

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. This software testing news website also 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 2011, 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](#)

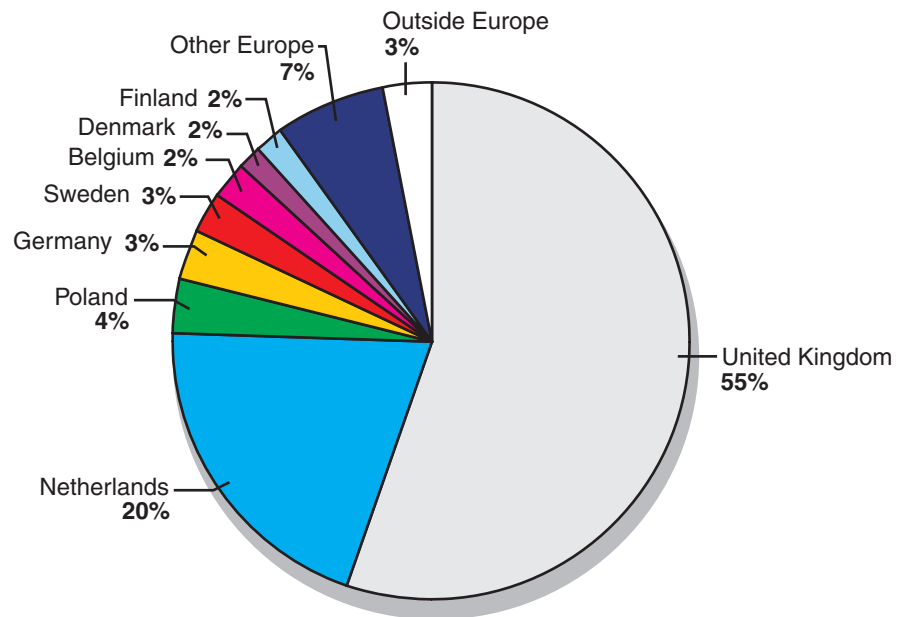
There has never been a better time to advertise in Professional Tester. The growing economic recovery is creating opportunities for testing-related organizations of all kinds, and we are offering unmatched discounts and incentives in order to accelerate our growth and improve on our offering even further. 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*:
tel +31 6 41463344 or email advertise@professionaltester.com

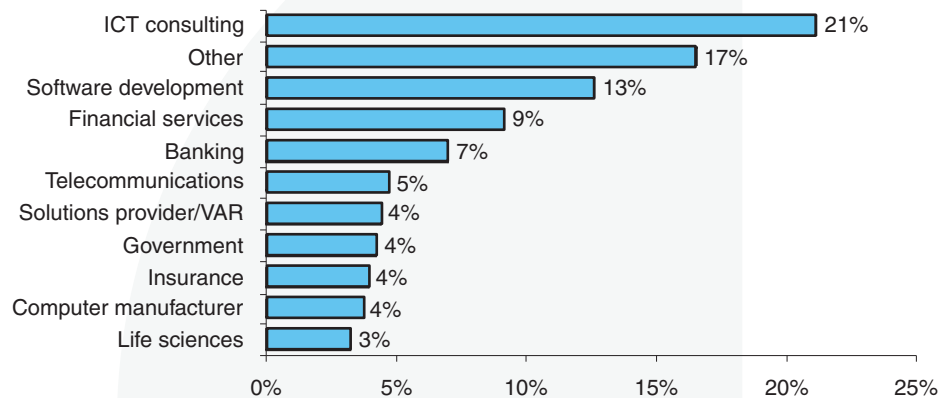
To discuss contributing articles or other content ideas email the editor:
edward.bishop@professionaltester.com

Member Profile

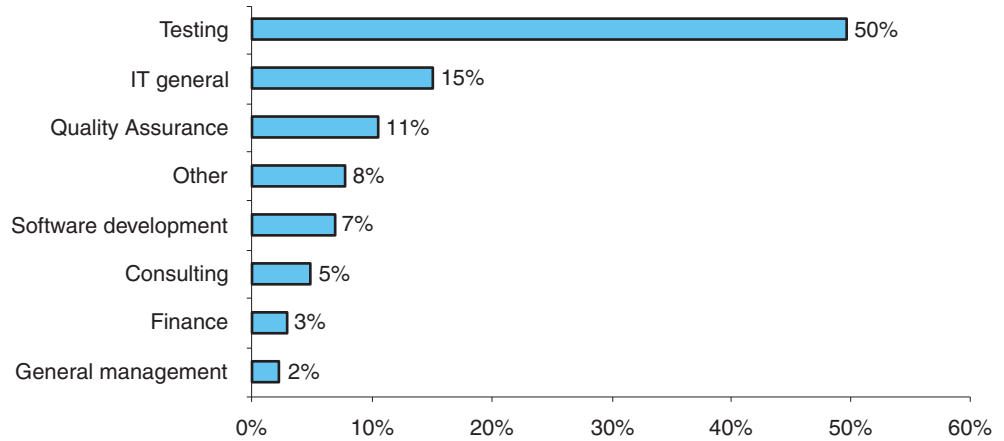
Readership across Europe (in %)



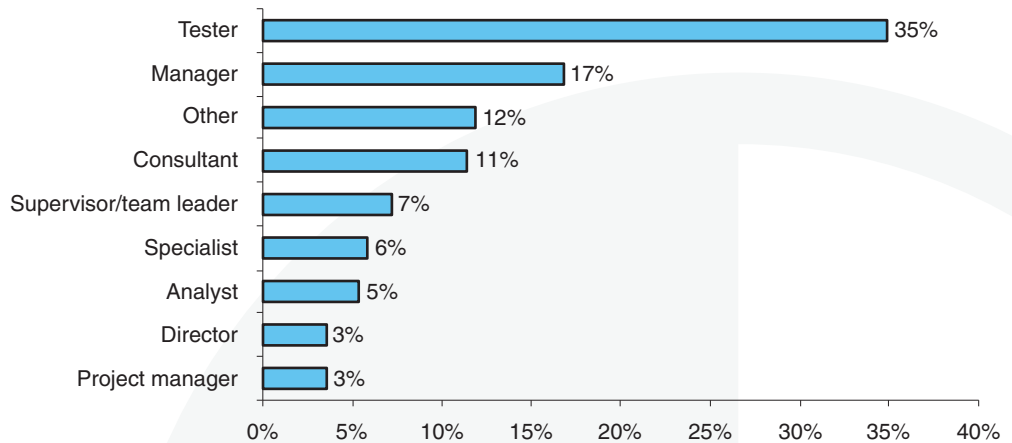
Readership by sector



Readership by functional area



Readership by function level



Professional Tester Inc.

Professional Tester is published by Professional Tester Inc., a 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 markets 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						

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 (229x180 pixels)	GBP	EUR
1 Month	265	290
3 Months	720	795
6 Months	1340	1490
12 Months	2445	2715

Button small (229x123 pixels)	GBP	EUR
1 Month	200	220
3 Months	535	590
6 Months	990	1100
12 Months	1800	1995

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 134 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

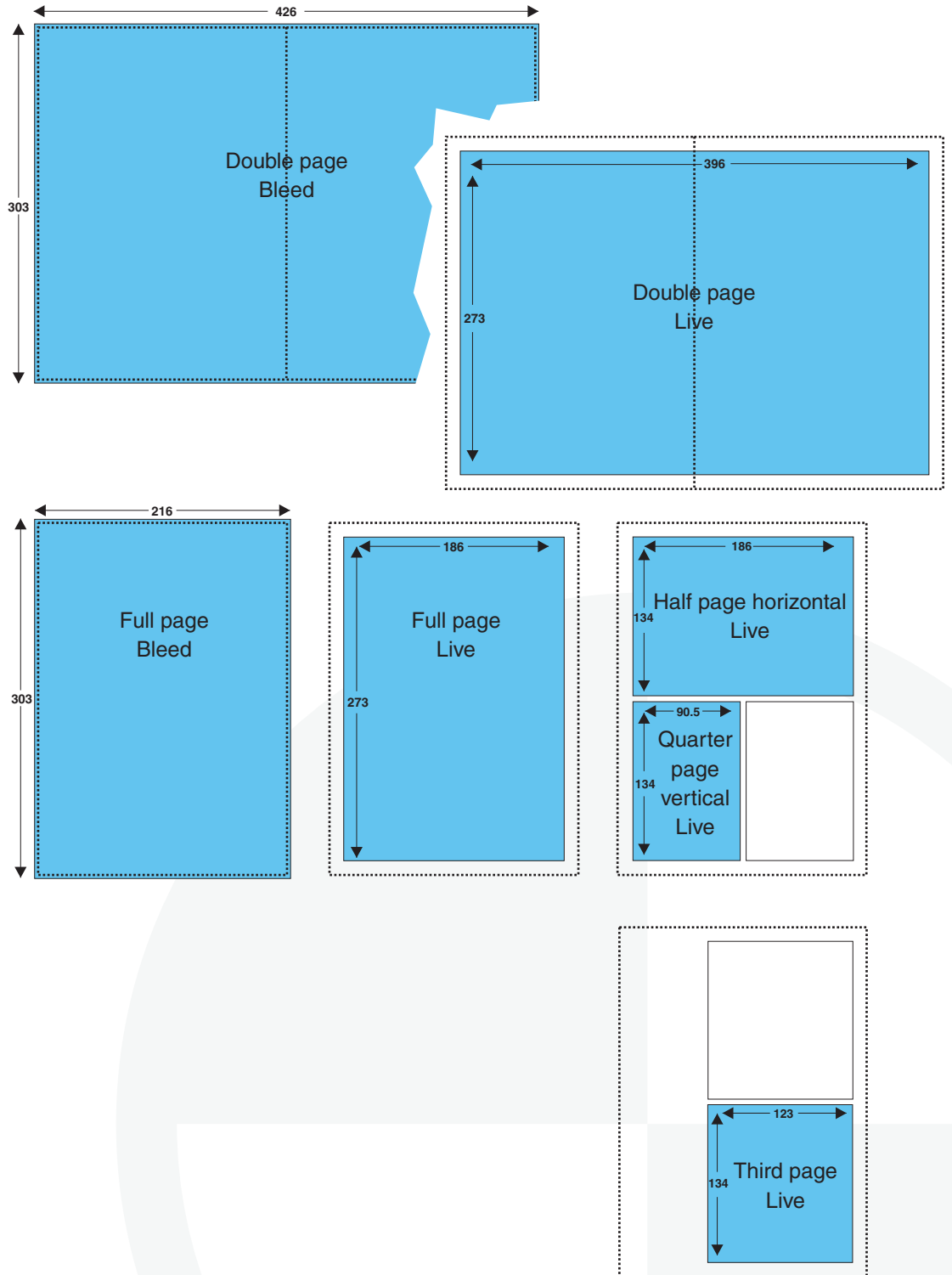
Button

Dimensions: 229 x 180 pixels (W x H)

Dimensions: 229 x 123 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 Inc. and its 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:

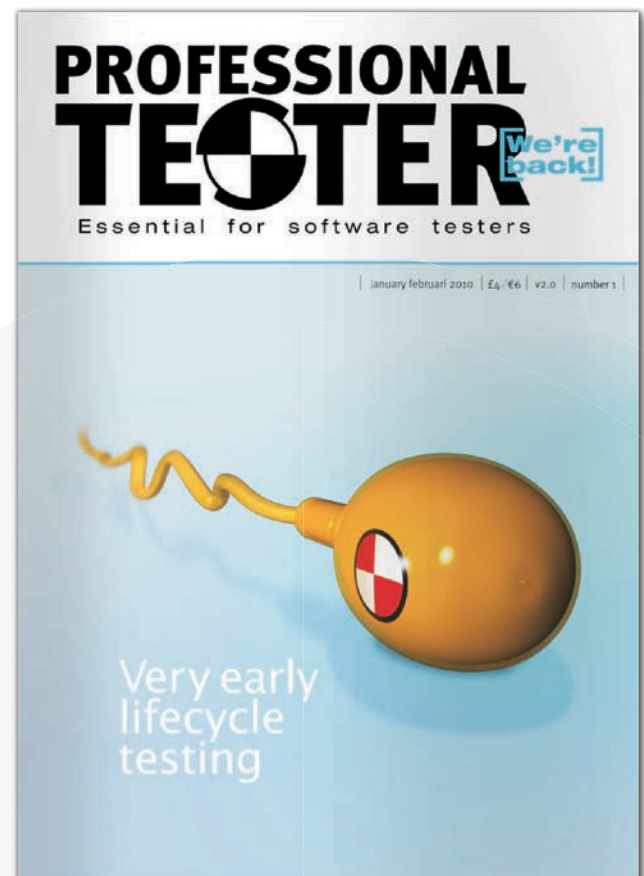
- Sharing of experience and insight
- Explanation and/or discussion of methods and techniques
- Reporting of industry developments
- Comment or opinion – serious or lighthearted
- Reviews of products and resources such as software, books, conferences and websites.

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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Contributing guidelines



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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Editorial calendar and themes

In 2011 Professional Tester will continue its mission to provide practical help and inspiration to software testers everywhere. That requires coverage of complex and challenging testing themes. In order to achieve that more effectively, we have decided to issue this uniquely flexible editorial calendar. The themes of forthcoming issues are detailed below, but are not in order of publication.

This means that:

- each theme can be covered more effectively, because contributors can be given more time if needed
- issue sponsors and advertisers will have more opportunity to appear in an issue especially relevant to them at the most appropriate time

Publication calendar 2011

PT issue	Copy date	Publication date
7	15 December 2010	31 January 2011
8	15 February 2011	31 March 2011
9	15 April 2011	31 May 2011
10	15 June 2011	29 July 2011
11	15 August 2011	30 September 2011
12	15 October 2011	30 November 2011

Themes explained

*not in order of publication

• Theme: **Managing manual testing**

As automated test execution continues to improve its advantages increase but there are some defects it cannot detect. Manual test design and execution remains important because it offers many more possibilities in approach, process, method and technique. As test management tools become more tightly coupled with test execution tools, there is danger of the manual work becoming a side activity rather than a central, high-contributing part of the overall effort. Professional Tester's contributors will discuss integrating manual testing with application lifecycle management.

• Theme: **Showing testing is good**

Perhaps unfairly, onus has always been on software testers to demonstrate the value of their work. This is hard because defects are not predictable. Whether testing actually prevents loss depends partly on luck. To show testing is good we need to eliminate that and measure its potential to prevent failure, independently from the actual quality of the software under test. This has been done by academics using theoretical models. Can

we now apply that work to testing real systems? Or find other pragmatic but objective ways to compare test activities with one another, and with inaction? If so, we'll be able to prove what we have always believed, that formal testing is by far the most effective way to improve service to all IT users. In one of the 2011 issues of Professional Tester, we'll try.

• Theme: **Open testing**

A test case has value only if it assures a requirement, whether or not that requirement is documented. However many requirements are common to very many systems. Requirements are usually proprietary, but do tests need to be? What if we shared our documented test cases freely, for other testers to adapt and use? Professional Tester believes this idea – first conceived, as far as we know, by our reader Kobi Halperin and put into practice at his forum thread <http://xqual.freeforums.org/community-test-suites-sharing-f8.html> – has massive potential. We hope to contribute to developing it throughout 2011.

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Themes explained

*continued

Theme: Test tools as a service

Testing hosted applications can pose special challenges that will affect some testers, but nearly all testers may soon be using hosted applications to test systems of all kinds. The exciting possibilities are hardly limited by technology, but are and may be for some time more significantly by commercial considerations including vendors' strategies and product, process and governance constraints. We will seek to discover the best of the cloud for testers, now and in the near future, in test environments, design, management and more.

Theme: Test data creation and management

Availability of realistic and workable data is on the critical path of a testing project, is often a weak point in test effectiveness and repeatability, and is often so hard to achieve and maintain that testers must rely on (and wait for) the typically opaque co-operation of developers and DBAs, undermining their independence. Today's open standard data structures can help to change that. This issue of Professional Tester will aim to provide readers with understanding and ideas to take control of test data as an integral part of test design, and seek innovative test-oriented solutions to obstacles such as data protection compliance.

Theme: Agility without fragility

Many believe that good testing should influence development in ways other than detecting or not detecting defects. Some of testing's pioneers went further and suggested that testing, as the primary quality assurance activity, should select and control development processes. This argument may already be lost: telling developers how to work is not an option for most testers and the use of non-sequential development continues to grow. Testing must adapt continually to development, so should testing become more agile, whatever that means? Or is "agile testing" a contradiction in terms, like "creative accounting" or "being economical with the truth"? Professional Tester will propose that if development becomes more agile testing must become more rigid in order to protect software buyers and users adequately, and discuss how to achieve that.

Theme: New functional testing techniques

Professional Tester has argued before that the commonly-used functional test design techniques are insufficiently defined and leave too much to interpretation and arbitrary choice. The quest for better instructions raises another question: are these really the only techniques conceivable, or indeed needed? Why do no new usable techniques seem to have emerged in the last two decades – a period during which system development methods have improved beyond recognition? This issue will challenge its contributors either to find a new way to detect defects, or explain why there just isn't one.

Theme: Webtesting 1.0

The best pure web applications continue to improve fast. Superb developers own and direct them. They perceive testers wrongly: as a type of developer. Meanwhile real-world applications operated by other business types have stalled. Many banking, financial services, retail and e-government sites leave a great deal to be desired in multiple areas including most notably usability, compatibility, reliability and performance. It really should be possible to do better and testing, in its real role acting to protect business and users, should be contributing more. Professional Tester will propose, technically and realistically, how. Web accessibility has moved slowly too: the long-wanted standards have not materialized and the advice released by nontechnical organizations such as government and campaigning bodies is unusable. So should we use WAI? Is it relevant, effective and applicable? Professional Tester will test it.

Theme: Review techniques

The review is the best of all testing techniques. It has detected countless defects that would otherwise have led to unbearable cost. Unfortunately it has also missed some it should have detected and which have then done exactly that. Too many people still think their review role consists of reading a document and noting the issues that happen to occur to them. That misconception wastes the only opportunity to detect some defects including the worst. Reviews need not only to be done, but to be done well, with systematic defect detection techniques applied rigorously both by individuals and groups. This has been a neglected area for too many years. Professional Tester will aim to help move it on fast.

Theme: How testers communicate and how they should

One of the most important functions of a tester is to describe: we must explain products, criteria, tests and defects in a way that everyone who needs to, including business, developers and users, can understand. Whatever developers might say, the worst way to do that is verbally. Natural language documentation, however well written and reviewed, is incompatible with working productively with colleagues in global locations and with different abilities and viewpoints. Formal languages are too complex, modelling systems insufficiently accessible and database-driven collaboration tools too assumptive to work for all of these groups. This is a tough problem. Professional Tester will look "outside the box" for solutions.

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