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(IWW)

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Positioning

- **dotnetpro** is Europe's leading magazine for software developers in the German-speaking world for Microsoft .NET and Microsoft Windows.
- **dotnetpro** is the communication platform of the German-speaking .NET developer community. The constant communication between readers, editors and advertisers ensures a diverse and objective opinion about the current trends in the field of software development
- **dotnetpro** organizes conferences like the prio.conference or the .NET Developer Conference, which are tailored to the professional software developer in the .NET environment.
- **dotnetpro** is a recognized expert opinion and competent orientation aid for developers and decision-makers alike.



Target group

- **dotnetpro** aims at professional system and application developers in companies, system houses or self-employed people as well as decision makers that deal with the selection of technologies, platforms, database and development environments.
- **dotnetpro** thus belongs to the essential literature for all
 - Heads of departments/team leaders of development teams
 - Software architects
 - Database developers
 - Independent software developers
 - Developers who make to order
 - Students of informatics and related study subjects
 - IT professionals (System, database or network administrators)
 - Technical decision makers, IT managers and consultants


- **dotnetpro** provides professional knowledge for software developers writing programs using Microsoft technologies for Microsoft and non-Microsoft platforms. dotnetpro reports on technologies such as .NET Framework, Windows Forms, Windows Presentation Foundation, XAML, Silverlight, Entity Framework with Windows Workflow Foundation, but also about Windows, Mono, Servers such as SQL Server, Sharepoint or BizTalk Server, as well as tools like Visual Studio, Mercurial or Jenkins.
- In addition dotnetpro also takes a broader look at related programming languages and platforms and their cooperation with .NET languages such as Java, JavaScript, PHP or C ++.
- **dotnetpro** supports readers in practical issues of application development from requirements analysis to deployment.

Categories

Current	News on recent books, products and technologies
Focus	Topics with dedicated importance for the target group at this point in time
Tools	Tests of current products and versions
Practice	Entire problem solutions, of single code snippets to components up to complete application. Mostly with source code for utilization in individual projects
Architecture	Structure of efficient applications
Management	Developers' knowledge beyond codes like soft skills and marketing strategies
Research	Reports about cutting-edge software research at German universities and research facilities
Further training	Dates of seminars, conferences and roadshows.
Basics	About Clean Code, C# and programming exercises.

Advantages

- **dotnetpro** provides comprehensive information on software development for the .NET and the Windows platforms and gives its readers a substantial information advantage. In each issue, readers will benefit from the know-how of renowned authors from the national and international developer scene.
- Practice-oriented articles help readers in their daily work and provide suggestions for their own projects, also including the classical development environments.
- Examples that can be implemented directly including source codes are on the CD/DVD in the magazine, and can be integrated into your own programs and save valuable time and resources.
- On the CD/DVD in each issue are also useful tools, open-source software and libraries.
- An online archive of about 2,800 articles and sources (as of September 2011) is accessible to subscribers.

Publisher	Neue Mediengesellschaft Ulm mbH Bayerstraße 16 a 80335 München Phone: +49 89-74117-0, Fax +49 89-74117-101
Managing Director	Dr. Günter Götz Florian Ebner
Sales Manager	Thomas Heydn Phone: +49 89-74117-111 E-Mail th@nmg.de
Print run	circulated issue, 2. quarter 2011 8,844 copies 
Subscriber /reader service	see imprint
Volume	21 th volume, 2012
Frequency	monthly
Terms of payment	Payable net within 30 days after date of invoice. 2% discount for payments within 14 days after invoicing (only if no invoices pending). For orders below € 500. and for new customers only direct debit authorisation is possible. The authorisation has to be at the publisher's hands before advertisement

deadline. Foreign customers have to pay in advance. In case of delays in payment or deferrals interest of 8% above the current base interest rate as well as collection costs will be charged. VAT will also be added on to the net prices. All orders are subject to our terms and conditions.

Advertisements	Claudia Fink Phone: +49 89/74117-234 Fax +49 89/74117-269 E-Mail claudia.fink@nmg.de
Job market	Angelika Hochmuth Phone: +49 89/74117-432 Fax +49 89/74117-269 E-Mail angelika.hochmuth@nmg.de
Bank details	Deutsche Bank, Code 70070010, Act No 8264160
Editorial	redaktion@dotnetpro.de
Chief editor	Tilman Börner

Dates of booking • annual topics

Issue	Date of publication	Advertisement deadline	Delivery date for printing data	Topics*	Events 2012
02/12	19/01/2012 (Thu)	16/12/2011 (Fri)	23/12/2011 (Fri)	Using the cloud correctly	OOP 23.-27.01.2012 Mobile Developer Conference 13.-14.02.2012
03/12	16/02/2012 (Thu)	17/01/2012 (Tue)	24/01/2012 (Tue)	The best free tools for developers	CeBIT 06.-10.03.2012
04/12	15/03/2012 (Thu)	14/02/2012 (Tue)	21/02/2012 (Tue)	Development projects from A to Z	
05/12	19/04/2012 (Thu)	16/03/2012 (Fri)	23/03/2012 (Fri)	Making the most of Visual Studio 2010 and 2012	.NET Developer Conference 14.-15.05.2012
06/12	17/05/2012 (Thu)	16/04/2012 (Mon)	23/04/2012 (Mon)	Choosing the right architecture	
07/12	21/06/2012 (Thu)	18/05/2012 (Fri)	25/05/2012 (Fri)	What's new in .NET 4.5 and 5.0	
08/12	19/07/2012 (Thu)	19/06/2012 (Tue)	26/06/2012 (Tue)	Agile, Scrum or Waterfall	
09/12	16/08/2012 (Thu)	16/07/2012 (Mon)	23/07/2012 (Mon)	Version check: How to do it nowadays	
10/12	20/09/2012 (Thu)	21/08/2012 (Tue)	28/08/2012 (Tue)	C # for professionals	
11/12	18/10/2012 (Thu)	17/09/2012 (Mon)	24/09/2012 (Mon)	Universal database access	
12/12	15/11/2012 (Thu)	15/10/2012 (Mon)	22/10/2012 (Mon)	Programming for Windows 8	
01/13	20/12/2012 (Thu)	20/11/2012 (Tue)	27/11/2012 (Tue)	Protocols for data communications	

* The editorial reserves the right to amend topics due to reasons of actuality.

Advertising prices 2012

Format	Print space formats (width x height mm)	Bleed off formats ¹⁾ (width x height mm)	Prices (4c)
1 x 1/1	175 x 270	210 x 297	5,410 €
1 x 2/3 vertical	115 x 270	134 x 297	3,620 €
1 x 2/3 horizontal	175 x 178	210 x 195	3,620 €
1 x 1/2 vertical	85 x 270	104 x 297	2,700 €
1 x 1/2 horizontal	175 x 132	210 x 146	2,700 €
1 x 1/3 vertical	55 x 270	74 x 297	1,860 €
1 x 1/3 horizontal	175 x 86	210 x 103	1,860 €
1 x 1/4 vertical	85 x 132	104 x 149	1,360 €
1 x 1/4 horizontal	175 x 64	210 x 81	1,360 €
1 x 1/6	55 x 132		910 €
1 x 1/8	90 x 64		680 €
Cover page 2/4			6,280 €
Format in color crossover ²⁾			
1 x 2/1	382 x 270	382 x 270	10,830 €

1) Please consider with these sizes the necessary space for cuts (entire page 4 mm and 4 mm text distance to the right and left advertisement border)

2) For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings

All prices plus V.A.T.

Bleed off ads or exceed of type area:

Without extra charge

Placement charge:

(not discountable)

10% discount for priority placement in magazine

Discounts

Quantity scale

As of	3 bookings	5 %
As of	6 bookings	10 %
As of	9 bookings	15 %
As of	12 bookings	20 %

10% combined rebate in case of parallel booking of dotnetpro and databasepro.

Jobs section/ Seminars/ Services

Format	width x height in mm	
1 x 1/1*	176 x 256	3,675 €
1 x 1/2 vertical*	85 x 256	1,850 €
1 x 1/2 horizontal*	176 x 126	1,850 €
1 x 1/3 vertical*	55 x 256	1,200 €
1 x 1/3 horizontal*	176 x 82	1,200 €
1 x 1/4 corner*	85 x 126	980 €
Online Job market only		590 €

*Upon arrival of your data your ad will also be listed in our online job market for software developers for 4 weeks (a joint online job-market of the magazines dotnetpro, web-developer and mobile-developer).

All prices plus V.A.T.

Services directory

With the service directory in each issue and the services database online, dotnetpro provides both its readers and online users with the ability to easily establish business contacts.

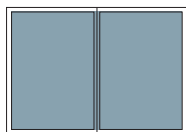
Prices	
Entry text – online only	100 €/year (1 category)
Entry text with logo – print only	390 €/year (1 category)
Entry text with logo – online only	250 €/year (up to 3 categories)
Entry text with logo – print + online combined	490 €/year (up to 3 categories, one of them print)

Advertorials

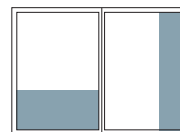
This section offers a platform for company presentations, product descriptions, case studies or consulting offers. You submit your own text by means of a form with 1 to 2 pictures and company logo. You will receive the designed page as pdf.-file for view and release.
Approx. 2.800 characters plus graphic files, logo/picture.

Format	
1 x 1/1	3,950 €

Advertising formats



2/1 page crossover
 Print space W 382 x H 270
 Bleed off* W 420 x H 297

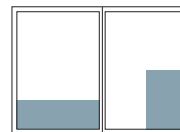


1/3 page horiz. W 175 x H 86
 Bleed off* W 210 x H 103

1/3 page vert. W 55 x H 270
 Bleed off* W 74 x H 297

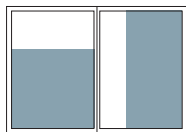


1/1 page
 Print space W 175 x H 270
 Bleed off* W 210 x H 297



1/4 page horiz. W 175 x H 64
 Bleed off* W 210 x H 81

1/4 page 2-columns W 85 x H 132
 Bleed off* W 104 x H 149

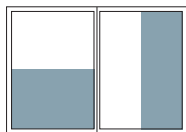


2/3 page horiz. W 175 x H 178
 Bleed off* W 210 x H 195

2/3 page vert. W 115 x H 270
 Bleed off* W 134 x H 297

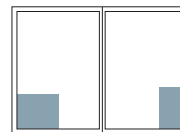


1/6 page horiz. W 55 x H 132



1/2 page horiz. W 175 x H 132
 Bleed off* W 210 x H 146

1/2 page vert. W 85 x H 270
 Bleed off* W 104 x H 297

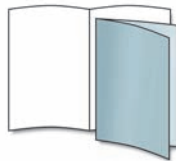


1/8 page horiz. W 90 x H 64

1/9 page W 55 x H 86

* Bleed off:
 Tolerance to exterior borders: 4 mm

Supplements: Supplements are printed papers which loosely accompany the magazine.



Supplement prices

up to 25 g single weight
per 1,000 copies 250 €
per 5 g and parts
thereof 12 €
plus delivery costs.

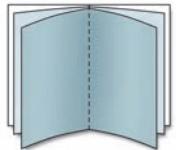
Booking options:

Only available for total circulation.

Supplement formats

Minimum format: 105 x 148 mm (DINA6)
Maximum format: 200 x 287 mm

Inserts: Inserts are fixed elements within the magazine.



Insert prices

4 pages insert
8 pages insert
Prices on request

Booking options

Only available for total circulation.

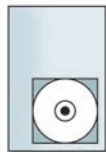
Insert formats

Technical specifications on request

Discounts

Prices for supplements, inserts,
fixed as technical costs will not be
discounted

Fixed inserts: Basic advertisement (1/1 page related ad) plus CD-ROM or glued-on



Glued-on postcard

Prices on request

Glued-on CD*

Prices on request

Further options on request.

Samples are prior to be sent to the
publisher for release.

Costs for glue are subject to agency
commission, but they are not discountable!

* in paper jewel case

Order and cancellation date: parallel to advertise-
ment closing time.

Delivery: see timetable.

Supplements and inserts: loosely, folded, safe for
transport placed on pallets, aligned layout.

Postcards: loosely, unfolded, safe for transport pla-
ced on pallets, aligned layout.

CD: safe for transport placed on pallets in boxes, lay-
out aligned to box, giving information about magazi-
ne and issue, free delivery to printshop.

dotnetpro-Homepage

www.dotnetpro.de is the online offer of dotnetpro. Here you find our archive with source codes, news, newsgroups, snippets, links and much more. The site has around 80,000 page impressions per month (as of September 2011)

Your benefit

- Exclusive banner space
- 100% target group focused
- Fixed advertisement prices and duration

Types of advertisements

Homepage (all possible pages)

Superbanner 728 x 90	Fullsizebanner 468 x 60	Skyscraper 120 x 600 or 240 x 400	Hockeystick on request	Medium Rectangle / ContentAd 300 x 250	Layer 400 x 400
50 €	40 €	50 €	60 €	60 €	75 €

(Prices* in TCP**)

Special advertisement forms online e.g. white paper, online special on request

Discounts	Levels of turnover	Discount
As of Euro	6,400.-	3 %
As of Euro	12,800.-	5 %
As of Euro	25,600.-	10 %
As of Euro	51,200.-	15 %
As of Euro	76,800.-	20 %
As of Euro	102,400.-	25 %

*All prices in Euro plus V.A.T.

**TCP: per 1,000 user contacts



Contact persons

Claudia Fink

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Fax +49 89/74117-269

claudia.fink@nmg.de

dotnetpro-Newsletter

In the internet, dotnetpro offers two newsletters, a weekly newsletter and a monthly one.

The weekly newsletter is subscribed by 8,000 recipients and is sent each Friday. The monthly newsletter has 12,000 subscribers and is sent in the middle of the month (as from: October 2011).

The newsletter offers possibilities for textual advertisements in the header as well as prior to newsgroups postings.



Newsletter weekly

- Position 1 650 €
- Position 2 525 €
- Position 3 460 €

Newsletter monthly

- Position 1 965 €
- Position 2 790 €
- Position 3 700 €

All prices are fixed/per week in Euro plus V.A.T.

Delivery of Data

Banner Pos. 1, 2 and 3:
Max. Format:
650 x 250 px GIF-Banner
(max. size 30 KB)

Alternative Text

(please do always deliver as well):
max. 8 lines with
72 characters each

Printing method	Rotation offset printing
Profile	PSO LWC Improved (ECI)
Procedure/ Cover paper	Adhesive binding, 90 g/ m2 wood-free white matte coating image printing, 1.06 Vol.
Grid pattern	FM grid pattern
Bleed off format	210mm width, 297 mm height
Minimum bleed off additions	4mm at all open sides. Please note our requirements for digital data transfer

Your contact partner for ad-planning and printing processing

- Marita Brotz, Phone: +49 89-74117-281,
Fax: +49 89 -74117 - 269, E-Mail: marita.brotz@nmg.de

Terms of delivery for digital ads:

Send exposure order and ad-motive previously via Fax (+49 89-74117-269) by mentioning title, issue, size and colour and data name.

Data medium:

CD-Rom, DVD

Data transmission:

E-Mail, FTP:

- By e-mail to: marita.brotz@nmg.de
- FTP-Server on request at.: +49 89-741 17 281

Digital data transfer:

- **Preferred format: PDF X3 (1.3)**
- Programme formats (generally latest versions):
QuarkXpress, FreeHand, Photoshop, Illustrator (CS2 - CS4)
- Data from CorelDraw have to be saved as .tif oder .jpg with 400dpi.
Takeover of open CorelDraw files is not possible.
- All fonts have to be included.
- If graphical software is used always convert to vector paths, colour range always in CMYK, never RGB.
- TIFF-data (CMYK or levels of grey) always in size 1:1 at 300dpi resolution
- Eps data (Pixel) -> see TIFF
Eps data (vector) -> fonts in paths
(Paths) convert / include in file.
- **Apple:** compressed data: Stuffit or ZIP
PC: compressed data: ZIP
- A proof must be handed in to avoid colour deviations.
- Assign data names according to the following pattern:
Advertising customer_dotnetpro_issue (Example: Microsoft_dotnetpro_1/12)
In case of problems with commissioning: Phone: +49 89-741 17 281

Exclusion of liability

If ad-motives were submitted digitally by the customer, the liability of the publisher is excluded for completely or partly not readable, incorrect or incomplete display of the respective ads.

1. Validity of terms

Offers and services solely refer to the subsequent terms. These do also apply for all future business relations also if not explicitly agreed upon again. Dissenting or conflicting terms will not be subject matter of contract even if they will not be explicitly refused. Changes of these terms do require written form.

2. Conclusion of the contract and refusal of advertisement orders

2.1. Offers by the publisher are subject to change. The information within the media data have been investigated in the best possible way but they are also approximate and do not bind.

2.2. An advertisement contract is put into effect if the customer's order is accepted in written form by the publisher or is partly fulfilled which is followed by an order confirmation.

2.3. The publisher can refuse advertisement orders due to content, origin or technical reasons by evaluation of standard and justified reasons. The publisher can subsequently cancel orders if their contents violate laws or authorities' regulations or if publishing is unacceptable for the publisher. This may be the case if the advertisement contains radical or pornographic content. If in such a case the publisher cancels the contract there will be no claims possible by the customer unless the publisher is responsible due to gross negligence or intent.

3. Cancellation

Accepted and thus legally binding orders are subject to the following respite of cancellation and cancellation fees

Print:

1 week before ad closing date	= 25 % of order value
1 week after ad closing date	= 50 % of order value
As of expired date for delivery of print data	= 75 % of order value

Online:

9 days before date of publishing	= 25 % of order value
4 days before date of publishing	= 50 % of order value
As of date for data delivery	= 75 % of order value

4. Placement of advertisements

The publisher reserves itself the right to publish the advertisements on its own choice at the appropriate position unless the placement of the advertisement has been agreed on for a certain number and a specific issue and place of the printed media. If so the publisher has to be provided with all necessary documents in time so that the advertisement can be published at the place and in the issue which have been agreed on by contract. Otherwise the publisher has the free choice where and when to place the advertisement. Categorized advertisements are printed in the respective category which does not need explicit agreement.

5. Mandatory collaboration by the customer

For the orderly publication of the advertisement the customer has to provide the publisher with all necessary documents and supplements in acceptable condition and in time latest up to the respective deadline. The customer is responsible for providing replacement for damaged or visibly unacceptable documents. The costs for the delivery of the reproform or drawings as well as changes wished by the customer and deviating from the original format agreed on have to be paid by the latter.

6. Content of the advertisement

The customer bears the sole responsibility for the advertisement's content and has to make sure that right of third parties are not violated. The customer has to relieve the publisher of claims of third parties which result from the order processing even if it is cancelled. The publisher is not obliged to verify whether advertisements affect rights of third parties or whether they violate competition law. Advertisements which are not directly identifiable as advertisements will be highlighted by the publisher with the word "advertisement".

7. Publishing dates and delivery delay

7.1. Publishing dates are only binding if they have been agreed upon as fixed dates.

7.2. An essential precondition for keeping each date is that the customer follows his obligations to co-operate and especially provides the publisher with all documents and if need be approvals that are necessary for the processing of the order.

7.3. If the reason for not keeping deadlines or other dates is due to force majeure or other unforeseeable incidents (especially difficulties in supplies, strike, look out, operational interruptions, authoritative interventions etc. also if they occur with the supplier or sub-supplier) which have not been caused by the publisher neither on purpose or by negligence, then the term will prolong correspondingly. As far as the publisher is responsible for the delay the customer is only entitled to cancel the contract after setting an appropriate additional term. Claims are excluded unless the publisher is responsible due to gross negligence.

8. Advertising costs

8.1. The advertising prices result from the actual price list. Agreed on or given rebates are only subject of the quantity of advertisements in the order. As far as the customer requests single order later than agreed the rebate is only valid if the order is processed within one year after publishing the first advertisement.

8.2. Amendments in prices are allowed if there are more than four months between contracting and advertising dates agreed on. If in the aftermath the wages, material costs, market related cost prices, the publisher will have the right to raise the advertising cost proportionally to the cost increase. The customer is entitled to cancel if the price increase between contracting and advertising date is more than 5 %.

9. Proofs and voucher copy

Proofs will only be delivered on explicit demand. The publisher considers all mistake corrections that have been announced to him within the set term during the delivery of proofs. The publisher also delivers an advertising confirmation on request together with the invoice. Depending on the type and volume of the advertising order advertisement costs, voucher copies and voucher numbers will be provided. In case the voucher copy is not obtainable, a confirmation about the publication and circulation will be provided by the publisher.

10. Terms of payment and prepayment

10.1. Invoices have to be paid latest within 30 calendar days after reception of invoice, after that period the customer is in delay of payment and has to pay interest of 8% on top the invoiced amount as per the valid base interest rate due to §247 BGB.

10.2. The publisher has the right to process the advertising only if immediate payment or prepayment is done. If the customer does not fulfil his payment obligations as agreed in contract, if he does not pay in time or if he exceed terms, if he stops payments or if other circumstances arise that question his credit worthiness, so the publisher can demand prepayment for all ordered advertisements as well as immediate payment of

all pending but not yet payable invoices as well as to stop work on current orders regardless of any agreements on payment on instalment basis.

10.3. Regardless of any other regulations the payment has to be done on the older debt herewith at first on the interest and then on the main amount.

10.4. The customer is only entitled to offset or to keep money if the claims are accepted by the publisher or if the counter-claims have been testified by law.

11. Liability regulations in case of material or legal defects

11.1. The publisher guarantees the best possible imagery of the advertisement due to common technical standards in branch customary print quality within the frame of the possibilities arising from the print documents. Claims arising of defects prescribe within 12 months time. The term starts with the publication of the advertisement. The customer has to prove for all damages within the warranty. The customer is obliged to immediately to verify the published advertisement and has to inform about possible defects within one week after publication.

11.2. If the publisher is responsible for the defect he is entitled to place a substitutional advertisement within the next possible issue. If this supplementary performance fails within an appropriate term the customer is entitled to cancel the contract or to reduce the advertising price. In case of minor defects cancellation is not possible. Claims of supplementary performance belong to the customer and are not transferable.

11.3. If the customer cancels the contract he will not have the right to claim damages. If he does not cancel the contract but claims for damages the duty to pay for damages is restricted to the difference between advertising price and the value of the defective advertisement. This is not applicable in case of fraudulent intent by the publisher.

12. Restrictions in liabilities

The publisher is only liable for intent and gross negligence. In case of careless violence of duties, damages to life, body and health the publisher is also liable. In case of slight negligence the publisher is only liable for monetary damages including missed profit if the affects those duties whose fulfillment the customer could especially trust in. Here, the monetary amount of the liability due to typical contracts and corresponding cases is restricted to the average damage that was not influenceable by the customer.

13. Court of jurisdiction, place of fulfillment and applicable law

Court of jurisdiction and place of fulfillment is the registered office of the publisher in Ulm. This is only valid if the customer belongs to merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if he is a corporate body or public estate or if his domicile or common place of living is unknown at the time of legal action or if he moves out of the national legal sphere after contracting or if the customer has no national code of jurisdiction. On the other side the publisher is also entitled to claim at the responsible court of the customer. The legal system of Federal Republic of Germany has been agreed upon for all the mutual legal relations between the parties.

14. Miscellaneous

If one or more regulations of this business relations or a regulation arising from further agreements should be or become ineffective the validity of all other regulations and agreements will not be affected. Ineffective or missing regulations have to be replaced by effective regulations that correspond best to the intended purpose. If need be corresponding legal regulations can be used as well.

As of October 2011 (subject to changes)

12. Contact

Publisher	Neue Mediengesellschaft Ulm mbh • Bayerstr. 16 a • 80335 München
Editorial	Phone: +49 89-74117 • Fax: +49 89-74117-183 E-Mail: redaktion@dotnetpro.de
Media consulting	Claudia Fink Phone: +49 89-74117-234 • Fax: +49 89-74117-269 E-Mail: claudia.fink@nmg.de
Ad sales / Jobs	Angelika Hochmuth Phone: +49 89-74117-432 • Fax: +49 89-74117-269 E-Mail: angelika.hochmuth@nmg.de
Ad planning	Marita Brotz Phone: +49 89-74117-281 • Fax: +49 89-74117-269 E-Mail: marita.brotz@nmg.de
Area of circulation	Germany, Switzerland, Austria
Frequency	12 issues per year
Homepage	http://www.dotnetpro.de

Member of the Audit Bureau for
Circulation of Advertising Media e.V.
(IVW)