

Print Digital Online

TEST

INNOVATION FOR SOFTWARE QUALITY



TEST Media Pack 2012 (Print & Online)

TEST Magazine is a bi-monthly publication that looks at the processes, technologies, strategies, and opinions surrounding the software testing and quality assurance market. Since inception **TEST Magazine** has listened intently to the market and responded accordingly by consistently publishing a non-technical journal that provides high quality business lead editorial that helps the magazines 12,000 readers form new thinking and identify solutions to invariably complex issues. Coupled with a strong news based supporting website (www.testmagazine.co.uk) **TEST Magazine** has grown to become a key source of information for thousands of professionals within the software testing and quality management arena.

By adopting an uncomplicated and fresh approach both **TEST Magazine & TEST Online** are gratefully received by those key professionals at the sharp end but also, and due to the wider editorial stance on process, change, and implementation, the title is sought after by the individuals responsible for business management and direction.

With an unparalleled circulation of some 12,000 professionals from across the EU **TEST Magazine** is not only a respected route to market for advertisers but it is a 'must-read' for any professional aligned with this burgeoning sector.

"I don't usually spend much time reading magazines, but I have found a number of interesting articles in Test Magazine. It is fresh and interesting, and I look forward to the next issue."

Anne Mette Jonassen Hass – Principal Consultant, Delta Axiom

TEST Magazine is a publication that always aims to give a true reflection of the issues affecting the software testing market. What this means is that the content is challenging but informative, pragmatic yet inspirational and includes, but is not limited to:

- In-depth thought leadership articles
- Customer case studies
- News articles
- Cutting edge opinion pieces
- Best practice and strategy articles

Authored by some of the leading lights in the software testing, software development, and IT industries **TEST Magazine** has regular sections covering: test automation; agile testing; testing methodologies; effective unit testing; testing web services and SOAs; security & code analysis; configuration management; and application profiling, to name but a few.

TEST Magazine aims to reveal the crucial nature of the work undertaken by testing professionals in the modern business environment, highlighting the danger of insufficient testing while promoting the benefits of a structured approach that utilizes all the latest techniques and tools.

At **TEST Magazine** our mission is to highlight and raise the profile of software testing while at the same time staying one step ahead of change and bringing cutting edge content to each reader.



Distribution

- UK – 54%
- Nordic – 14%
- Benelux – 12%
- Germany, France, Italy – 9%
- India – 3%
- USA – 2%
- Other – 1%



"I have been in the software testing arena for many years and it is nice to see there is finally a magazine just for software testing. It is a very good read and I am looking forward to the next issue."

Sally McGowan-Wright – Systems Testing Manager, British Car Auctions

Circulation

Job Function	C-Level & Directors	Department Heads & Managers, Team Leaders	Developers, Engineers, Testers, Consultants	Total
IT Management	1,043	2,329	411	3,783
QA & Software Testing	2,508	3,345	1,978	7,831
Other	609	132	98	839
				12,453

Average net circulation Sept 10 – Sept 11

“For a long while there has been a pressing need for a publication dedicated to informing the European test community on the latest news, trends and tools for software testing. T.E.S.T magazine fulfils this need admirably and iTrinegy is happy to endorse this publication.”

Phil Bull – Marketing Manager, iTrinegy

Display Advertising Rates per insertion

	1 & 2 insertions	3 insertions	4 insertions
■ Double Page	£4,408	£3,868	£3,328
■ Full Page A4	£3,350	£3,001	£2,379
■ Half A4 Page	£1,635	£1,485	£1,207
■ Quarter Page	£1,095	£895	£793

For Cover Positions Please Add:

- 15% Outside Back Cover
- 10% Inside Front Cover
- 5% Inside Back Cover

Company Directory

A4 Page (approx 800 words)	£1,550 per issue
1/2 A4 page (approx 400 words)	£995 per issue

Loose Insertions, prices per 1000

Up to 10 grams	£240
Up to 20 grams	£270
Up to 30 grams	£300

Sponsorship Opportunities

Bound-In Supplement Sponsor	£12,500
Feature Focus Sponsor	£5,500
Supplier Profile*	£5,500
Customer Profile*	£5,500

*Example:

Supplier Profile: Please visit: www.testmagazine.co.uk/supplier-profiles

Customer Profile: Please visit: www.testmagazine.co.uk/customer-profiles

Re-Prints (Electronic)

Low resolution PDF (suitable for email & web)	£495
High resolution PDF (suitable for printing)	£895

Re-Prints (Paper)

500 x Double sided A4	£695
500 x A3 folded to A4	£995
1000 x Double sided A4	£1285
1000 x A4 folded to A4	£1495



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Electronic Advertising

In today's technological society having an online presence is more critical for businesses than ever before. What this means is that marketing professionals are now including online advertising and promotion as part of the wider marketing mix because:

- There is an active involvement between the seller and the purchaser
- Advertising online helps achieve marketing objectives
- Advertisers benefit from unparalleled audience reach
- Online advertising is easy to use, plan, and put in place
- Advertisers can measure ROI at a click of a button
- Promotion online is cost effective and suits all budget types

Headline Banner

The 468 x 60 pixel banners appears across the top each page on www.testmagazine.co.uk offering prominent visibility.

Cost per month: £1,400

Skyscraper

The skyscraper advert offers presence in vertical format and is the largest ad on the site at 120 x 600 pixels

Cost per month: £1200 per month

Button Adverts

Button adverts can be an effective way of engaging the user.

The size per button is 125 x 125 pixels and the monthly costs are:

Position One:	£800
Position Two:	£660
Position Three:	£580
Position Four:	£500

Newsletter Sponsorship

TEST Magazine distributes a monthly newsletter to over 12,000 readers to keep them up to date with the latest news, views, product launches, and opinions. Sponsorship of the newsletters is available and consists of:

- 1 x news story (up to 800 words) placed on TEST Online and included in the newsletter as the 'featured story'
- Company logo with link
- 50 word sponsors profile box

Cost of sponsorship: £750 per month

Solus Email Shot

For those clients that are wishing to promote an event, a new product, a white paper, research, or indeed anything that's pressing to them TEST Magazine offers the unique opportunity to send direct email blasts to our audience. Emails will be built using various templates and to clients specifications and sent accordingly.

Single email blast: £950

2 or more email blasts: £690 per shot

Supplier Directory

Consists of:

- Company name
- Contact number
- Contact name
- Preferred email address
- Up to a 350 word company profile
- Hyperlinked company logo
- Preferred URL

Annual Cost: £990 for the first category, £100 per additional category thereafter

Add On's

To further enhance entries the following can be added:

- PDF's
- Sales brochures
- Photos
- White papers
- Case studies
- Opinion pieces
- Press releases

Adding attachments are a cost effective way to maximise your presence.

Annual Cost Per Add On: £100



Advertising Size Specifications

Size Specifications

Advert Trim Size	Width (mm)		Height (mm)
Double Page Spread (DPS)	420	x	297
Full A4 Page	210	x	297
Half A4 Vertical	88	x	273
Half A4 Horizontal	185	x	132
Half A4 Horizontal DPS	420	x	146
Quarter A4	88	x	132
Eighth	185	x	33
Cover Belly Band	450	x	70

PLEASE ADD 3mm ROUND ALL EDGES FOR BLEED AND ADD TRIM MARKS

Should you have any queries with the deadlines or mechanical specifications please contact the production department on: +44 (0)1273 467579 or email: toni.barrington@31.media.co.uk

"TEST magazine is not just about testing, it's but also our community. Perfect for a Maverick Tester."

Anne-Marie Charrett, Industry Guru

"I've enjoyed what I have seen so far with T.E.S.T. In such a fast moving industry it is good to have new and fresh approaches to testing security boundaries, I will be following T.E.S.T in the future."

Richard Brain – Technical Director, ProCheckUp

"I found T.E.S.T magazine very good for targeting the decision makers within the testing community"

Rick Jonsson – Business Development Manager, TechExcel

Advertising Mechanical Data

Artwork submission: We can accept Print Compliant PDF or 300dpi JPG files with 3mm bleed and trims marks included. Please do not supply Photoshop-saved PDF files. PDFs need to be exported using Acrobat Professional. This will optimise the file as well as correctly embed font and image information. To ensure artwork is as you expect when it goes to print please supply a low resolution converted JPG file for us to view from the PDF or submit a digital full colour proof (inkjet or digital). We can only attempt colour matching by supplying a proof using approved proofing systems such as Chromalin.

Artwork can be accepted on CD, FTP (details available), and by email. If submitting by FTP please contact us so we know it's there for collection. Please do not send artwork by email if the file size is larger than 6Mb. We will need to 'accept' to allow us to receive your file.

Artwork creator notes: Please name files: 'Your company name with T.E.S.T and Month. For example 'Blue Chip Customer 0112.pdf'.

Please ensure all work is completed using the CMYK colour model (not RGB). Images should be worked at 300dpi at the intended size. If elements have been created in Illustrator or Freehand, please ensure all fonts have been converted to outlines or paths. Files should not to contain any TrueType fonts or use the 'bold, italic or outline' facilities in the tool bar to override font styles. Always use the actual font styles. You are responsible for overprinting and trapping. The RIP will set standard trapping. No ICC profiles to be used on images or files. White-out type should be a minimum of 6pt in size and medium in weight. To obtain a heavy black we recommend the following colour value: 50C, 50M, 50Y, 100K. The minimum rule width is 0.5pt.

If submitting more than one advert, please ensure you supply separate single-page files and not multiple adverts in one PDF.

Double-page spreads should be submitted as a spread but allow 14mm in the centre for the gutter. The magazine is perfect bound.

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