

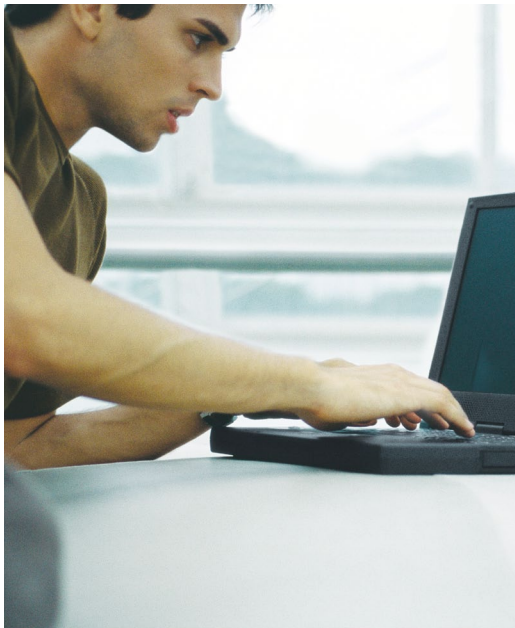


JAVA MAGAZINE 2011/2012 MEDIA KIT

Java[™]
magazine

By and for the Java community 

ORACLE[®]



Welcome to *Java Magazine*, one of Oracle's newest and most significant investments in the continuing health and growth of the Java technology ecosystem.

This publication, which is designed from the ground up to fulfill the full reader-engagement promises of digital publishing, is an essential source of knowledge about Java technology, the Java programming language, and Java-based applications for people who rely on them in their professional careers, or who aspire to.

That's an ambitious goal, and we'd never be able to, or even desire to, reach it on our own. Rather, the entire Java community is directly and transparently involved in the editorial process; in fact, only a minority of authors and contributors will be Oracle employees. Every lineup will contain an all-star list of contributors from across the ecosystem.

So although there are other examples of publications that bring you news from the world of Java, there are no other examples that combine the voice of the Java "steward" (Oracle) with the voices of the rest of the community (developers, ISVs, device manufacturers, users, and students) in an innovative, all-digital package. And we wouldn't want it any other way.

—Justin Kestelyn, Editor



Java Magazine will be published on a bimonthly basis in digital and mobile formats and is an essential source of knowledge about Java technology, the Java programming language, and Java-based applications for people who rely on them in their professional careers, or who aspire to. It includes:

- Feature articles on Java customers
- Java innovations and innovators
- Java technical how-tos
- Java news—product and partner
- Java columnists
- JUG and JCP news
- Java events
- Links to online Java communities, downloads, and code repositories
- Videos and multimedia demos



TARGET AUDIENCE

Corporate and independent developers, IT managers, architects, product managers, and students

CIRCULATION

Currently targeting more than 1 million OTN and Java community members

DISTRIBUTION

Bonus distribution of more than 3 million members of the Java community through *Java Developer Newsletter*, JUGs, and outside-Java lists.

Based on current subscription data, the following are the geographic and job function breakouts.

GEOGRAPHICAL

EMEA 41%
North America 22%
APAC 20%
LAD 17%

Based on current subscription data, the following are the geographic and job function breakouts.

JOB FUNCTION

Software engineers, developers, application development staff and management, software architects, enterprise architects, and executive management



FOUR OUT OF FIVE RESPONDENTS SAID ADS IN DIGITAL EDITIONS WERE MORE CREDIBLE THAN WEB ADS, AND 70% SAID THEY WERE LESS LIKELY TO IGNORE DISPLAY ADS IN DIGITAL EDITIONS THAN THOSE ON A WEBSITE.

—MEDIA POST (3/30/10)

DISPLAY ADVERTISING RATES

Rate Base: 300,000

Ad Sizes	1x	3x	6x	9x	12x
Full page	\$10,000	\$9,700	\$9,300	\$8,800	\$7,800
½ page	\$6,500	\$6,305	\$6,045	\$5,720	\$5,070
¼ page	\$4,000	\$3,880	\$3,720	\$3,520	\$3,120
Product watch	\$2,000	\$1,940	\$1,860	\$1,760	\$1,560

ADVERTORIAL MARKETING OPPORTUNITIES

- Digital or video blow-in
Cover: \$5,000 Inside: \$2,500
- Leaderboard: \$10,000
- Lead generation from oraclewhitepapers.com: \$1,000 per month per asset with unlimited leads
- *Java Developer Newsletter* sponsor (Monthly distribution = 3.8 million)
Premier sponsor: \$7,500 Issue sponsor: \$5,000
- Banner advertising on *Java Magazine* Website: \$5,000 per month
- List usage



2011/2012 SCHEDULE

Issue	Ad Close	Materials Due	Blast Date*
Premier Issue 2011	June 29, 2011	July 11, 2011	July 28, 2011
November/December 2011	October 14, 2011	October 21, 2011	November 10, 2011
January/February 2012	January 4, 2012	January 10, 2012	January 31, 2012
March/April 2012	February 20, 2012	February 20, 2012	March 13, 2012
May/June 2012	April 13, 2012	April 18, 2012	May 8, 2012

**Ad close, materials due, and blast date are subject to change.*

Premium Position Charges:

Inside front cover: 20% 1st 15 pages: 10%

Specs:

Full page (horizontal): 1024 x 768

Please contact Jennifer Hamilton or your account manager for additional specifications.

jennifer.hamilton@oracle.com



MARKETING PACKAGES

Gold: \$50,000

- One-year (6x) display ads in *Java Magazine* on the inside front cover
- Banner ad on *Java Magazine* Web site for one year
- Premier sponsor of three issues of the *Java Developer Newsletter*
- Five white papers or other digital assets posted on oraclewhitepapers.com for one year with unlimited leads
- 1x usage of 10,000 opt-in e-mail names for targeted marketing campaign

Silver: \$40,000

- One-year (6x) full-page display ads in *Java Magazine*
- Banner ad on *Java Magazine* Website for one year
- Premier sponsor of three issues of the *Java Developer Newsletter*
- Three white papers or other digital assets posted on oraclewhitepapers.com for one year with unlimited leads
- 1x usage of 7,500 opt-in e-mail names for targeted marketing campaign

Bronze: \$25,000

- One-year (6x) 1/2-page display ads in *Java Magazine*
- Banner ad on *Java Magazine* Web site for one year
- Issue sponsor of three issues of the *Java Developer Newsletter*
- Three white papers or other digital assets posted on oraclewhitepapers.com for one year with unlimited leads
- 1x usage of 5,000 opt-in e-mail names for targeted marketing campaign



COST-EFFECTIVELY REACH QUALIFIED CANDIDATES IN JAVA MAGAZINE'S RECRUITMENT SECTION.

RECRUITMENT ADVERTISING

Let *Java Magazine* help you find the most qualified candidates for your company's future by reaching the largest community of Java developers in the world. *Java Magazine* recruitment section is the ultimate developer recruitment resource. Place your advertisement and gain immediate access to top Java developers and IT professionals in the technology marketplace.

RECRUITMENT ADVERTISING RATES

Rate Base: 300,000

Ad Sizes	1x	3x	6x	9x	12x
Full page	\$7,500	\$7,275	\$6,975	\$6,600	\$5,850
½ page	\$4,875	\$4,730	\$4,530	\$4,290	\$3,800
¼ page	\$3,000	\$2,910	\$2,790	\$2,640	\$2,340
1/8 page	\$1,700	\$1,632	\$1,517	\$1,335	\$1,134



LETTER
FROM EDITOR

EDITORIAL MISSION

AUDIENCE

ADVERTISING

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CONTACT YOUR MARKETING REPRESENTATIVE TO GET THE BEST PROGRAM AND MOST COMPETITIVE RATES FOR YOUR MARKETING NEEDS.

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