

Visual Studio Magazine provides independent, how-to, practical articles that teach enterprise developers how to create applications with Visual Studio better, faster and more easily. The award-winning editorial reaches the core of the Microsoft developer community. And you can too.

Visual Studio[®] MAGAZINE

ENTERPRISE SOLUTIONS FOR .NET DEVELOPMENT

2008 MEDIA KIT

Welcome to *Visual Studio Magazine*



Visual Studio Magazine provides independent, how-to, practical articles that teach enterprise developers how to create applications with Visual Studio better, faster and more easily. The award-winning editorial reaches the core of the Microsoft developer community. And you can too.

With a circulation of **85,000 subscribers**, *Visual Studio Magazine* delivers more development professionals than any other Microsoft-focused developer publication.

By combining print media with online and events, we serve all the information needs of our loyal, responsive developer community year-round. See inside for more details.

Visual Studio Magazine is part of the 1105 Redmond Media Group. RMG is a full integrated media business dedicated to serving all aspects of the Microsoft B-to-B market: the Microsoft IT professional, developer and partner.

Editorial Overview

Visual Studio MAGAZINE

Mission Statement:

Our goal as a magazine is to help Visual Studio developers implement solutions better, faster, and more easily.

To that end, we emphasize practical, code-based solutions that have a strong basis in the business world. A primary consideration when assigning and editing any article is whether it passes what we call “the keyboard test”: to wit, does the article make you want to try out the technique described in the article immediately?

We at *VSM* are reader advocates. Our main allegiance is not to Microsoft, but to the developers who use its products, particularly Visual Studio. We do not let Microsoft review any content in advance of its publication, nor does Microsoft have any say with respect to the articles we run in the magazine. We welcome Microsoft’s input about the magazine, but our first priority is serving the readers who use Visual Studio.

Editorial Leadership

Patrick Meader, Editor in Chief



Patrick Meader has been an editor at Visual Studio Magazine (and its predecessor, Visual Basic Programmer’s Journal) for more than 12 years and the magazine’s editor in chief for the past seven years. Before he joined VSM, Patrick worked at Keyboard Companion, a title that focuses on piano pedagogy.

REGULAR COLUMNS

Ask Kathleen



Sometimes popular or commonly asked questions have hard answers. So VSM is glad to have Kathleen Dollard at the helm of its Q&A-style column, which tackles everything from debugging to ADO.NET to user access control issues. Kathleen has been developing business applications for more than 20 years, programming in Visual

Basic for ten years, and working with .NET since the early betas. Ask Kathleen covers topic from the relatively basic to the very advanced in difficulty, and neatly splits the difference between C# and VB .NET, reflecting the close to even split of C# and VB.NET business developers who comprise the magazine’s core audience.

Rocky’s Labyrinth



Rockford Lhotka writes the magazine’s back page, where he takes an in-depth, critical look at the events and technologies that shape today’s experience as a Visual Studio developer. Rockford is the author of several books, including the Expert VB and C# 2005 Business Objects books and related CSLA .NET framework.

On VB

Bill McCarthy is one of the foremost .NET language experts specializing in Visual Basic. He has been a Microsoft MVP for VB for more than eight years and interacts regularly with the Visual Basic development team, where he sits in on internal development reviews and helps to steer the language’s future direction. Each month, Bill provides a sampling of two to four tips and tricks to help you get the most out of Visual Basic .NET. These tips and tricks serve not just to highlight what is possible in VB, but what is possible with the framework, and one of the best parts of this column is the way Bill casually drops insights into the language and underlying framework as a by-product of explaining how to accomplish intermediate and advanced tasks with VB.

C# Corner

Bill Wagner is the author of Effective C# and has been a commercial software developer for more than 20 years. He is a Microsoft Regional Director and a Visual C# MVP, and his column highlights highly pragmatic solutions that rely on C#. Bill’s column emphasizes techniques that help you get the most out of C# in the context of maximizing your productivity. For example, a recent column topic explained how to design code to accommodate change and other columns have addressed reducing lines of code and maximizing performance in C#.

Editorial Calendar 2008

Visual Studio MAGAZINE

		Ad Close	Materials Due
January	Visual Studio 2008 Unleashed (special double-length feature) SPOTLIGHT: VS2008	Nov 26	Dec 3
February	Inside Windows Communication Foundation Access Oracle from ADO.NET	Dec 28	Jan 7
March	Entity Framework and Entity Data Model Designer SPOTLIGHT: GRAPHICS AND IMAGING	Jan 22	Jan 29
April	Make Data Access Dynamic with ASP.NET Reduce Code With Table Value Parameters SPOTLIGHT: REPORTING	Feb 25	Mar 3
May	LINQ Write Powerful Office Apps With VSTO SPOTLIGHT: AJAX	Mar 31	Apr 7
June	SQL Server 2008 (special double-length feature) SPOTLIGHT: SQL	Apr 28	May 5
July	Realworld Unit Testing and Debugging SPOTLIGHT: TESTING	May 28	Jun 4
August	Silverlight (Take Your Windows Apps Everywhere) SPOTLIGHT: SILVERLIGHT	Jun 27	Jul 7
September	Security Obfuscation and Microsoft Software Licensing and Protection Services SPOTLIGHT: SECURITY	Jul 29	Aug 5
October	Simplify Data Integration With Jasper SPOTLIGHT: SHAREPOINT	Aug 29	Sep 5
November	Blend in Beautifully (With Microsoft's New Expression Tool)	Sep 29	Oct 6
December	Air-Tight Reporting XNA SPOTLIGHT: BOOKS/LEARNING	Oct 28	Nov 4

Topics that will figure prominently in VSM's editorial mix during the next year include:

- Visual Basic .NET
- C#
- ASP.NET
- SQL Server
- Windows Presentation Foundation
- Blend from Microsoft's Expression Product Line
- Testing & Debugging
- ADO.NET
- LINQ
- Performance
- Windows Communication Foundation
- Web Services
- Oracle
- Security
- ADO .NET
- Database Performance
- Microsoft Software Licensing and Protection Services
- Dynamic Languages
- Visual Studio Tools for Office
- AJAX for ASP.NET
- Generics and Refactoring
- Windows Vista
- Visual Studio Team System
- Windows Workflow
- Obfuscation

Bonus Distribution

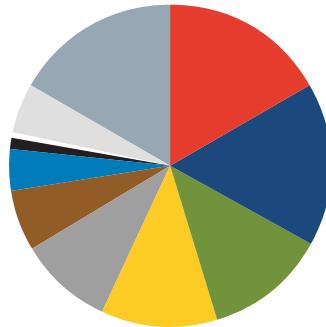
- April issue:** VSLive! Conference
- May issue:** VSLive! and Enterprise Architect Summit
- June issue:** TechEd Developers Conference
- September issue:** VSLive! Conference
- October issue:** VSLive! Conference
- November issue:** VSLive! Conference

Readership

Visual Studio MAGAZINE

Job Title

Senior Programmer/Software Developer	17%
Software Architect/Designer	16%
Application Development Manager	12%
Senior Programmer/Software Developer	12%
Software Team/Project Leader	9%
CIO, CTO, CKO, Technical VP/Director	6%
Director of Software Development	4%
Software Engineering Supervisor	1%
ISV	0.4%
Other	5%
No Answer	17%



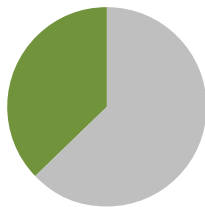
READER FACTS

73%

have 10 or more years of development experience

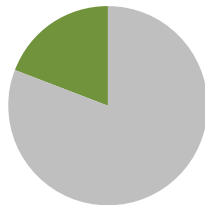
Actively Involved in Management

Yes	63%
No	37%

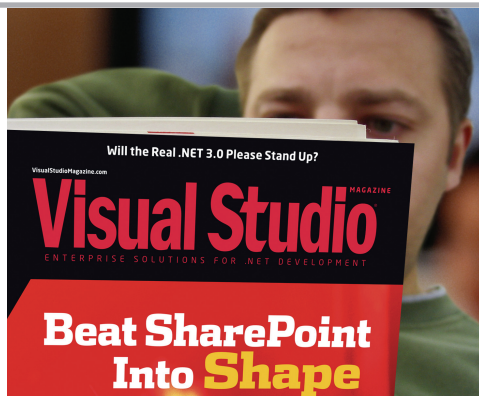
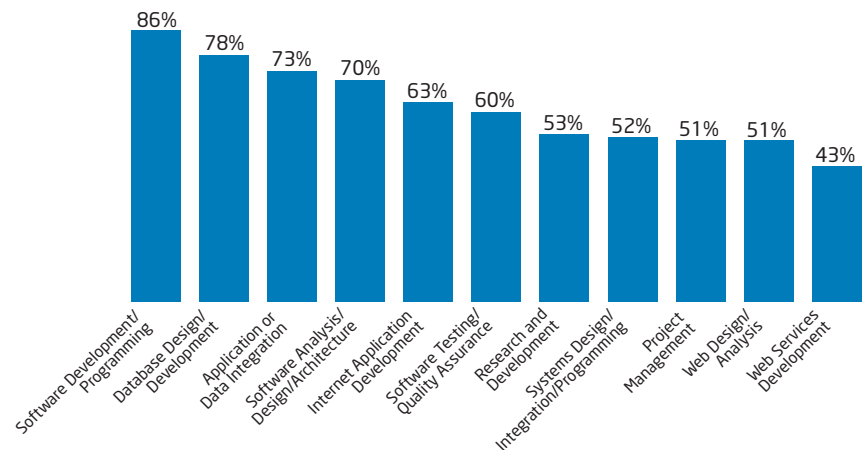


Work in a Development Team

Yes	81%
No	19%



Top Job Functions Performed or Managed

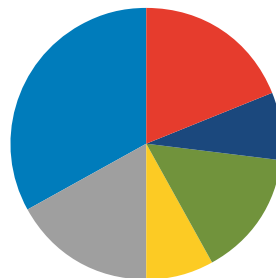


READER FACTS

90% buy third-party tools—other than Microsoft

76% involved in purchasing

38% purchase for 10 or more seats



Company Size

10,000 or more	19%
5,000-9,999	8%
1,000-4,999	15%
500-999	8%
100-499	17%
Less than 100	33%

READER FACTS

20%

work for Fortune 500 companies

Readership

Visual Studio MAGAZINE



Active Readership

82% read 3 or 4 out of 4 issues

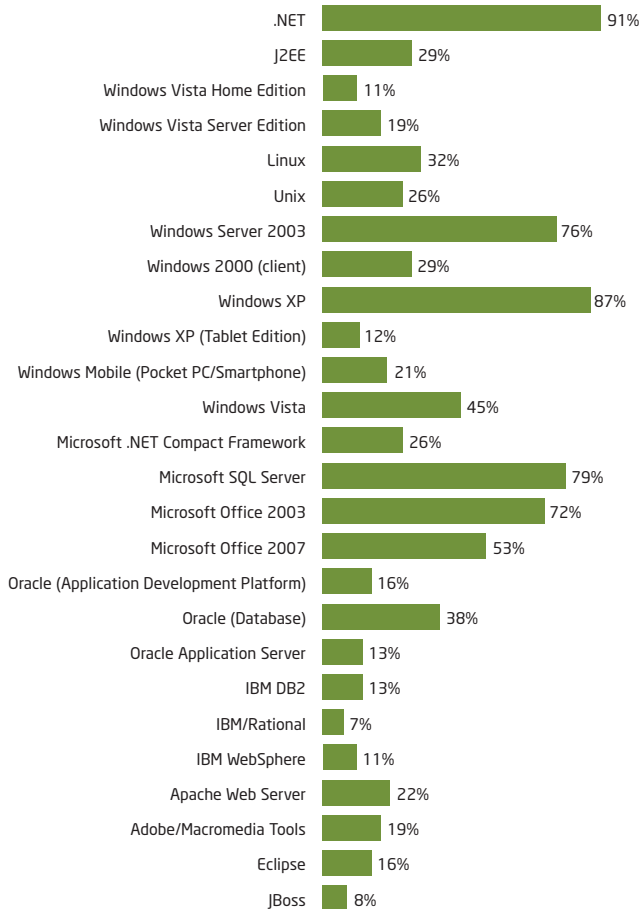
75% pass on information to a colleague

63% visit an advertiser's Web site

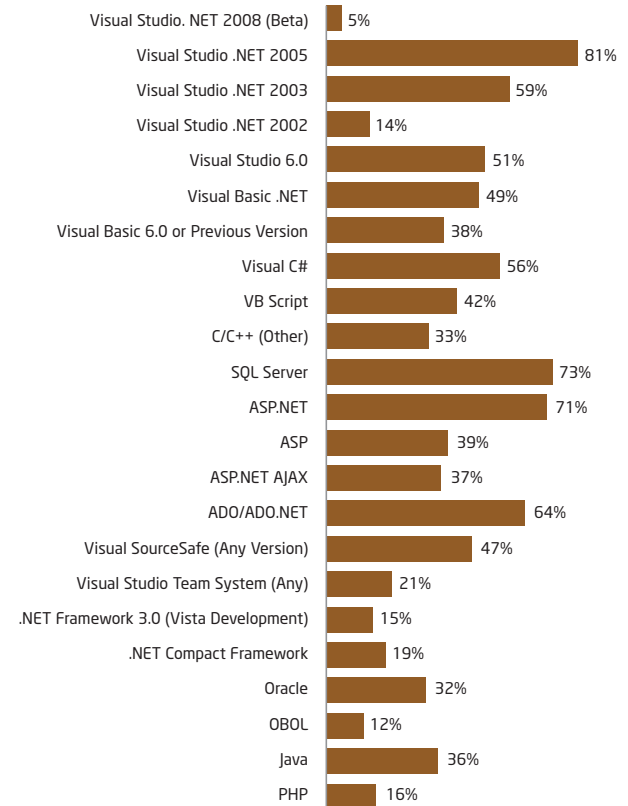
61% discuss implementing a new solution with a colleague

56% download a product for evaluation

Development Technologies



Languages in Use



Online Media Services

Visual Studio MAGAZINE

Visualstudiomagazine.com augments the print publication. Relaunched in November 2007, the dynamic site provides readers with how-to, real-world development content that Microsoft developers crave.

Our responsive online programs offer a direct gateway into the Microsoft developer community.



.NET INSIGHT E-MAIL NEWSLETTER

.NET Insight takes subscribers through the maze of Visual Studio and .NET technologies, from development tools and platforms to hosted Web services and migration strategies. Get immediate and solid response to your advertisements in the weekly .NET newsletter reaching more than 200,000 subscribers.

BANNERS

Integrate banners into your branding or lead-generation campaign. Banner sizes include skyscrapers, leaderboards, rectangles and dogears.

WHITE PAPER LISTINGS

Promote your white papers or case studies in our Tech Library and gather high-quality leads from responsive readers. Our registration system requires readers to submit full demographics and confirm their e-mail address before they can download any resource.

WEBCASTS

Interact with our audience during these one-hour vendor presentations. You provide the speaker and PowerPoint presentation while we provide the production and promotion of the event. You'll come away with qualified leads, instant feedback from the audience through polls, surveys and Q&As, plus a recording of the event for your own use.

TEXT LINKS

Text advertisements, positioned at the bottom of each Web site page, provide a cost-effective enhancement to your campaign.

CUSTOM WEBSITE LANDING PAGES

"Own" a page on our Web site for your logos, product descriptions, white papers, software downloads and more. You provide the copy, we provide the promotion.

RESEARCH

Conduct valuable 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 promotion.

Meet One-On-One with Prospects and Customers

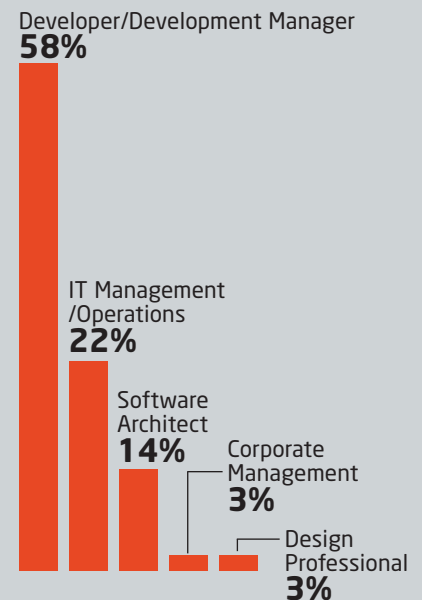
For more than a decade VSLive! events have set the standard of excellence in developer conferences. VSLive! conferences provide the ultimate educational platform for professional developers and development managers who want to get the most out of Visual Studio, the .NET Framework, and ASP.NET.

75% OF ATTENDEES RANK EXPOSURE TO EMERGING, FUTURE TECHNOLOGIES AS A REASON FOR ATTENDING A VSLIVE! CONFERENCE

VSLive! is a year-long series of conferences that deliver market leaders—early adopters who outpace the industry curve. These sophisticated technology professionals want to know how to build solutions faster and gain productivity. Meet face-to-face with the people involved in the buying process while they are making decisions on what tools and technologies to use.

- Platinum, Gold and Silver Sponsorships
–Raise your company to the top with premium sponsorship packages.
- Exhibitor – Select the most economical way to meet face-to-face with buyers eager to learn more about new products and technologies.
- Exclusive Promotional Sponsorships – Gain an edge on the competition with exclusive promotional sponsorships. You can place your logo on a variety of products such as conference pens, lanyards and the passport lounge.

JOB TITLE DEMOS



2008 Calendar of Events

April:	VSLive! San Francisco
May:	VSLive! Orlando
September:	VSLive! New York
October:	VSLive! Las Vegas
November:	VSLive! Austin

Specifications

The following Specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less desirable printed results.

Magazine Trim Size: 8" x 10-3/4"

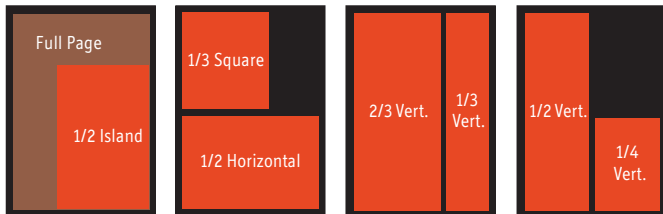
Bleed Size: 8-1/4" x 11"

	Live Size	Bleed Size
Full Page:	7" x 10"	8-1/4" x 11"
2/3 Vertical:	4-1/2" x 10"	5-5/16" x 11"
1/2 Horizontal:	7" x 4-7/8"	8-1/4" x 5-9/16"
1/2 Island:	4-1/2" x 7-1/2"	n/a
1/2 Vertical:	3-3/8" x 10"	n/a
1/3 Vertical:	2-3/16" x 10"	n/a
1/3 Square:	4-1/2" x 4-7/8"	n/a
1/4 Vertical:	3-3/8" x 4-7/8"	n/a

Product Showcase Section

Full Page:	7-1/4" x 9-1/8"	n/a
1/2 Horizontal:	7-1/4" x 4-1/2"	n/a
Big Square:	4-13/16" x 4-1/2"	n/a
Tall:	2-3/8" x 4-1/2"	n/a
Listing:	2-3/8" x 2-1/8"	n/a

All Bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.



Ad Sizes are to scale.

Media Shipping (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Visual Studio Magazine
Attn: Brian Gonzalez, Assoc. Production Coordinator
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Phone: 818-734-1520 x 233
Fax: 818-734-1528
Email: vsmadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

File Format

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Setting for Distiller, with specifications as listed below. Download printer driver & distiller settings from our web site at: <http://www.101com.com/services/DigitalAdRes.aspx>

In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted, unless converted to outlines.
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- **Set crop marks with a 12 point offset**
- **PDF file needs to be 1 inch larger than trim size of magazine and include crop marks**

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

Digital Advertising Resources

1105Media Inc. Media Kits and Ad Specifications
<http://www.101com.com/services/DigitalAdRes.aspx>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org>
<http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>

Advertising Rates

Visual Studio MAGAZINE

2008 ROP Color Advertising Rates

Ad Size	1x	3x	7X	12x	14X	21X	28X
Full Page	\$16,770	\$16,325	\$15,615	\$15,350	\$14,525	\$14,150	\$13,305
2/3 Page	\$12,525	\$11,480	\$10,740	\$9,980	\$9,240	\$9,095	\$8,970
1/2 Island	\$9,500	\$8,640	\$8,120	\$7,630	\$7,140	\$7,015	\$6,900
1/2 Horizontal	\$9,085	\$8,230	\$7,685	\$7,140	\$6,625	\$6,500	\$6,385
1/3 Page	\$5,950	\$5,310	\$4,985	\$4,660	\$4,355	\$4,250	\$4,150

Premium Position Rates

Cover 2*	earned rate plus 25%
Page 1	earned rate plus 20%
Cover 3	earned rate plus 20%
Back Cover	earned rate plus 30%
Other Premium	earned rate plus 15%

*Sold only as a spread

General Conditions

A. Advertising is subject to acceptance by Publisher as to character, layout, text and content.

B. The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.

C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.

D. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading, and should not misrepresent any competing product or service or make an unfair, incomplete comparison.

E. Any attempt to simulate the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with any copy that in the Publisher's opinion resembles editorial material.

F. Conditions, other than rates, are subject to change by Publisher without notice.

G. Positioning of advertisements is at the discretion of the Publisher unless agreed to in writing by the Publisher.

H. Publisher shall have no liability for errors or omissions in key numbers, Reader Inquiry Numbers or Advertisers' Index.

I. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.

J. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.

K. Advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.

L. All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers or sales agents are cautioned that solicitation by Publisher's agents on any other basis is unauthorized.

M. Cancellation of space reservations for any reason will result in a shortrate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.

N. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.

O. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.

P. No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing.

Q. Publisher is not liable for delays in delivery or nondelivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

R. Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date and that while Publisher may, at advertiser request, adopt procedures to restrict dissemination of submitted material to lesson risk of disclosure, Publisher has no liability for its failure to do so.

S. As used in this section titled "General Conditions," the term "Publisher" shall refer to 1105 Media, Inc.

T. Governing Law, Attorney's Fees. This Agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, California. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.

Commissions & Credit Terms

15% commission to recognized agencies. Payment of invoices is due upon receipt. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation and shortrate.

Cancellations & Late Material

Notification of space cancellations must be received in writing by the space closing deadline. If cancelled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.

Advertising Frequency Contracts

Frequency contracts entitle advertisers to the discount rate as specified under "General Advertising Rates." A contract year begins with the date of the first insertion. Advertisers agree to pay shortrate for incomplete contracts. Advertisers with a 24-time or greater frequency contract must run a minimum of one advertisement in each issue during the life of the contract, unless they qualify for discounts based on multiple insertions in the same issue. Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.

Note: Please call for pricing on PMS colors, inserts, polybags, etc.

*Magenta, cyan or yellow—if more than one process color is used, the four color rate applies. Effective: Jan. 1, 2008

Redmond Media Group

The 1105 Redmond Media Group (RMG) provides news, in-depth analysis and hands-on information for IT directors, managers, developers, administrators and a range of partners in the Microsoft community.



IT PROFESSIONAL

Redmond magazine is the authoritative, independent voice of the Microsoft IT community. It provides real-world technical, product, news and industry information for experienced IT professionals working within a Windows platform.

Redmondmag.com provides visitors with the information, strategies and behind-the-scenes insight into Microsoft and the Windows computing platform through print articles and online-only content.

MCPmag.com is the daily information and news site for Microsoft Certified Professionals. The site delivers technical and career information to a global community of IT professionals working with Microsoft products.

TechMentor Conferences are focused on delivering serious training—by informed, expert instructors—on automating, managing, securing and troubleshooting Microsoft Windows server systems.

DEVELOPER

Redmond Developer News is a twice-monthly magazine giving corporate development managers insight into Microsoft's plans and news on the latest happenings.

RedDevNews.com serves the Microsoft development manager by exclusively covering pertinent real-world news, product and new development technology information.

ADTmag.com covers enterprise application news, trends and best practices for corporate development managers working in a cross-platform, multi-language environment.

Enterprise Architect Summit provides IT strategies and best practices for enterprise architects.

Visual Studio Magazine offers enterprise solutions for .NET development. It gives architects, developers and development managers practical, proven and unbiased how-to articles.

VisualStudioMagazine.com provides technical hands-on, how-to content for enterprise-level developers, architects and managers.

SQLProInsight.com is a new site offering news, blogs, articles, best-practices advice and insight for professional DBAs and developers interested in databases and structured query language.

VSLive! is a year-long series of events for developers who work with the Visual Studio.NET tool suite.

PARTNER

Redmond Channel Partner magazine helps Microsoft channel partners succeed and grow their businesses. It offers insight into everything from sales strategies to working with Microsoft and understanding its product plans.

RCPmag.com keeps Microsoft channel partners abreast of the latest Microsoft marketing programs, events, product news, sales tips and more.

TechPartner Conferences offer expert insight, ideas and information about the variety of business opportunities generated by the new Microsoft products. Resellers will learn how to increase sales, position their company for greater success, and improve leadership and management skills.

