

LINUX NEW MEDIA
The Pulse of Open Source



Media Pack **2009**
Ad rates effective 1st January, 2009

www.linuxmagazine.com.br

THE MAGAZINE FOR IT PROFESSIONALS



Editorial Overview

Linux Magazine is a monthly 84 pages corporate technology magazine (special editions have 100 pages), targeted to a qualified readership, being an important reference for decision makers in Brazilian IT market. The magazine counts to date with about 20,000 readers – from an audit-ed average net circulation of approximately 5,500 sold copies. Despite the fact it is a niche publication, it is currently the third most sold IT magazine in Brazil, with 2,100 subscribers and about 3,400 copies sold in newsstands monthly.

Linux Magazine brings practical, hands-on solutions for real users who depend on technology in their daily lives. Our readers are a new generation of experts who are pushing the limits of Linux as a server, desktop, and development

They read Linux Magazine to learn more about Open Source related technology.

Advanced Yet Practical

Recent issues have focused on themes such as Intrusion Detection, Windows Compatibility, Network Monitoring, Data Center, High Availability, IP Telephony, Virtualization, ITIL, etc.

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.





Readership Survey

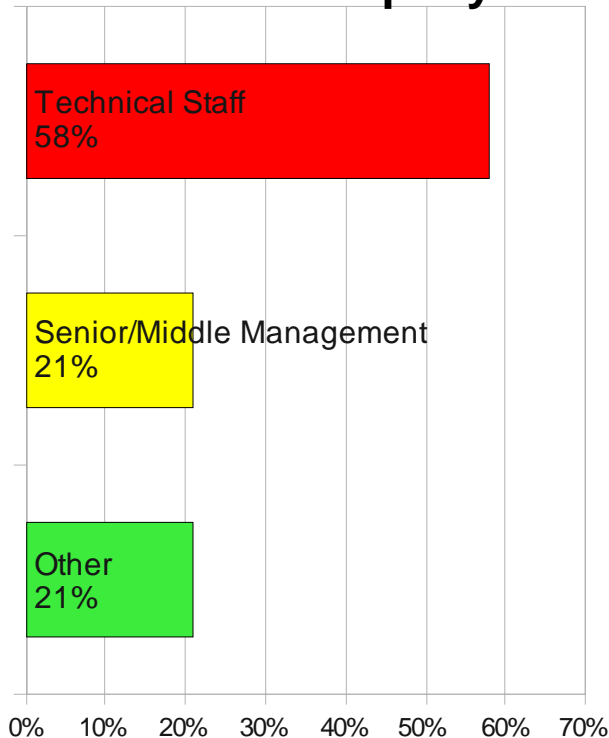
Readership

82% are aged between 24-54 years old

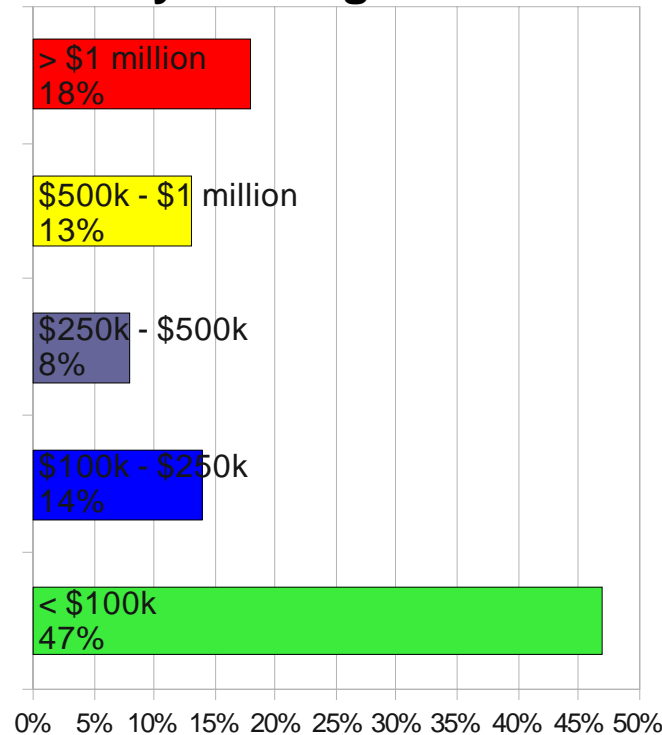
Are you involved with IT purchasing decisions at work?

Yes 55%

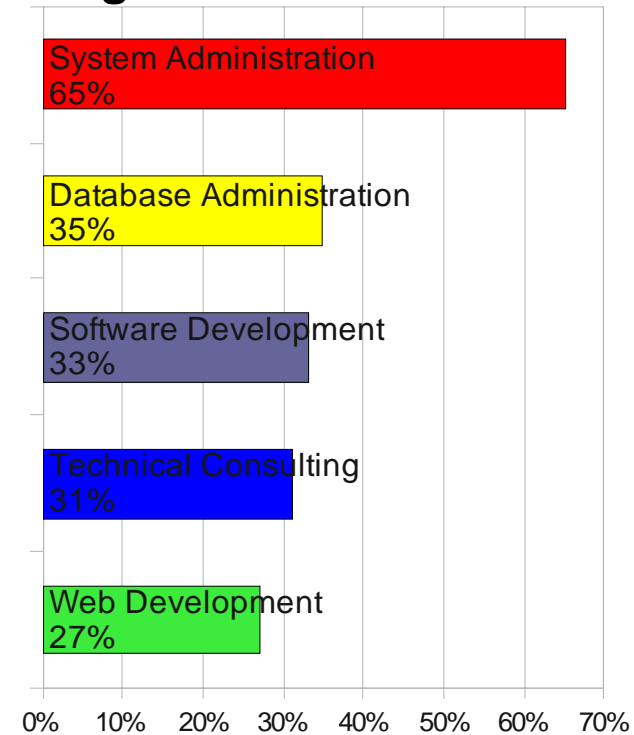
Position in company



Yearly IT Budget



Regular Activities





Readership Survey

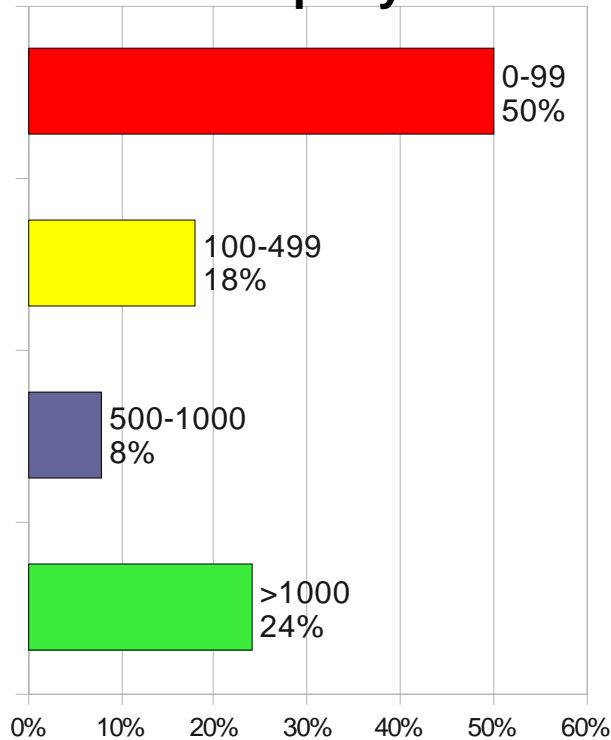
Readership

94% male
6% female

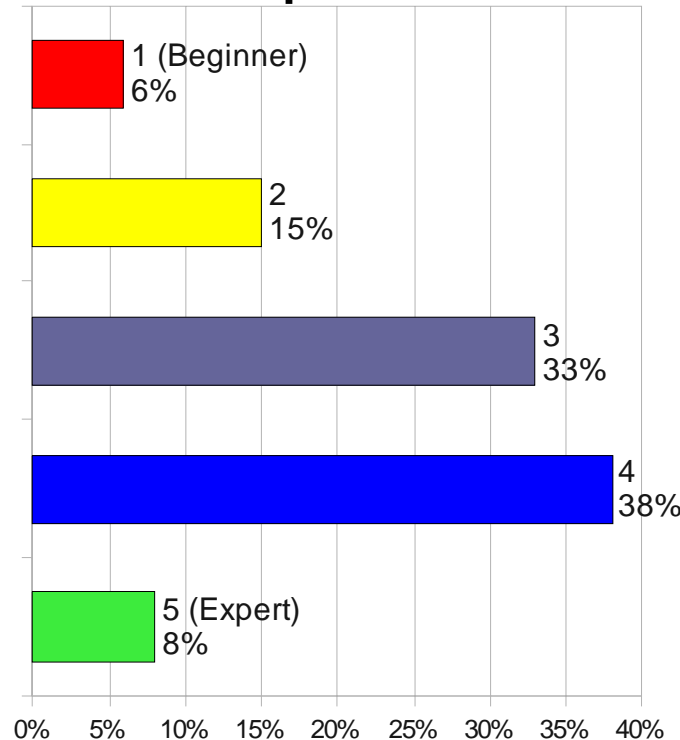
How do you qualify your experience in IT segment?

Above average 46%

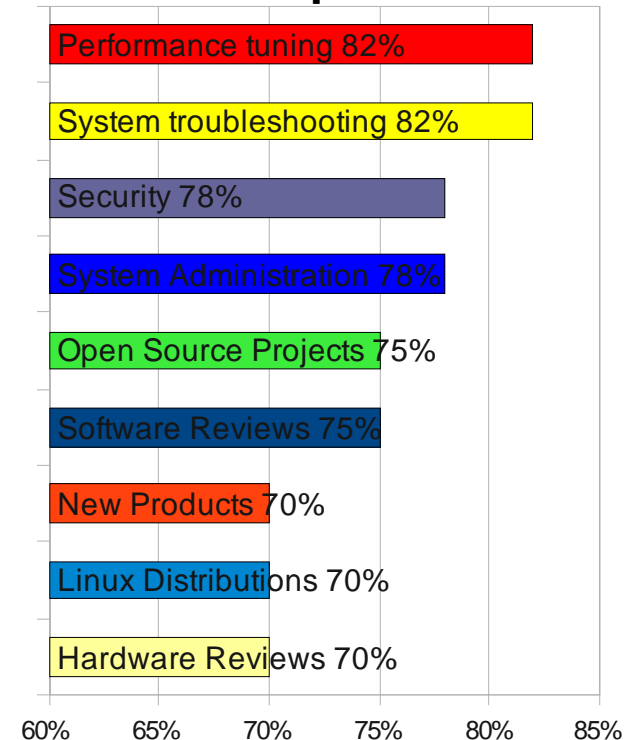
Size of company



Level of experience



Preferred topics



Deadlines

Deadlines for each issue: space close, materials close, inserts delivery and on sale date.
Dates are subject to change without notice.

Linux Magazine Issue	Space Close	Materials Close	Inserts Delivery	On Sale
January 2009 (#50)	Tue, 09 Dez 2008	Tue, 16 Dez 2008	Fri, 19 Dez 2008	Mon, 05 Jan 2009
February 2009 (#51)	Tue, 13 Jan 2009	Tue, 20 Jan 2009	Fri, 30 Jan 2009	Mon, 09 Feb 2009
March 2009 (#52)	Tue, 10 Feb 2009	Tue, 17 Feb 2009	Fri, 27 Feb 2009	Mon, 09 Mar 2009
April 2009 (#53)	Tue, 10 Mar 2009	Tue, 17 Mar 2009	Fri, 27 Mar 2009	Mon, 06 Apr 2009
May 2009 (#54)	Tue, 07 Apr 2009	Tue, 14 Apr 2009	Fri, 24 Apr 2009	Mon, 04 May 2009
June 2009 (#55)	Tue, 12 May 2009	Tue, 19 May 2009	Fri, 29 May 2009	Mon, 08 Jun 2009
July 2009 (#56)	Tue, 09 Jun 2009	Tue, 16 Jun 2009	Fri, 26 Jun 2009	Mon, 06 Jul 2009
August 2009 (#57)	Tue, 07 Jul 2009	Tue, 14 Jul 2009	Fri, 24 Jul 2009	Mon, 03 Aug 2009
September 2009 (#58)	Tue, 11 Aug 2009	Tue, 18 Aug 2009	Fri, 28 Aug 2009	Mon, 08 Set 2009
October 2009 (#59)	Tue, 08 Set 2009	Tue, 15 Set 2009	Fri, 25 Set 2009	Mon, 05 Out 2009
November 2009 (#60)	Tue, 13 Oct 2009	Tue, 20 Oct 2009	Fri, 30 Oct 2009	Mon, 09 Nov 2009
December 2009 (#61)	Tue, 10 Nov 2009	Tue, 17 Nov 2009	Fri, 27 Nov 2009	Mon, 07 Dec 2009
January 2010 (#62)	Tue, 08 Dez 2009	Tue, 15 Dez 2009	Fri, 18 Dez 2009	Mon, 04 Jan 2010

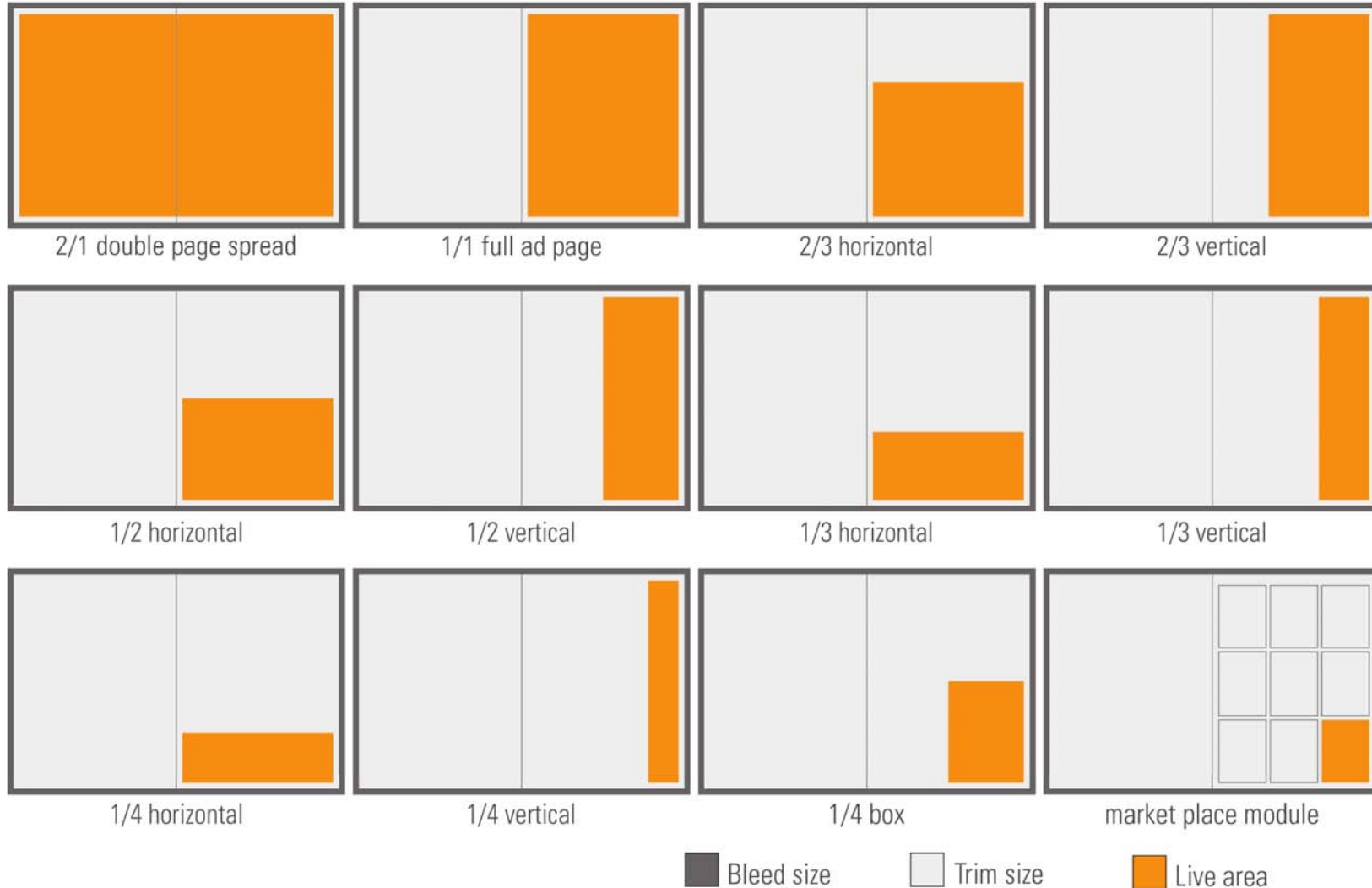


Advertisement Rates

Format	Trim Size (mm)	Live Area (mm)	Bleed Size (mm)	Price
Page 2 and 3 (2/1)	408 x 275	398 x 265	418 x 285	\$37,500.00
Double Page Spread (2/1)	408 x 275	398 x 265	418 x 285	\$27,000.00
Outside Back Cover (1/1)	204 x 275	194 x 265	214 x 285	\$22,500.00
Inside Front Cover (1/1)	204 x 275	194 x 265	214 x 285	\$18,750.00
Inside Back Cover (1/1)	204 x 275	194 x 265	214 x 285	\$18,750.00
Full Ad Page (1/1)	204 x 275	194 x 265	214 x 285	\$15,000.00
2/3 Ad Page Horizontal (2/3)	204 x 180	194 x 170	214 x 190	\$10,500.00
2/3 Ad Page Vertical (2/3)	133 x 275	123 x 265	143 x 285	\$10,500.00
1/2 Ad Page Horizontal (1/2)	204 x 140	194 x 130	214 x 145	\$7,500.00
1/2 Ad Page Vertical (1/2)	100 x 275	90 x 265	110 x 285	\$7,500.00
1/3 Ad Page Horizontal (1/3)	204 x 90	194 x 80	214 x 100	\$6,000.00
1/3 Ad Page Vertical (1/3)	76 x 275	66 x 265	86 x 280	\$6,000.00
1/4 Ad Page Horizontal (1/4)	204 x 70	194 x 60	214 x 80	\$4,500.00
1/4 Ad Page Vertical (1/4)	51 x 275	41 x 265	61 x 285	\$4,500.00
1/4 Ad Page Box (1/4)	100 x 70	90 x 60	110 x 80	\$4,500.00
Market Place Module	60 x 80	50 x 70	—	\$1,500.00
Linux.local	Line	—	—	\$80.00



Advertisement Formats



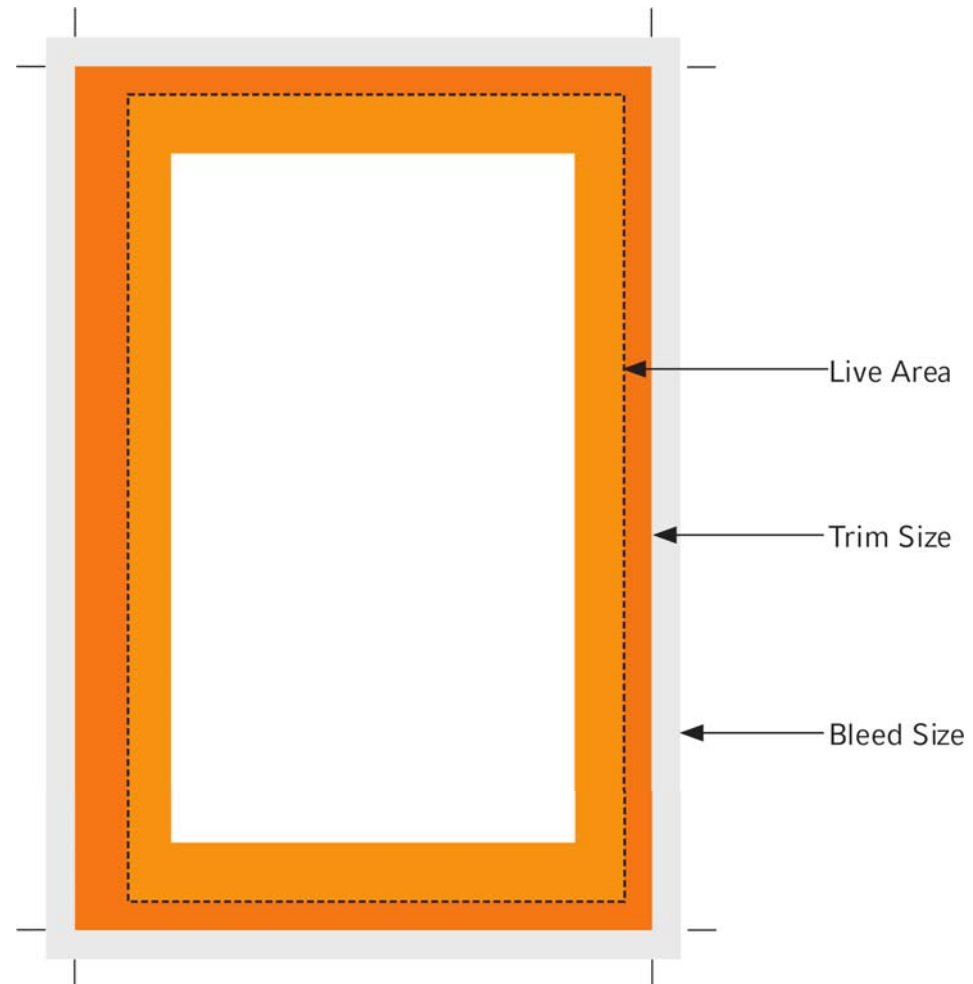


Advertisement Format Details

Live Area: All critical elements of your bleed ad should fit 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.





Advertisement File Specifications

Please follow these specifications to ensure that your ad is printed as you intended. Linux Magazine Brazil is printed in LWC 60 g paper in offset.

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 5 mm of bleed on all trimmed sides.

Live area: Allow 5 mm within the trim size for all critical text or graphical elements. Allow 15 mm 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 (10 MB max.) to the following email address: material@linuxmagazine.com.br. 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.com.br>
- Username: advertiser
- Password: linux

Data media: ISO-formatted CD-ROM or DVD-ROM



Advertisement Specials

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

Contact: material@linuxmagazine.com.br

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: US\$ 480 *

extra split charge: US\$ 252 *

per additional 5 g: US\$ 24 *

* plus postal charge for subscribed circulation, according to weight

Technical Information

max. weight 25 g

format: min. (w x h) 100 x 135 mm

max. (w x h) 199 x 270 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 US\$ 252

4 pages US\$ 452

8 pages US\$ 620

12 pages US\$ 720

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: US\$ 200*

CD-ROM: US\$ 424*

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.



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Linux New Media do Brasil

Linux New Media do Brasil is a subsidiary of Linux New Media AG, a German publishing group with magazines being distributed in as much as 80 countries to date, in six different languages (German, English, Spanish, Portuguese, Polish and Romanian). Linux New Media is the worldwide leader within the Linux and Open Source niche, printing altogether around 4 million magazine copies per year and publishing more than 1,000 printed pages of high quality content per month.

Media information

Frequency: Monthly
Print run: 13,000 – 15,000 copies
Total circulation: 7,000 copies (monthly average)
Paid circulation: 5,500 copies (monthly average)
Event distribution: 1,500 copies (monthly average)
Paid subscription: 2,100 copies (current)
Newsstands circ.: 3,400 copies (monthly average)
Copy price: R\$ 14.90 (US\$ 7.49)
Standard subscription: R\$ 169.86 (US\$ 85.00)
Digital subscription: R\$ 99.90 (US\$ 49.90)
Premium subscription: R\$ 198.10 (US\$ 99.00)
 Digital + Printed
Total subscription: R\$ 318.00 (US\$ 159.00)
 Digital + Printed + Digital Back Issues

Contact for advertisement:

“Open Source is the most important and wide-ranging software trend on IT Market since the eighties.” – IDC, 2006

“More than 71% of companies in Brazil are using Free and Open Source Software – in government that number increases to 78%.” – ISF, 2007