

PROFESSIONAL TESTER

Essential for software testers

Media Kit

Information for
Advertisers and
Contributors



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Professional Tester

Professional Tester is the leading European media business covering the software testing market. Its mission is to provide practical help and inspiration to people who test software – a complex and challenging role, critical to all modern technology.

Professional Tester offers a popular magazine distributed both physically and electronically and a busy and vibrant website. It is completely independent, enabling its staff and contributing writers to discuss issues and express opinion based on available evidence freely. This concept is central to software testing and valued deeply by those who practice it.

Professional Tester Magazine printed and electronic

Professional Tester magazine has been published for ten years. It was created by true pioneers of software testing. With a peak subscribership of over 14,500 testers the magazine was probably read by several times this number when shared in workplaces. It is widely considered the best journal ever published for the industry, characterized by quality and rigour, direct opinion, and important articles which still influence how testing is done today. This serious content is complemented by conversational and humorous writing, completing a popular package that testers still want to read, re-read, share, keep and download, maximizing value to advertisers.

Originally a quarterly publication, it was relaunched in January 2010 as a bi-monthly printed and electronic magazine with the return of Edward Bishop, editor during the very successful 2002-2004 period. As before the magazine features knowledge-sharing articles on testing methods and techniques, and news about the testing industry, commentary and opinion on testing issues and regular features.

The content is aimed primarily at people working in testing and software quality. However, its broad coverage and penetrating insight mean it is also invaluable to those seeking a higher-level view of software-related technologies and industries.

Professional Tester Online

The content of Professional Tester magazine is also available at www.professionaltester.com, Europe's most up-to-date software testing news website. It carries press releases uploaded directly by the top companies in the industry, job opportunities, a comprehensive diary of upcoming events, and new and additional material not featured in the distributed magazine. Professional Tester always supplies a current and detailed picture of the industry, even between physical publications.

But more is to come! The relaunched site will be supported by email bulletins, RSS feeds, multimedia communication and networking and collaboration tools, creating the first true online community for software testers: Professional Tester 2.0!

Professional Tester Community

In the course of 2010, Professional Tester will launch the biggest and most inspiring community site for software testing. Professional Tester Community will invite all testers across the globe to participate, enabling them to find and exchange topical ideas, knowledge and opinions. Professional Tester Community will provide the ultimate resource for testers everywhere

Membership of the new community will also give users access to community-based services to help them in their work and personal development. These will be announced at the launch of Professional Tester Community.

Professional Tester's Reach

Professional Tester Magazine is distributed to a strictly-controlled subscriber base of over 7,000 active software quality professionals. The physical magazine is available at selected testing events and workplaces. The new offering is already generating a dramatic increase in Professional Tester's subscriber base. As new products and services will be introduced, this growth is expected to accelerate even further.



Advertising in Professional Tester

Why advertise in Professional Tester?

Because your message will be seen by more software testers than can be reached by any other publication, including the mainstream IT press.

Professional Tester is popular:

- ❖ it is the most recognized and valued brand in the industry
- ❖ real testers want to read it because its content is relevant to their work
- ❖ it is completely independent, so it can discuss issues freely: testers value that

Professional Tester is respected:

- ❖ it is widely considered the best ever journal for the testing industry: it's characterized by superb content and technical and literary rigour
- ❖ its learned and practical articles influence how testing is done
- ❖ it is entertaining: serious content is balanced by irreverent and humorous, but still relevant, writing

Professional Tester offers advertisers value for money:

- ❖ even years after distribution of an issue, testers still download, keep, read, re-read and share it
- ❖ the electronic publications introduce new exciting advertising opportunities, such as clickable advertisements linking to the advertiser's site, pop-ups, dynamic ads, etc
- ❖ all the big names in the industry feature regularly
- ❖ it is distributed free at relevant events throughout Europe
- ❖ as well as advertising, it accepts articles and other contributions from commercial entities: a unique opportunity to showcase your expertise and capability direct to the people that matter

Don't miss this opportunity - [talk to us now](#)

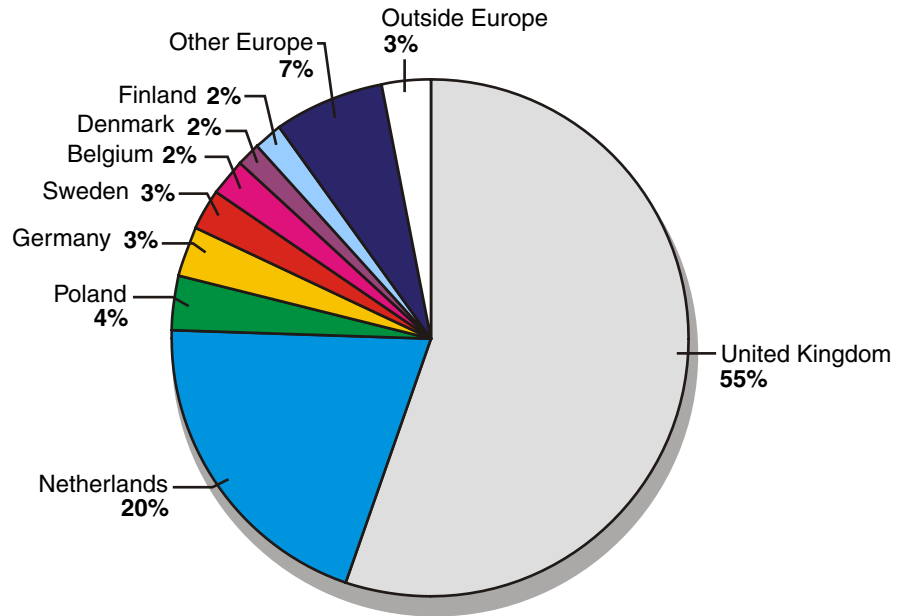
There has never been a better time to advertise in Professional Tester. The growing economic recovery is creating opportunities for testing-related organizations of all kinds, and we are offering unmatched discounts and incentives in order to accelerate our growth and improve on our offering even further. Ask your customers if they've heard of Professional Tester - you may be surprised. But even if they haven't, they will very soon, along with every tester in Europe.

To discuss advertising contact *Rikkert van Erp* or *Hakeem Serbouti*:
tel +31 6 41463344 or email advertise@professionaltester.com

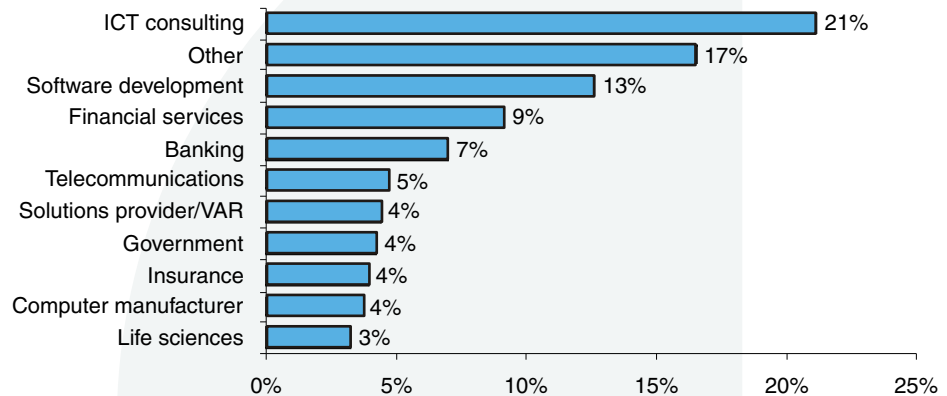
To discuss contributing articles or other content ideas email the editor:
edward.bishop@professionaltester.com

Member Profile

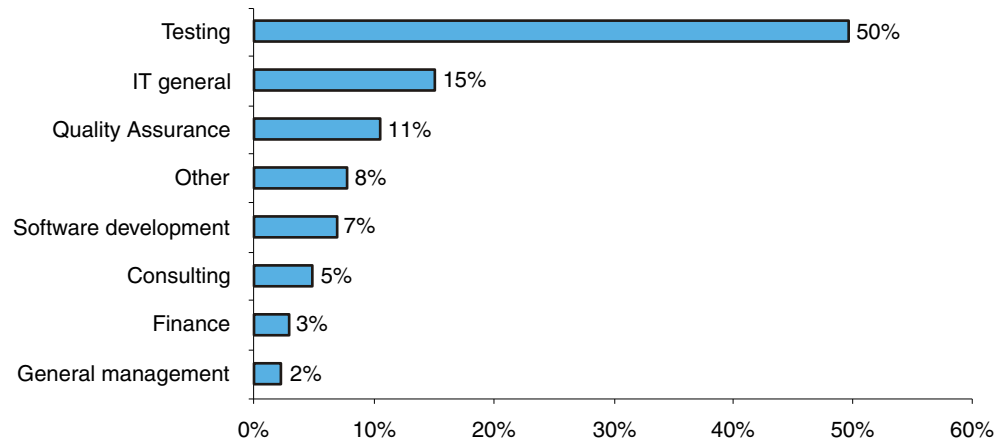
Readership across Europe (in %)



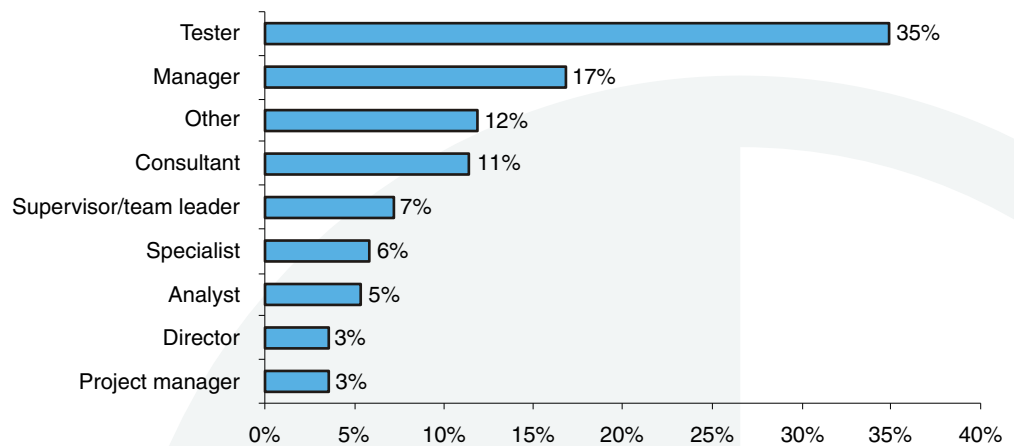
Readership by sector



Readership by functional area



Readership by function level



Test Publishing Ltd

Professional Tester is published by Test Publishing Ltd., a European research and media company serving the technology industry. It provides entrepreneurs, investors, service providers and other participants with a single-source view of high-tech Europe featuring primary research, editorial coverage and events.

Advertising Rates

Professional Tester Magazine

Rates per issue (excluding VAT)

Per Ad	One issue		Two issues		Four issues	
	GBP	EUR	GBP	EUR	GBP	EUR
Double page	1995	2215	1795	1995	1615	1795
Full page	1540	1705	1385	1535	1245	1385
Half page	835	930	750	835	680	755
Third page	670	745	605	670	545	605
Quarter page	500	560	455	505	410	455
Extras					GBP	EUR
Back cover					2680	2975
Inside front/back cover					1880	2090
Inserts - please contact us for more details					175	195

Professional Tester website rates

Banner ads (468x60 pixels)

Top Banner	GBP	EUR
1 Month	290	325
3 Months	760	845
6 Months	1465	1625
12 Months	2780	3085
Bottom Banner	GBP	EUR
1 Month	205	230
3 Months	555	620
6 Months	1025	1135
12 Months	1930	2145

Button ads

Button large (156x156 pixels)	GBP	EUR
1 Month	235	260
3 Months	645	715
6 Months	1200	1335
12 Months	2195	2435
Button small (156x78 pixels)	GBP	EUR
1 Month	115	130
3 Months	320	355
6 Months	600	665
12 Months	1095	1220

Recruitment advert prices

Cost per Job per Month	GBP	EUR
1 Job	30	35
2 Jobs	25	28
3 Jobs	22	25
4+ Jobs	17.50	20

Job advertisements should be sent in text format, no longer than 1,000 words.

NB: Agency commission: 10%

Technical Requirements

Ad materials must be supplied in the following formats.

Professional Tester Magazine

Sizes in mm

Double page	bleed 303 x 426, trim 297 x 420, live 273 x 396
Full page	bleed 303 x 216, trim 297 x 210, live 273 x 186
Half page horizontal	live 133 x 186
Quarter page vertical	live 134 x 90.5
Third page	live 134 x 123

Digital artwork formats accepted: We prefer PDF but accept also EPS, JPG and PSD (Adobe Photoshop). Images should be at least 300 dpi. All files in CMYK.

Advert design: we offer design and setting of simple ads at a rate of EUR 120 per hour ex. VAT.

Submission to: advertise@professionaltester.com

Professional Tester Website

Banner

Dimensions: 468 x 60 pixels (W x H)

File formats: GIF or JPEG format

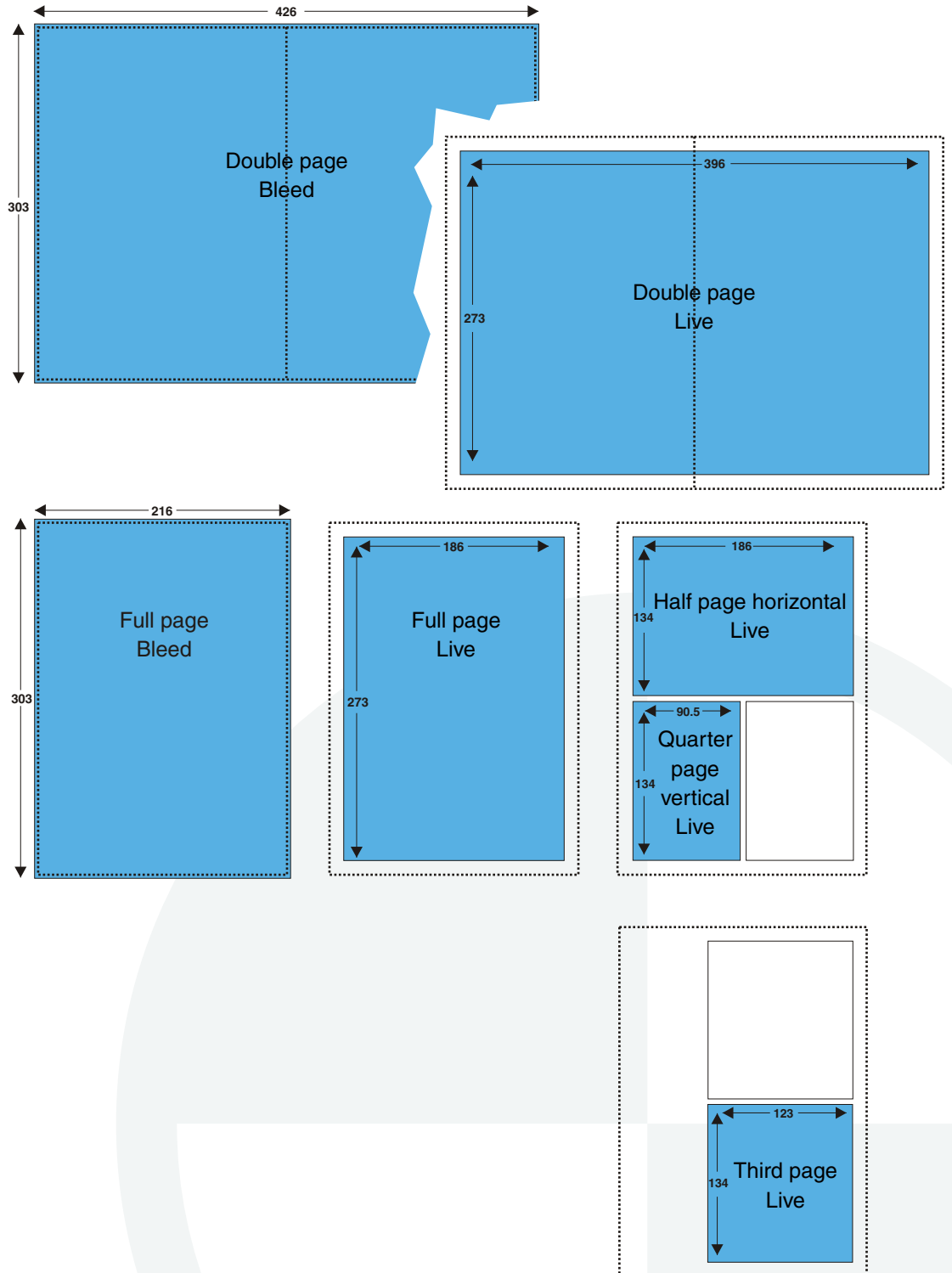
Button

Dimensions: 120 x 90 pixels (W x H)

Dimensions: 120 x 60 pixels (W x H)

File formats: GIF or JPEG format

Magazine Size is based upon standard A4 size: 297 x 210 in millimeters



Frequently Asked Questions

[Q] I want to book a series of ads to get the discount but what happens if I change my mind?

[A] When booking a series of ads you are agreeing to be charged a lower price in return for advertising in subsequent issues. If you decide to stop advertising early for any reason, the discount no longer applies and we will invoice you the difference between the discounted price and the appropriate full price for the ads that have appeared.

[Q] What if I want to change my ad, stop for one issue, but continue later?

[A] The discounts for a series are given on the understanding that the ads will appear in consecutive issues. If sufficient notice is given and we are able to sell the reserved space, this stipulation may be relaxed at our discretion. The ads may be changed at any time and without charge, provided that we are notified and receive the new artwork before the copy date for the relevant issue.

[Q] Can I get a proof of my ad for checking before publication?

[A] Unfortunately not due to our tight planning in the production process. However, we recommend that you send us a hard copy of your advert so that we can check the advert in our production department. In order for us to do this we will need to receive the hardcopy before the copy date.

[Q] How long will my job advert take to appear on the website?

[A] As soon as we receive your job advert, it will appear within 24 hours.

The advertising agreement

In booking an advertisement, advertisers or their appointed agent accept responsibility for ensuring the content complies with prevailing advertising codes and that all necessary permissions and licences for reproduction of copyright material have been secured.

Professional Tester reserves the right to decline any advertisement without giving a reason. If we believe that an advertisement should be altered to make it acceptable we will make every effort to seek your instructions before publication but reserve the right to make alternations as we see fit.

We cannot accept responsibility for costs that advertisers or their agents incur in preparing artwork for an advertisement that is declined or cancelled.

While every effort will be made to fulfill advertisers' requirements, we cannot guarantee that non-cover advertisements will appear in any particular position in the magazine or on the website, or even in any particular issue.

We confirm verbal instructions in writing to limit any potential misunderstandings. We disclaim any responsibility for matters arising from your advertisement and do not accept liability for omissions, clerical errors or the actions of any advertiser.

Booking an advertisement constitutes an agreement that you indemnify Professional Tester, Test Publishing Ltd and their employees and associates in respect of all costs, damages or other charges arising from the appearance or non-appearance of that advertisement.

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Contributing guidelines

[THANK YOU](#) for considering contributing to Professional Tester – the most effective way to reach software testers everywhere! This document explains how we work, offers guidance to help you, and sets out your and our responsibilities.

Professional Tester is the ideal forum for sharing information and opinions with people worldwide working in software quality and related disciplines. So if you have something to contribute or say, please submit it. Please send us a photograph of yourself too, in the highest resolution you can. We will respond to all contributions and try to offer helpful advice even if we do not wish to publish. If you have an idea but not yet much material, it's a good idea to let us know what you have in mind before doing too much work. The format is flexible: we'll consider material of any type, in any form and of any length. We'll judge it only on whether we believe it likely to be of interest to a sufficient proportion of our readers. Published articles often, but not always, consist of:

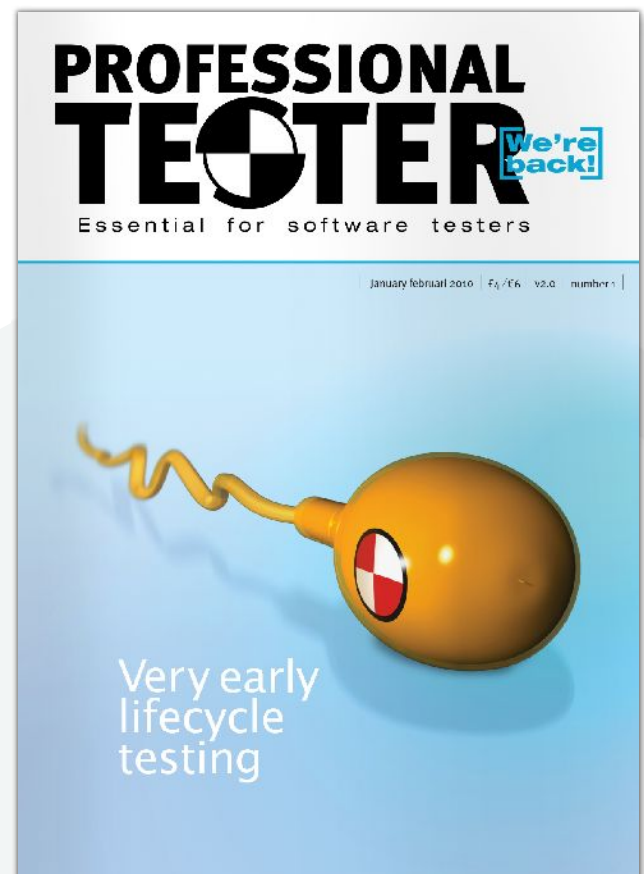
- Sharing of experience and insight
- Explanation and/or discussion of methods and techniques
- Reporting of industry developments
- Comment or opinion – serious or lighthearted
- Reviews of products and resources such as software, books, conferences and websites.

Your submission should be original and must credit and reference any work by others on which it draws. We do consider work that has been published before or submitted to other publications, but please tell us about this. If you are employed by or working on behalf of an organization that provides products or services related to software development and testing, we may ask that some advertising is purchased to offset the costs of publishing your submission. However other than your submission nothing will be published on your or the organization's behalf without prior arrangement.

Most importantly, the intention of your submission should be to share knowledge or information with others, not to sell or promote anything proprietary. Material that in the editor's opinion is commercial in this sense will be treated as advertising and, if we wish to publish it, we will contact you to discuss the options.

We reserve the right to edit your submission for style and length. We promise to do our best, but cannot guarantee, not to change the sense or meaning. Where we think it desirable or necessary we will try to work with you and seek your approval of changes, but do not promise to do so. When you submit anything to Professional Tester, you promise that:

- it is original and does not infringe any copyright you offer it for possible publication in good faith to the best of your knowledge it is legal in all countries, honest and truthful.



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Editorial calendar 2010

Issue	Copy date	Publication date	Theme
1	15 December 2009	15 January 2010	Very early lifecycle testing
2	15 February 2010	15 March 2010	Testing new technologies
3	15 April 2010	17 May 2010	Where next for testing standards?
4	15 June 2010	15 July 2010	Testing across boundaries
5	16 August 2010	15 September 2010	Making testing more systematic
6	15 October 2010	15 November 2010	Best-of-breed tools



When you submit anything to Professional Tester, you agree that:

- you grant Professional Tester license to publish it, in whole or part, modified or not, in printed and/or online editions including special publications, without limit
- you take full responsibility for obtaining any permissions necessary to publish any part of it
- you indemnify Professional Tester from any liability whatsoever arising from your submission or its publication.

When Professional Tester accepts your submission for consideration, we promise that:

- we will give you full and proper credit for your work whenever and however we publish it. If you ask us to, we will include an email address
- you retain full copyright of your work and we will not seek to affect this
- you may continue to offer your work to other publications etc and we will not seek to affect this (but we ask that the phrase "Previously published in Professional Tester: www.professionaltester.com" is included if it applies)
- you may reprint and distribute pages from Professional Tester magazine carrying your work, provided the entire page is reproduced faithfully including all publication and issue identification information (advertisements may be omitted if desired). However please note this applies to printed editions only: you may not reproduce any content from professionaltester.com, including that based on your work, without our prior written permission.

For more help please email the editor:

edward.bishop@professionaltester.com

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Themes explained

🕒 **Number 1:** Copy date 15th December 2009,
publication 15th January 2010

Theme: [Very early lifecycle testing](#)

Defects introduced in requirements and design documents can doom a project before it's started but remain undetected until very late. The importance of static testing and early dynamic test design is well understood by testers, so it seems likely doing them even earlier would yield even more benefit; the "moment of involvement" of testing is considered a key indicator of maturity by many process improvement models. But how can they be done when there is little or no material on which to base them? Can you test what doesn't yet exist?

The relaunch issue of Professional Tester will argue that you can and must if danger and waste are to be minimized. Very early lifecycle testing (VELT) is challenging, but is the very essence of skilled test analysis.

🕒 **Number 2:** Copy date 15th February 2010,
publication 15th March 2010

Theme: [Testing new technologies](#)

In 2009 a revolution began in business IT. Very rapid adoption of cloud computing, virtualization, everything-as-a-service and other newly-enabled concepts might well change the ways testing is done – or might make large parts of it obsolete. In the past testers have suffered by failing to keep up with development trends. That can't be allowed to happen again: testers must understand the technologies they will soon be asked to assure. In this issue, we examine the new challenges and share experience of both testing them, and using them to test.

🕒 **Number 3:** Copy date 15th April 2010,
publication 17th May 2010

Theme: [Where next for testing standards?](#)

To many testers, standards are something they learn about on training courses and then forget. Some have been influential, but now look dated. And there's no obvious way of profiting from them, so they tend to be developed very slowly by busy, expert testers working voluntarily. Others believe trying to impose standards on what they believe to be a creative activity is a waste of time. There certainly appear to be large gaps between standards and their practical application. But closing them might lead to the promise of truly systematic, measurable testing that crosses boundaries.

We survey the standards currently in use, examine the work so far on some emerging ones, and consider what might be needed to make them truly and universally useful.

🕒 **Number 4:** Copy date 15th June 2010,
publication 15th July 2010

Theme: [Testing across boundaries](#)

Software is global but testing seems strangely geographically divided. There are clear leading and following countries, but also entire continents where it seems finding a single tester would be hard. Testing in the US appears fundamentally and conceptually different to testing in Europe.

Professional Tester believes good testing is above all objective, and that should mean testing principles and skills are applicable across any boundary, real or perceived. In this issue we look at the quest for new ways testers can work together, with others, and for others.

🕒 **Number 5:** Copy date 16th August 2010,
publication 15th September 2010

Theme: [Making testing more systematic](#)

Two testers with the same training and experience, given the same test basis, will create different tests. That means testing is not truly comparable across organizations or even projects. And that means measurements and assertions are only statistical, and not as meaningful as they should be.

Solving this problem is software testing's holy grail. One day, vague standards and partial techniques will be transformed into actual systems. At that time there will be no more need for manual test analysis development, execution or management. Testing's mission will have been achieved.

It's a long journey and we've hardly started. So, in what direction(s) must we go? And how can we derive benefit from getting gradually closer to, but not reaching, our goal?

🕒 **Number 6:** Copy date 15th October 2010,
publication 15th November 2010

Theme: [Best-of-breed tools special](#)

Objective assessment of test tools is rare because most people have actually used only a few. Most testers have to use whatever is current in their organization and this might change rarely if at all. Evaluation exercises are essential for procurement but no substitute for technical understanding and practical experience and can be skewed by vendors' sales techniques.

This special issue of Professional Tester will feature expert opinion on the most respected products in the most popular categories, challenging contributors not only to advocate their recommended tool, but to explain with justification why they believe it's better than its competitors.

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