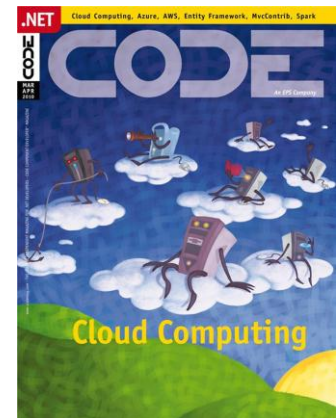
Distribution



CODE Magazine continues to dominate! *CODE* is distributed to a combination of paid subscriptions, qualified requests, and newsstand sales globally. In addition, *CODE Magazine* has bonus distribution at targeted conferences and industry events throughout the year such as Microsoft Professional Developer Conference (PDC), Tech Ed, DevTeach, MVP Global Summit, DevConnections, Devscovery, QCon, Code Camps, and more!

Topics that Developers Want to Know About Now

- Agile Development
- ASP.NET & ASP.NET MVC
- Cloud Computing
- Entity Framework and other Data Technologies
- HTML 4 & 5
- Microsoft .NET Framework
- Mobile Development
- Object-Oriented Development
- Ruby
- Security
- Service Oriented Architecture
- Silverlight & WPF
- SharePoint
- SQL Server
- Team Foundation Server
- Visual Studio and Visual Studio Extensibility
- WCF
- Windows 7 & 8



Editorial Calendar, Themes & Deadlines

Issue	Issue Theme*	Space Reservations	Materials Deadline	On-Sale Date
Jan/Feb 2012	The State of Desktop Development	November 18, 2011	November 23, 2011	December 30, 2011
Mar/Apr 2012	SQL/NOSQL Development	January 13, 2012	January 18, 2012	February 24, 2012
May/Jun 2012	Dynamic Languages	March 16, 2012	March 21, 2012	April 27, 2012
July/Aug 2012	Web Scale	May 11, 2012	May 16, 2012	June 22, 2012
Sep/Oct 2012	Agile Development	July 13, 2012	July 18, 2011	August 24, 2012
Nov/Dec 2012	CSS / HTML / JavaScript	September 14, 2012	September 19, 2012	October 26, 2012

* Themes subject to change

Print Advertising Rates & Specifications

CODE Magazine is published bi-monthly, providing six issues per year. In addition, *CODE Magazine* publishes special issues called *CODE Focus* which targets one specific technology and features articles about that technology from several points of view. Please consult with your Sales Representative for more information about our *CODE Focus* special issues.

Size	1X	3X	6X	12X	18X	24X	Format
Full Page	\$ 3,995	\$ 3,895	\$ 3,795	\$ 3,595	\$ 3,495	\$ 3,395	8 3/8" x 10 7/8"
1/2 Page (Horiz or Vert)	\$ 2,395	\$ 2,335	\$ 2,275	\$2,155	\$ 2,095	\$ 2,035	8 3/8" x 5 7/16" or 4 3/16" x 10 7/8"
1/4 Page	\$ 1,395	\$ 1,360	\$ 1,325	\$ 1,255	\$ 1,220	\$ 1,185	4 3/16" x 5 7/16"

Premium Positions

Cover 2 – Inside Front cover	Add 25%
Cover 3 – Inside Back cover	Add 25%
Cover 4 - Back Cover	Add 50%

Technical Specifications

Electronically: We prefer electronic submission of print ready PDF files with a proof JPG or GIF file for color comparison, crop marks.

Safety Margins: Allow 3/16 inch safety margin on top and bottom and 5/16 inch safety margin on sides of page between live materials and trim edge. For full bleed, add 3/16 inch on bleed sides.

Web Site Advertising on code-magazine.com

Brand your company and deliver your message with banners, medallions and text links

- **728 Banner Rectangle** (728x90 pixels)
\$12 CPM
- **300 Square** (300x250 pixels)
\$12 CPM
- **125 Medallion** (125x125 pixels)
\$10 CPM
- **Skyscraper** (160x600 pixels)
\$14 CPM

About banner placement and rates:

- Supported image formats are GIF, JPG, and animated GIF.
- Rates are cost per thousand (CPM) impressions.



Additional Advertising Opportunities!

- **CodeCast Podcast**
Advertising Spot: \$500
Interview with your company promoting your product, service, or event: \$3,500
- **Advertorials**
Marketing content supplied by your company (Print and eBooks): \$2,000 per page
- **Article Sidebars**
Company promotional sidebar relating to article content (Print and eBooks): \$650
- **Cover Promotions**
Starburst directing reader to your ad page (Print and eBooks): \$2,750
Company Logo (Print and eBooks): \$2,000
- **Email Newsletter Sponsorship – Reach over 21,000 online subscribers!**
Exclusive sponsorship of our email newsletter – Newsletter contains a 125x125 banner, 160x600 banner, a URL link, and 50 words of text. Online article will also show your banners (3 sizes) : \$1500

CODE Sponsor Program

CODE Magazine follows a different strategy with advertisement and promotions than other magazines. *CODE Magazine* forms partnerships to achieve more effective ways to engage with customers. Sponsorships include standard media components such as print and online advertisement, but they go much further and include components such as custom publishing, newsletters, advertorials, web casts, presence at our training and community events, and much more. This is done in a very flexible fashion to enable CODE Sponsors to implement unique and innovative ways to promote offerings and build community.

A True Partnership

CODE Magazine sponsorships work both ways. Not only does *CODE Magazine* help to promote a sponsor's offerings, but CODE Sponsors also have the option to compensate CODE for provided value by providing non-cash value in return (such as integrated free subscription on a Sponsor's product website). CODE Sponsors commit to a certain budget, which is a combination of monetary compensation and also trades.

Sponsor Levels

There are three different levels for CODE Sponsors (Gold, Silver, and Bronze) in addition to entirely customized setups. The amount of trade value committed by both sides (monetary and trade combined) determines the sponsorship level.

Description	GOLD	SILVER	BRONZE	
Total Value Entitlement for Sponsor	\$200,000+	\$125,000+	\$75,000+	The Value Sponsors Get
Standard Discount on All Benefits	25% off	15% off	10% off	
Minimum Monetary Sponsor Commitment	\$99,000	\$75,000	\$47,500	What Sponsors Pay
Minimum Total Sponsor Value Commitment	\$150,000	\$106,250	\$67,500	

Payment Information

Credit Cards: We accept Visa, MasterCard, American Express and Discover.

Send Files to:

EPS Software Corp/CODE Magazine
Tammy Ferguson
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Spring, TX 77379
Phone: +1 (832) 717.4445 ext. 26
tammy@codemag.com

Send Payments to:

EPS Software Corp/CODE Magazine
Ellen Whitney
6605 Cypresswood Drive, Ste. 300
Spring, TX 77379

Payable to: EPS Software Corp.

Advertising Inquiries:

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