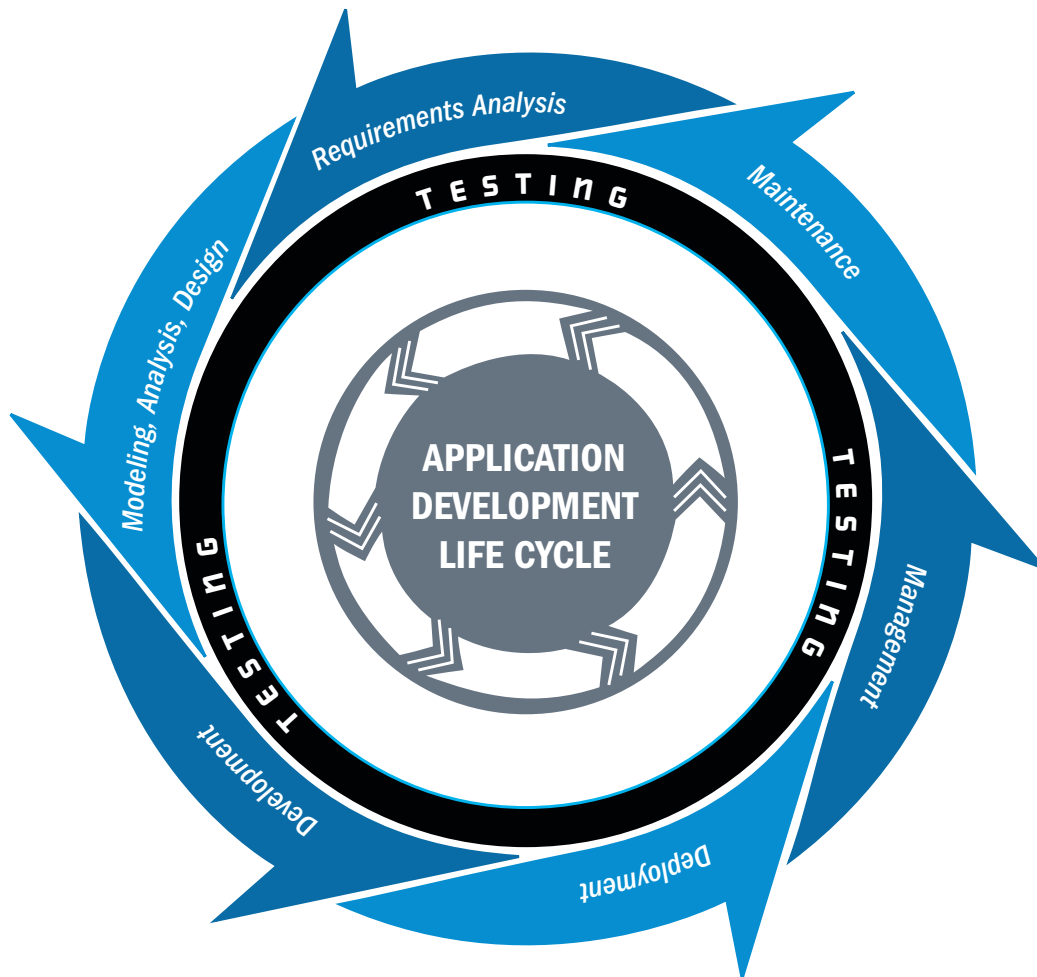

2009 ONLINE MEDIA KIT



DEVELOPMENT SOLUTIONS FOR CORPORATE SOFTWARE MANAGERS

Application Development Trends

APPLICATION DEVELOPMENT LIFE CYCLE



CORPORATE DEVELOPMENT PROFESSIONALS provide essential computing solutions by managing the design, development, deployment and maintenance of mission-critical applications. Corporate application development (AD) managers, in particular, are the cornerstone of a company's bid for a successful development strategy.

In directing their company's development efforts, AD managers oversee the complete application development lifecycle – from planning and design, through deployment and maintenance. They must continuously re-evaluate existing technologies, recommend emerging tools and paradigms, and ultimately recommend, specify and approve the purchase of the tools and services that will be used.

ADTmag.com assists corporate development professionals by providing news, trends, analysis and product guidance they need.

Reach corporate development decision-makers



ADTMAG.COM MONTHLY VISITOR STATISTICS

UNIQUE VISITORS105,000

NORTH AMERICA61%

GET YOUR MARKETING MESSAGES directly in front of corporate development management working in cross-platform, multi-language enterprise environments by advertising with ADTmag.com. We offer a full suite of online advertising programs to help you achieve your marketing goals. And to maximize your ROI, we work closely with you to develop custom, proven, and cost-effective advertising programs.

ADTMAG.COM

ADTmag.com is a leading enterprise architecture development Web site featuring the latest enterprise development news, trends, best practices, vendor announcements, and more. Covering a host of topics, platforms, frameworks and languages, the Web site provides valuable insight about all aspects of the application development life cycle.

Featured channels on ADTmag.com include: SOA, Java, IT Management, Application Development, Open Source, Security, Business Intelligence, Outsourcing, Collaboration, and Web services.

ADTmag.com is a key component of the Redmond Developer Network, an extensive network of media offerings for the Windows and enterprise architecture development marketplace.

ANNUAL INNOVATOR AWARDS

For over a decade Application Development Trends has honored creative IT development teams who have implemented unique application development and deployment projects to solve pressing business problems. Enter your company into the competition. Winners get considerable exposure.

Companies with corporate development tools and technologies advertise with ADTmag.com. Here are some examples:

- Application or data integration
- Application management
- Business rules/process management
- Component-based technology
- Configuration and change management
- Cross-platform development tools
- Data warehousing/business intelligence
- Database administration
- Database design and development
- Internet application development
- Life cycle modeling
- Messaging middleware
- Project management
- Requirements management
- Research and development
- Security/encryption/access control
- Site or system configuration
- Software analysis/design/architecture
- Software development/programming
- Software testing/quality assurance
- Systems design/integration/programming
- Testing/quality control
- Web design/analysis
- Web services development

Our influential audience has purchase power



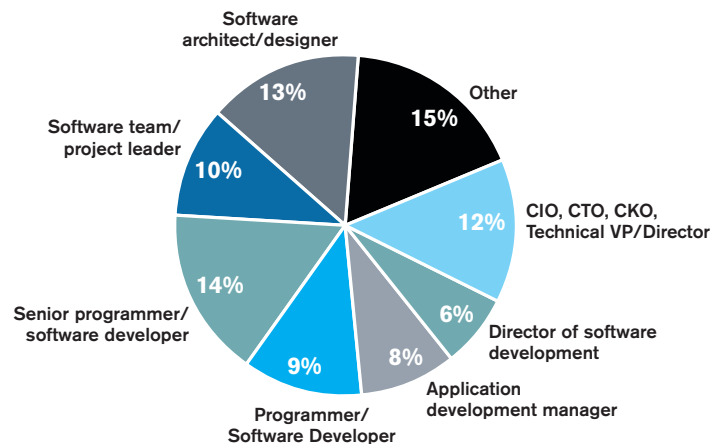
ADTMAG.COM DELIVERS a highly experienced and influential audience that is actively involved in the purchase decision-making process. Performing a wide variety of development functions, our audience consists of all levels of application development and IT professionals, including executive and senior management, developers, architects and IT specialists. This audience works in large, cross-platform, multi-language enterprise environments.

AUDIENCE FACTS

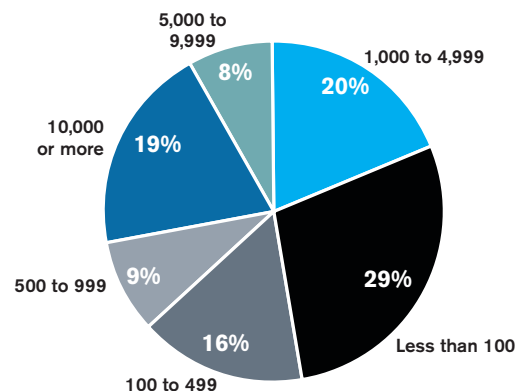
- **87%** ARE INVOLVED IN THE DECISION-MAKING PROCESS
- **72%** ARE TECHNICAL MANAGEMENT OR STAFF
- **74%** HAVE 10 OR MORE YEARS OF EXPERIENCE
- **47%** ARE FROM COMPANIES WITH 1,000 OR MORE EMPLOYEES
- **75%** HAVE TAKEN ACTION AS A RESULT OF AN AD OR ARTICLE
- A WIDE VARIETY OF LANGUAGES AND FRAMEWORKS ARE USED

Source: ADTmag.com Reader Survey, December, 2008.

JOB TITLE



NUMBER OF EMPLOYEES



87% Involved in Purchasing

ROLE IN DECISION PROCESS

ANY ROLE87%
RECOMMEND/SPECIFY BRANDS/ VENDORS FOR PURCHASE67%
EVALUATE VENDORS WHO PROVIDE SOLUTIONS63%
DETERMINE THE NEED63%
CREATE SHORT LIST OF VENDORS TO REVIEW41%
AUTHORIZE/APPROVE PURCHASE21%

LANGUAGES USED

NET COMPACT FRAMEWORK28%
.NET FRAMEWORK 3.0 (VISTA DEVELOPMENT)33%
ADO/ADO.NET36%
ASP26%
ASP.NET46%
ASP.NET AJAX27%
C/C++37%
COBOL16%
JAVA56%
LINQ (LANGUAGE INTEGRATED QUERY)11%
ORACLE38%
PHP20%
SQL SERVER66%
VB SCRIPT36%
VISUAL BASIC .NET42%
VISUAL BASIC 6.0 OR PREVIOUS VERSION23%
VISUAL C#38%
VISUAL SOURCESAFE (ANY VERSION)22%
VISUAL STUDIO .NET 20027%
VISUAL STUDIO .NET 200321%
VISUAL STUDIO .NET 200544%
VISUAL STUDIO 6.023%
VISUAL STUDIO TEAM SYSTEM (ANY)16%
VISUAL STUDIO .NET 200831%

TOP JOB FUNCTIONS

SOFTWARE DEVELOPMENT/PROGRAMMING59%
SOFTWARE ANALYSIS/DESIGN/ARCHITECTURE53%
APPLICATION OR DATA INTEGRATION52%
PROJECT MANAGEMENT47%
DATABASE DESIGN/DEVELOPMENT45%
SYSTEMS DESIGN/INTEGRATION/PROGRAMMING42%
INTERNET APPLICATION DEVELOPMENT41%
RESEARCH AND DEVELOPMENT40%
SOFTWARE TESTING/QUALITY ASSURANCE39%
WEB DESIGN/ANALYSIS34%
WEB SERVICES DEVELOPMENT32%
DATABASE ADMINISTRATION31%
SITE OR SYSTEM CONFIGURATION30%

OPERATING SYSTEMS USED

IBM MVS, VM, VSE, ESA19%
LINUX50%
MAC-OS19%
MS-DOS11%
NOVELL NETWARE8%
OS4009%
PALM OS, WINDOWS CE, SYMBIAN13%
SOLARIS19%
UNIX36%
WINDOWS SERVER OS (2003, 2000, NT)82%
WINDOWS DESKTOP OS (VISTA, XP, 9X, ME, NT)88%

56%
Company size
500 or more

#1 Primary Language is Java

TECHNOLOGIES/PRODUCTS BEING DEVELOPED OR DEPLOYED

.NET-BASED APPLICATIONS	.63%
AJAX-BASED APPLICATIONS	.38%
BUSINESS INTELLIGENCE APPLICATIONS	.40%
DATABASE APPLICATIONS	.73%
EMBEDDED APPLICATIONS	.16%
FINANCIAL APPLICATIONS (INCLUDING HR, ACCOUNTING, MRG)	.34%
POCKET PC APPLICATIONS	.13%
SECURITY SOLUTIONS	.24%
WEB CLIENT APPLICATIONS	.58%
WEB SERVICES	.57%
WINDOWS CLIENT APPLICATIONS	.47%
WINDOWS SERVER APPLICATIONS	.43%
WIRELESS APPLICATIONS	.20%
XML-BASED APPLICATIONS	.42%

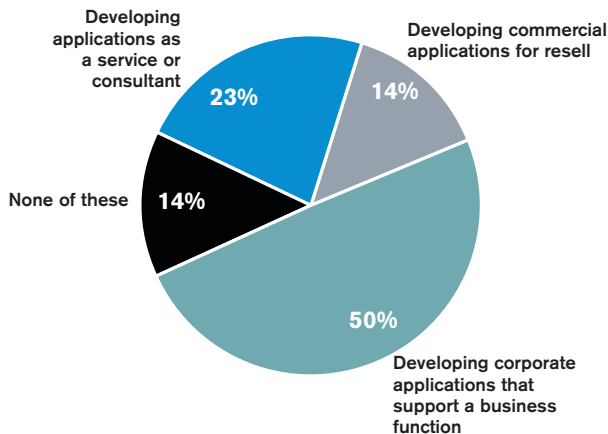
SOFTWARE DEVELOPMENT PLATFORM USED

MICROSOFT .NET	.74%
MICROSOFT ASP.NET	.52%
MICROSOFT COM/COM+/DCOM	.23%
MICROSOFT ACTIVE X	.27%
SILVERLIGHT	.14%
MONO (OPEN SOURCE .NET FRAMEWORK IMPLEMENTATION)	.4%
JAVA RUNNING ON WINDOWS SERVER	.46%

DATABASES USED

IBM DB2	.23%
IBM INFORMIX	.6%
MICROSOFT SQL SERVER	.79%
MICROSOFT ACCESS	.48%
MYSQL	.36%
ORACLE	.52%
POSTGRESQL	.7%
SYBASE SQL SERVER	.11%

APPLICATION DEVELOPMENT



INTEGRATED DEVELOPMENT ENVIRONMENTS USED

BEA	.8%
CODEGEAR (BORLAND) DELPHI, C#, OR C++	.7%
ECLIPSE	.34%
IBM RATIONAL	.11%
IBM WEBSPHERE	.15%
SUN NETBEANS	.12%
VISUAL STUDIO 2003	.26%
VISUAL STUDIO 2005	.56%
VISUAL STUDIO 2008	.38%

74% 10+ Years of Experience

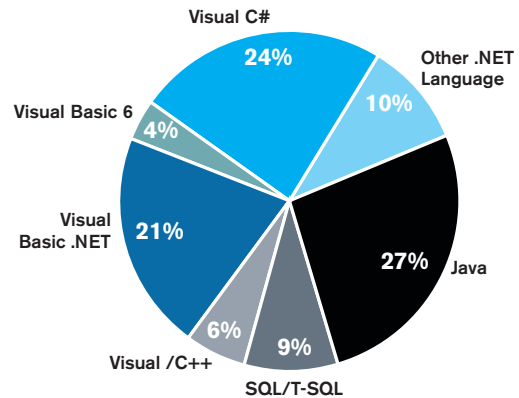
TOP DEVELOPMENT TOOLS USED

APPLICATION LIFECYCLE MANAGEMENT (ALM)23%
BUG & FEATURE TRACKING41%
BUILD MANAGEMENT31%
CD-ROMS32%
CHARTING & MULTIMEDIA23%
COMPONENT SUITES FOR .NET – DESKTOP & WEB29%
DATA EDITING, REPORTING & ANALYSIS TOOLS39%
DEPLOYMENT/PACKAGING/INSTALLATION37%
GRID COMPONENTS – WEB FORMS17%
GRID COMPONENTS – WINDOWS FORMS14%
HELP AUTHORIZING16%
IMAGE & GRAPHICS37%
INSTALLATION, DEPLOYMENT PACKAGING36%
MAPPING20%
MOBILITY TOOLS & FRAMEWORKS13%
PDF TOOLS56%
PRINTING36%
REQUIREMENTS MANAGEMENT25%
SOFTWARE CONFIGURATION MANAGEMENT36%
SOFTWARE TESTING & QUALITY ASSURANCE LEARNING/TRAINING37%
SOURCE CODE CONTROL54%
SPREADSHEET53%
TOOLBARS/MENU BARS28%
USER INTERFACE, WINDOWS FORMS/WEB FORMS46%
WEB HOSTING29%

ACTIVE READERSHIP

DISCUSSED IMPLEMENTING A NEW SOLUTION WITH A COLLEAGUE38%
DOWNLOADED A PRODUCT FOR EVALUATION36%
PASSED ON INFORMATION OF INTEREST TO A COLLEAGUE47%
VISITED AN ADVERTISER'S WEB SITE47%

PRIMARY LANGUAGE



75%
Take Action as a Result of an Ad or Article

PRODUCT OFFERINGS

ONLINE ADVERTISING FOR QUICK, COST-EFFECTIVE MARKETING RESULTS

ADTmag.com offers advertisers a variety of online marketing programs, such as standard banner placement, white paper downloads, text links, Web seminars, e-newsletters, Lunch Break Series guides, list rental, and more. Sponsor one of these programs or integrate programs for greater impact. Whether you want to heighten awareness, increase branding or generate leads, we can build custom programs to help you achieve your marketing goals.

CUSTOM LANDING PAGES/MICROSITES

For greater exposure to the ADTmag.com community, turn to a custom landing page or microsite to highlight your products or services. Our custom portal takes you beyond traditional marketing by providing valuable real estate for messaging on ADTmag.com. Get your logos, product descriptions, white papers, software downloads and more in front of our influential audience. Contact your sales manager for pricing or more information.

RESEARCH

Conduct informative research quickly with online surveys to the audience segments of your choice. You supply the custom questions and we supply the questionnaire design, tabulation and marketing. Contact your sales manager for pricing or more information.

LIST RENTAL

Turn your advertising program into an integrated, multi-channel campaign by utilizing the master database of 1105 Media, publishers of Redmond Media Group's Developer Network. With over 1,000,000 print and newsletter subscribers, you can easily target a large development audience or hone in on a specific niche. Use this offering to reinforce your message, generate quality leads, and heighten awareness. Contact your sales manager for pricing or more information.



Banner Advertising

Build awareness with our highly targeted enterprise development audience by taking advantage of our banner advertising opportunities. A variety of banner sizes are available to best meet your marketing needs.

IMPRESSIONS	CPM				
	728X90	336X280	120X600	160X600	DOG EAR
50,000	\$100	\$100	\$100	\$100	\$115
100,000	\$80	\$80	\$80	\$80	\$95

Specifications:

File format: GIF/JPG; maximum file size 20k; Flash/HTML: maximum file size 25k; targeted and premium rotations, add \$10 CPM.

Text Links

Sponsored text links, appearing on the bottom of each page of ADTmag.com, are cost-effective enhancements to any lead-generation marketing campaign. The text link program runs for 30 days.

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
CPM	\$5.00	\$4.50	\$3.00	\$1.50

Specifications:

One line of copy. 70 characters maximum, including spaces; also provide linking/redirecting URL.

Newsletter Sponsorships

Written by ADTmag.com editors, our newsletters cover the latest news and trends about specific segments of the enterprise development market. Sponsor one of our newsletters to get your message to interested subscribers.

APPTRENDS: Written especially for CIOs, CTOs, IT directors, and managers, this newsletter focuses on news and trends in application development from new tools and technologies to case studies on business deployment.

Subscribers: 75,000

Distribution: Twice weekly, Monday and Wednesday

ENTERPRISE ARCHITECT INSIGHT: For enterprise architects, this newsletter provides information on technologies and techniques that shape the design and integration of enterprise systems today.

Subscribers: 50,000

Distribution: Twice monthly, first and third Thursday

JAVA INSIGHT: This newsletter delivers the latest news, trends and techniques for creating enterprise Java applications, including technologies like J2EE, Web services, JSP, wireless systems and more.

Subscribers: 107,000

Distribution: Twice monthly, first and third Wednesday

SQL PRO INSIGHT: Delivering essential content on SQL Server, this newsletter helps IT professionals with their database administration and programming needs.

Subscribers: 55,000

Distribution: Weekly, Wednesday

WEB DESIGN & DEVELOPMENT INSIGHT: Readers receive proven tactics for creating intuitive and reliable sites in this newsletter.

Subscribers: 65,000

Distribution: Monthly, second Thursday

POSITION	1X	3X	6X	12X
Primary Text Ad CPM	\$125	\$90	\$75	\$65
Secondary Text Ad CPM	\$95	\$70	\$55	\$50
Anchor Text Ad CPM	\$65	\$45	\$40	\$35
160x600 Banner CPM	\$125	\$90	\$75	\$65

Specifications: Text and HTML. Sponsorship includes a headline and five lines of body copy. The headline is a maximum of 72 characters, including spaces, and a linking URL. Body copy is a maximum of five lines, 72 characters per line, including spaces, and a linking URL.



TECH LIBRARY LISTINGS

Educated prospects turn into great customers. ADTmag.com puts your white papers, case studies, Webcasts or demo software in front of thousands of AD/IT software professionals. You provide us the pertinent information and we deliver lead reports on a regular basis, including full demographics of each registrant.

Price: \$1,500 per 30-day period; pricing also available for lead guarantee programs.

Specifications: Logo (GIF/JPG), 50 and 150 word descriptions, plus linking URL

WEB SEMINARS /AUDIOCASTS

Our turnkey Web seminars allow you to focus on what is most important: delivering your message, escaping the hassle of production details, searching for a qualified audience, and promoting the event. Advertisers can customize polls and surveys for instant audience feedback. Archives of the live events are available. Contact your sales manager for pricing or more information.

LUNCH BREAK SERIES

A long-time favorite program of ADTmag.com advertisers, the LUNCH BREAK SERIES consistently achieves outstanding results. This award-winning program provides advertisers with guaranteed, qualified leads. Based on a topic selected by the sponsor, ADTmag.com develops the guide, performs all promotion, and provides the sponsor with leads.

Price: Contact your sales manager.

Specifications: Company logo, two full-page advertisements

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ABOUT THE REDMOND DEVELOPER NETWORK

The Redmond Media Group Developer Network provides the most comprehensive suite of advertising products to reach all members of the decision-making team in the Windows and Enterprise Architecture Development marketplace. Through the extensive network of print magazines, online offerings, newsletters, and conferences, advertisers can utilize a wide range of vehicles to reach any level of development professional.



ABOUT REDMOND MEDIA GROUP

RMG is dedicated to serving all aspects of the Microsoft market: the Microsoft customer, developer and partner communities. It provides news, in-depth analysis, and hands-on information for IT directors, corporate development managers, administrators and partners in the Microsoft community. For more information, visit <http://redmondmediagroup.com>.



Application Development Trends