

2019 MEDIA RATES

GET IN TOUCH!

valid from 01.11.2018



Magazine Overview



Java Magazin
www.javamagazin.de



Windows Developer
www.windowsdeveloper.de



PHP Magazin
www.phpmagazin.de



Entwickler Magazin
www.entwickler-magazin.de



Entwickler Magazin Spezial
www.entwickler-magazin.de

Java Magazin Java – Architecture – Agile – Web

For almost 20 years, Java Magazin has been keeping the German-speaking world up-to-date on technological developments in the Java market, as always, with the developer in mind. It discusses new technologies and offers support to individuals implementing complex software projects. It focuses on the entire Java platform covering software architecture, agile methods and web technologies. Java Magazin is the indispensable guide for all professionals in small, medium, and large enterprises.

TARGET GROUPS

- Software Architects
- IT Managers
- Web Developers
- Consultants
- Software Developers
- IT Project Leaders
- Database Experts
- CEOs/CTOs

MAIN TOPICS

- **Java Technology:** Current trends and technologies, frameworks, programming techniques and tools
- **Java Enterprise:** Java EE projects, tools and frameworks, Spring Framework and tools
- **Software Architecture:** Software Design, Web Architecture, Architecture techniques and tools
- **Big Data:** NoSQL Databases, Big Data Architecture, Fast Data Processing, Business Analytics, Machine Learning
- **DevOps:** Cloud Platforms, Continuous Delivery, Container Technologies (Docker und Co.), DevOps Transformation
- **Enterprise Architecture:** Enterprise Architecture Management (EAM), Business Requirements, Business Process Management (BPM)
- **Agile:** Agile approaches: Scrum, Kanban & Co., experiential knowledge, Continuous Delivery, tools and frameworks
- **Tools & Products:** Development environments (IDEs), agile toolings, Application Performance Management (APM), test tools
- **Web:** Java Web Frameworks, Angular, JavaScript, Web APIs
- **Mobile:** Android app development, Mobile to Enterprise, Internet of Things (IoT)

DATES

Issue	1.19	2.19	3.19	4.19	5.19	6.19	7.19	8.19	9.19	10.19	11.19	12.19	1.20	2.20
FP	05.12.18	09.01.19	06.02.19	06.03.19	03.04.19	30.04.19	05.06.19	03.07.19	31.07.19	04.09.19	02.10.19	30.10.19	04.12.19	08.01.20
Ad CD	05.11.18	29.11.18	07.01.19	04.02.19	04.03.19	27.03.19	03.05.19	29.05.19	01.07.19	05.08.19	02.09.19	27.09.19	04.11.19	28.11.19
Artwork CD	15.11.18	11.12.18	17.01.19	14.02.19	14.03.19	08.04.19	15.05.19	12.06.19	11.07.19	15.08.19	12.09.19	10.10.19	14.11.19	10.12.19

Frequency: monthly

4th quarter 2018

Printed copies: 11,334

Circulation: 9,568

Area of circulation: Germany, Austria, Switzerland, Luxembourg



AD RATES

Size in pages	width x height*	Ad rates four color
1/1	210 x 297 mm	3,800 €
1/2	105 x 297 mm 210 x 148 mm	2,100 €
1/3	70 x 297 mm 210 x 99 mm	1,400 €
1/4	52 x 297 mm 210 x 74 mm 105 x 148 mm	1,100 €
Cover pages	210 x 297 mm	4,800 €

All prices plus VAT.

Job advertisement prices:

20 % discount on all job ads.

FP: First publication date Ad CD: Advertising closing date Artwork CD: Artwork closing date day.month.year

* Please do not forget to add 3 mm trim space on either margin. Example: 1/1 page 210 x 297 mm + 3 mm trim space = 216 x 303 mm

Windows Developer Windows, .NET & JavaScript

Windows Developer is an extensive and unbiased source of information on the latest trends in the software and system development of Microsoft and web technologies. The magazine covers all relevant topics, from the typical .NET development to the latest developments like Windows 10, Microsoft Azure and the whole spectrum of web, mobile and tablet developments. Professional developers and IT decision makers can find the specific information they need for a successful implementation of business-oriented solutions in a Microsoft environment.

TARGET GROUPS

- Project Leaders
- Software Developers
- Database Experts
- System Integrators
- Software Architects
- Web Developers

MAIN TOPICS

- **Windows:** Universal apps and store for Windows 10, Windows Communication Foundation (WCF), Windows Server, BizTalk, IoT, Mixed Reality
- **.NET Core 2.0:** .NET Framework, programming languages C#, C++, F#, JavaScript, MVVM, data accesses, UI development with XAML, components, Visual Studio, games, desktop, server and mobile development, Open Source, ASP.NET Core 2.0
- **Web and Mobile:** JavaScript/TypeScript, ASP.NET, HTML5, web APIs, services and protocols, Xamarin, frameworks, cross platform and universal apps, Angular, Node.js
- **Databases:** SQL Server, Business Intelligence, Big Data, ADO.NET, LINQ, Entity Framework
- **DevOps and Agile:** Agile methods Scrum, Kanban & Co., Software Architecture, Team Foundation Server (TFS), Visual Studio Team Services, Visual Studio, Testing, Performance, DevOps, Continuous Delivery, Design Thinking, Microservices, Serverless, APIs
- **Microsoft Azure:** Azure development, project and cost planning, authentication and security, public/private/hybrid cloud, Office 365, HDInsight
- **SharePoint/Office 365:** Development, business solutions, portals, tools and components, on-premise and in the Cloud

DATES

Issue	1.19	2.19	3.19	4.19	5.19	6.19	7.19	8.19	9.19	10.19	11.19	12.19	1.20	2.20
FP	07.12.18	11.01.19	08.02.19	08.03.19	05.04.19	03.05.19	07.06.19	05.07.19	02.08.19	06.09.19	04.10.19	01.11.19	06.12.19	10.01.20
Ad CD	08.11.18	04.12.18	10.01.19	07.02.19	07.03.19	01.04.19	08.05.19	04.06.19	04.07.19	08.08.19	04.09.19	02.10.19	07.11.19	03.12.19
Artwork CD	19.11.18	13.12.18	21.01.19	18.02.19	18.03.19	10.04.19	17.05.19	14.06.19	15.07.19	19.08.19	13.09.19	14.10.19	18.11.19	12.12.19

Frequency:

monthly

4th quarter 2018

Printed copies:

5,000

Circulation:

2,436

Area of circulation:

Germany, Austria,
Switzerland



AD RATES

Size in pages	width x height*	Ad rates four color
1/1	210 x 297 mm	3,300 €
1/2	105 x 297 mm 210 x 148 mm	1,800 €
1/3	70 x 297 mm 210 x 99 mm	1,300 €
1/4	52 x 297 mm 210 x 74 mm 105 x 148 mm	900 €
Cover pages	210 x 297 mm	4,300 €

All prices plus VAT.

Job advertisement prices:

20% discount on all job ads.

PHP Magazin PHP – JavaScript – Open Web Technologies

PHP Magazin is one of the most important sources of information for German-speaking web professionals in Europe. Its broad spectrum of subjects, from PHP programming, JavaScript, web architecture, and responsive design to database and security topics, providing the latest know-how for the professional practitioner to successfully realise web projects. A special focus lies on agile and modern product development methods.

TARGET GROUPS

- PHP Developers
- Web Designers
- Project Leaders
- Web Developers
- IT Managers
- Database Developers

MAIN TOPICS

- **PHP:** Core technologies, frameworks, programming techniques
- **JavaScript:** Angular, React and additional frameworks, tools, programming techniques
- **Test and Quality:** Debugging, Test Automation, Quality Management
- **Agile:** Agile Management Methods, Continuous Delivery, DevOps in enterprises
- **Web APIs:** Node.js, REST, jQuery, social media APIs
- **Security:** Web application firewalls, secure coding, encryption
- **Performance:** Page speed, end to end performance monitoring and diagnostics
- **Data:** Data access, relational databases, NoSQL, Big Data
- **Cloud:** PaaS and IaaS for professional web applications
- **E-Commerce:** Frameworks, tools, reviews
- **Content management:** Integration in E-commerce and enterprise solutions

DATES

Issue	1.19	2.19	3.19	4.19	5.19	6.19	1.20	2.20
FP	07.11.18	15.01.19	13.03.19	08.05.19	17.07.19	11.09.19	06.11.19	15.01.20
Ad CD	09.10.18	03.12.18	12.02.19	04.04.19	17.06.19	13.08.19	08.10.19	03.12.19
Artwork CD	18.10.18	12.12.18	21.02.19	15.04.19	27.06.19	22.08.19	17.10.19	12.12.19

Frequency:

bi-monthly

4th quarter 2018

Printed copies:

5,500

Circulation:

2,504

Area of circulation:

Germany, Austria, Switzerland, Netherlands, Luxembourg



AD RATES

Size in pages	width x height*	Ad rates four color
1/1	210 x 297 mm	2,900 €
1/2	105 x 297 mm 210 x 148 mm	1,600 €
1/3	70 x 297 mm 210 x 99 mm	1,200 €
1/4	52 x 297 mm 210 x 74 mm 105 x 148 mm	800 €
Cover pages	210 x 297 mm	3,900 €

All prices plus VAT.

Job advertisement prices:

20% discount on all job ads.

FP: First publication date Ad CD: Advertising closing date Artwork CD: Artwork closing date day.month.year

* Please do not forget to add 3 mm trim space on either margin. Example: 1/1 page 210 x 297 mm + 3 mm trim space = 216 x 303 mm

Entwickler Magazin Tools – Technologies – Techniques

The Entwickler Magazin offers software developers insights and orientation in a market full of development technologies, tools and approaches, which is becoming increasingly complex. Its broad spectrum of programming languages, platforms and engineering techniques, provides an informed market overview and offers the technical support for developers, project managers and management, needed to make the right decisions. For years software developers and technology decision makers of all sectors have relied on Entwickler Magazine's expertise to acquire valuable insights and knowledge on present and future trends.

TARGET GROUPS

- Software Developers
- Software Architects
- Project Leaders
- Database Experts
- System Integrators
- IT Managers

MAIN TOPICS

- **Development:** Programming languages and techniques, development tools, components, platforms: Windows, Mac, Linux, Java etc.
- **Internet of Things:** Home automation, embedded, tutorials, protocols, microcontroller programming, robotics
- **Web Development:** Web applications with PHP, Ruby, Java, ASP.NET, JavaScript, HTML5, RESTful services, Node.js, web APIs, frameworks
- **Mobile:** App development under iOS, Android, Windows Mobile, Mobile Web, Mobile to Enterprise
- **Security:** Security on the Web, the Internet of Things, databases and app
- **Databases:** Relational databases, database programming and administration, Business Intelligence, NoSQL, Big Data, management and tuning
- **Software Architecture:** Cloud (IaaS, PaaS, SaaS), Enterprise Architecture Management (EAM), Business Process Management (BPM), Business Requirements, Microservices, Web Architecture
- **Agile:** Agile methods Scrum, Kanban & Co., Continuous Delivery, test automation, Microsoft Team Foundation Server, Open Source tools

DATES

Issue	1.19	2.19	3.19	4.19	5.19	6.19	1.20
FP	12.12.18	05.03.19	10.04.19	17.06.19	01.08.19	11.10.19	18.12.19
Ad CD	13.11.18	04.02.19	12.03.19	15.05.19	03.07.19	11.09.19	19.11.19
Artwork CD	22.11.18	13.02.19	21.03.19	24.05.19	12.07.19	20.09.19	28.11.19

Frequency: bi-monthly
4th quarter 2018
Printed copies: 5,750
Circulation: 3,515
Area of circulation: Germany, Austria, Switzerland



AD RATES

Size in pages	width x height*	Ad rates four color
1/1	210 x 297 mm	3,300 €
1/2	105 x 297 mm 210 x 148 mm	1,800 €
1/3	70 x 297 mm 210 x 99 mm	1,300 €
1/4	52 x 297 mm 210 x 74 mm 105 x 148 mm	900 €
Cover pages	210 x 297 mm	4,300 €

All prices plus VAT.

Job advertisement prices:

20 % discount on all job ads.

FP: First publication date Ad CD: Advertising closing date Artwork CD: Artwork closing date day.month.year

* Please do not forget to add 3 mm trim space on either margin. Example: 1/1 page 210 x 297 mm + 3 mm trim space = 216 x 303 mm

Entwickler Magazin Spezial

The special issues of the Entwickler Magazin have a comprehensive look on current technological topics. They offer deep insights and profound know-how from experts to technological innovations and the latest IT trends such as the Internet of Things, DevOps, APIs or the Docker container technology. The topics are determined by current market trends, therefore, ask your media consultant to obtain information about the next special issue.



DATES

Issue	1.1 Vol 19	2.19 Vol 20	3.19 Vol 21	4.19 ol 22
FP	01.02.19	15.05.19	06.09.19	15.11.19
Ad CD	03.01.19	11.04.19	08.08.19	17.10.19
Artwork CD	14.01.19	24.04.19	19.08.19	28.10.19

FP: First publication date Ad CD: Advertising closing date Artwork CD: Artwork closing date day.month.year

AD RATES

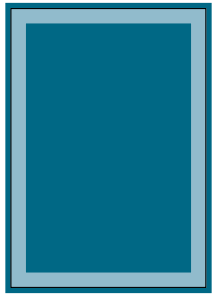
Size in pages	width x height*	Ad rates four color
1/1	210 x 297 mm	3,300 €
1/2	105 x 297 mm 210 x 148 mm	1,800 €
1/3	70 x 297 mm 210 x 99 mm	1,300 €
1/4	52 x 297 mm 210 x 74 mm 105 x 148 mm	900 €
Cover pages	210 x 297 mm	4,300 €

All prices plus VAT.

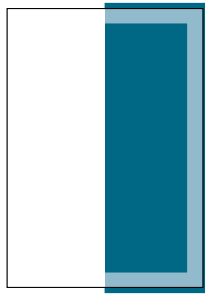
Job advertisement prices:

20 % discount on all job ads.

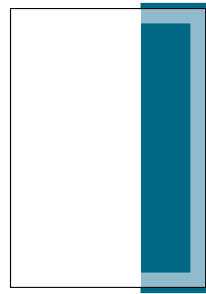
Sizes



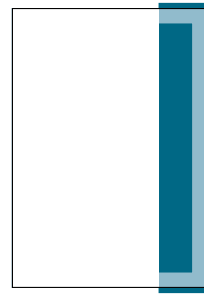
1/1
B: 210 x 297 mm
P: 184 x 231 mm



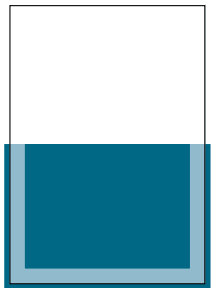
1/2 portrait
B: 105 x 297 mm
P: 92 x 231 mm



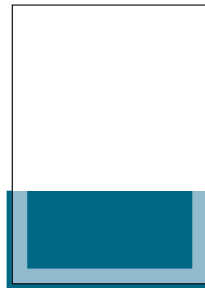
1/3 portrait
B: 70 x 297 mm
P: 61 x 231 mm



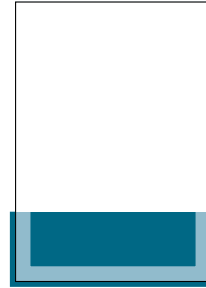
1/4 portrait
B: 52 x 297 mm
P: 46 x 231 mm



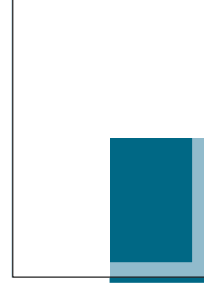
1/2 landscape
B: 210 x 148 mm
P: 184 x 115 mm



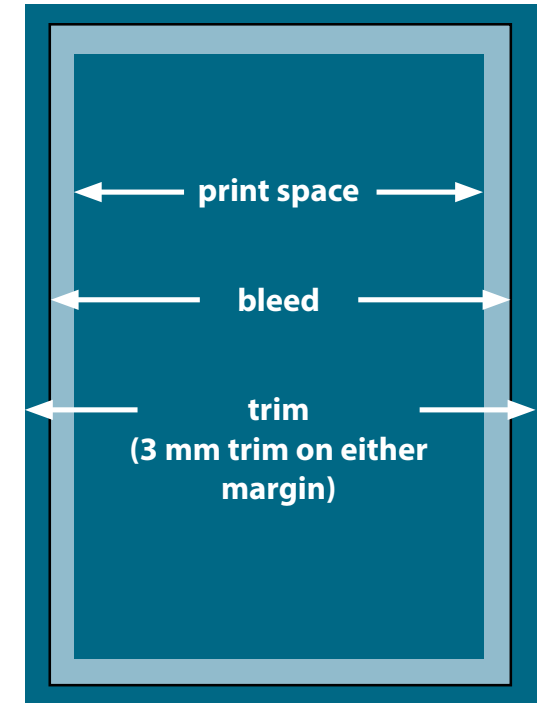
1/3 landscape
B: 210 x 99 mm
P: 184 x 77 mm



1/4 landscape
B: 210 x 74 mm
P: 184 x 58 mm



1/4
B: 105 x 148 mm
P: 92 x 115 mm



Definitions:

B = bleed

P = printspace

Please allow for 3 mm trim on either margin
(grey highlighted areas)!

Example: 1/1 page 210 x 297 mm
 + 3 mm trim
 = 216 x 303 mm

Loose inserts

Loose inserts are loosely enclosed supplements.

- Min size:** 105 mm x 148 mm (DIN A6)
Max size: 200 mm x 290 mm
Circulation: on request
Price: 950 €/ 1,000 copies up to 25 g single weight.
Per 5 g there after 10 € added plus postage.



Bound-in inserts

Bound-in inserts are permanently attached supplements.

- Width:** 210 mm + 4 mm trim at right margin,
add 3 mm for mill cutting
Height: 297 mm + 6 mm trim at header,
min. 3 mm at footer
Delivery: welted and with bleed
Circulation: on request
Price: four-sided: 950 €/1,000 issues plus postage.
eight-sided: 1500 €/1,000 issues plus postage.

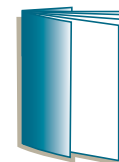


Larger volumes on request. Total circulation only. All prices plus VAT.

Cover flap

This flap half covers the front page and the back page.

- Size:** 105 mm x 297 mm
Print: front and back side
Circulation: all printed copies
Price: on request, depending on magazine and printed copies.



Please note:

Samples: We request two copies of a sample when placing the order. The order will be accepted after receipt of the sample and its approval.

Marking: Inserts which cannot be identified as advertising due to their design must be marked with "Anzeige"

Delivery: Please note that inserts must be delivered to the print office at least three days before the printing date. Contact our media consultant for delivery dates and addresses: Annia Lopez, Email: alopez@sandsmedia.com

For inquiries, please state the title, issue, customer, and quality.

Technical Specifications

Facts

Format:	210 mm x 297 mm (width x height)
Trim:	3 mm at outside margins
Print space:	184 mm x 231 mm (width x height)
Print method:	offset
Colours:	Euroscale Special colours cannot be printed separately
Screen:	60 dpi

Data transfer

Data remote transfer:

Email:

Please send your artwork via Email to your media consultant

FTP:

For big files we offer you a FTP upload. Please ask for the login data.

Data formats:

PDF-X1a or PDF-X4

Color profile: ISOcoated_v2 or ISOcoated_v2_300

InDesign	InDesign file + fonts + pictures
Photoshop	TIFF or EPS with 300 dpi resolution
Illustrator	EPS; pictures and fonts have to be embedded into paths

Address



Software & Support Media GmbH
Schwedlerstraße 8
D-60314 Frankfurt am Main
Phone: +49 (0) 69 630089-0
Fax: +49 (0) 69 630089-89
www.sandsmedia.com

Contact



Anika Stock

Phone: +49 (0) 69 630089-22

Email: anika.stock@sandsmedia.com

Software & Support Media



- API Conference
- BASTA!
- Blockchain Technology Conference
- Business Technology Days
- DevOpsCon
- International JavaScript Conference
- International PHP Conference
- Internet of Things Conference
- JAX
- JAX DevOps
- JAX Finance
- JAX London
- Serverless Architecture Conference
- ML Conference
- MobileTech Conference
- webinale
- W-JAX



- Java Magazin
- Windows Developer
- PHP Magazin
- Entwickler Magazin
- Entwickler Magazin Spezial
- Business Technology

Magazines that are only published digital:

- JAX Magazine
- JavaScript Kompendium
- Mobile Technology
- SharePoint Kompendium



- www.jaxenter.de
- www.jaxenter.com
- www.entwickler.de
- www.phpmagazin.de
- www.webmagazin.de
- www.windowsdeveloper.de
- www.entwickler-forum.de

Software & Support Media's magazines count as compulsory reading for IT departments of businesses of all sizes. The technical know-how, being up to date and focussing on the specific challenges for businesses contribute to the success of modern IT projects. Software developers, project managers, IT decision makers and service providers rely on the know-how communicated through the magazines.

Our continuously successful platforms can help your business and present your products and solutions to tomorrow's customers!

Terms and conditions

1. The following terms and conditions apply exclusively to the placement of an advertisement. Contrary conditions of the client will also not apply in individual cases when Software & Support Verlag GmbH does not contradict them. The contract concerning publication of one or more advertisements for the purpose of distribution will hereafter be referred to as the 'advertisement order' in relation to the following terms and conditions.
2. The basis of an advertisement order is all advertisements published within an insertion year. The advertising period of an order placed in this context comes into effect on publication of the first advertisement.
3. In the event of an order made within this context not being fulfilled by the client, they must repay Software & Support Verlag GmbH the difference between the corresponding discount for the number of advertisements granted to them and the actual number placed. If fulfilment was hindered by reasons for which Software & Support Verlag GmbH cannot be held accountable, the repayment obligation does not apply.
4. The company will denote an advertisement which is not recognisable as such with the word "advertisement". Software & Support Verlag GmbH reserves the right to decide whether or not an advertisement order is fulfilled. This is dependent upon the advertisement motive, even where a client has already received confirmation of their order.
5. The company reserves the right to accept or refuse advertisements or supplement orders at its own discretion. With regard to advertisement transactions the company reserves the right to accept individual advertising texts. It may base its acceptance or refusal on the application of fundamental details in relation to the content, the origin or the technical form of the advertisement. The company also has the right to refuse advertisement orders which are accepted by company representatives or other places of acceptance. The client will receive immediate notification of the refusal. Once an order has been placed and accepted it cannot be revoked, even if the internal organization, presentation, scale, title or ownership rights of the magazine are changed or when individual advertisement material has been rejected by the company in accordance with paragraph 2. In the event of changes to the pricelist, the new conditions take effect immediately for price decreases and for price increases one month later, even for orders in progress. Current price information can be found in the masthead of the magazine.
6. The advertiser must see to it that the advertisement text is delivered on time. The costs of designs, drawings etc. are not included in the price of the advertisement. In so far as the client fails to make print documents available, he will bear the cost of their provision. All print documents are kept for up to three months at most after completion of the order.
7. The company cannot be held responsible for errors of any kind resulting from telephone or telex correspondence or for the accuracy of translations.
8. Publication of the advertisement will take place in the next consecutive magazine editions available, if no other terms have been agreed. There is no guarantee of publication on particular pages of a magazine or in particular editions. If advertisement orders nevertheless contain placement stipulations, the advertisement order is binding in every case even when the placement stipulations cannot be met. For accepted placement stipulations the prices are valid in accordance with those prices current. The exclusion of competing advertisers is not possible.
9. The publisher guarantees the best possible reproduction of the advertisement in accordance with that which is technically possible for the time. Complaints of any form must be submitted, at the latest, 30 days after the advertisement has been printed or the date of the invoice. If faults cannot immediately be recognised in the print documents, and are only recognisable after printing, the client has no claims if the printed version is unsatisfactory. Also, in the case of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the client has the right to a replacement in the form of additional advertising space on the scale and purpose for which the advertisement was intended, free of charge. The company accepts no liability for any further loss. The client does not have the right to claim in the event of missing or missing printed checking details.
10. Proofs can only be delivered at the client's express wish. The client is responsible for the accuracy of the proofs received. If the client does not return the proofs sent to him on time, his approval for print is assumed.
11. It is the client's responsibility to ensure that the order arrives on time. The company cannot be made liable for order deadlines which are missed at the fault of the client.
12. Advertising agents and advertising agencies are obliged to keep to the company's prices in their tenders, contracts and invoices with advertisers. Commission granted by the company may not be passed on to the client, either in part or in full.
13. The advertiser has the right to stake a backdated claim on an appropriate discount on his actual purchase of adverts within the period of a year, if at the beginning of the period he placed an order worthy of a discount straight away. The right to claim extended discount is lost if he fails to assert a claim at the latest one month after the end of the advertising year. Advertisers must provide documentation proving their right to backdated discount.
14. Strikes, lockouts or disruption to company operations justified by a higher authority causing temporary interruptions to advertisement publication do not release a client from the contract. In such cases the agreed advertising period is extended accordingly. The client has no right to demand compensation.

Terms and Conditions

15. If an order cannot be met either partially or in full for reasons for which the company cannot be held accountable, the client is nevertheless obliged to pay the full price of the advertisement. The corresponding invoice for the remaining amount, which, if appropriate, can also be issued initially for a part of the amount owed, is to be paid independent of whether or not the total advertising period has already ended.
16. The client is not permitted to transfer claims from the advertising contract.
17. After publication of the advertisement the company will deliver on request one specimen copy of the magazine, free of charge. A greater number of specimen copies will be delivered in full in so far as the type and scope of the advertisement order justifies this. If a specimen copy is no longer available, this will be replaced by a certificate of acceptance for a further order with the company.
18. Advertisements are charged per page section.
19. Advertisement orders can be cancelled up to 2 weeks after receipt of the order confirmation, but only up to 4 weeks before publication if no other, individual arrangements have been made. All cancellations must be made in writing. If an advertisement is cancelled after the deadlines, the full fee is due.
Software & Support Media GmbH reserves the right to claim compensation for losses suffered through a cancellation.

Terms of payment

20. After receipt of an order confirmation, Software & Support Media GmbH is entitled to raise an invoice unless individually agreed otherwise.
21. The amounts invoiced must be paid 14 days after receipt of the order confirmation with a 3% discount (advance payment) or in full within 14 days of receipt of the invoice. Other terms of payment will only be valid after written confirmation by the company.
22. In the event that a client is in arrears with payment or defers payment, interest will be charged at 3% above the current basic minimum lending rate as well as collection costs. In the case of fully-qualified traders in the sense of the German Commercial Code (HGB) the state of arrears is taken up by the company even after issue of a payment reminder. If a client is in arrears with payment the company can stop further completion of the advertising order in progress and demand advance payment for the remaining advertisements. In the event of bankruptcy and legal proceedings in connection with foreclosure any discount will be lost.
23. If reasonable doubt exists regarding a client's solvency, the company is within its rights, even during the client's advertising period, to make the publication of further advertisements with no consideration for the payment deadline originally agreed, independent from the advance payment of the amount and from the payment of outstanding invoices.
24. The client must carry the cost of making considerable changes to originally agreed versions and the production of films, reproductions, proofs and drawings ordered.
25. If one of the terms of these terms and conditions is or becomes void, the contract and the remaining terms of these terms and conditions remain valid.
26. When dealing with business partners the company will save relevant information for the purpose of processing in an automatic manner, in accordance with Section 33 of the German Federal Data Protection Act (BDSG).
27. Place of fulfilment and sole court of jurisdiction for all orders is Frankfurt am Main.