

# PROFESSIONAL TESTER

Essential for software testers

## Media kit

Information for  
advertisers and  
contributors



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## Professional Tester

Professional Tester Inc. 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, a vibrant website and an active social media presence. 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

Created in 1999 by true pioneers of software testing, Professional Tester magazine is widely considered the best journal ever published for the industry. It is characterized by quality and rigour, direct opinion and important articles which influence how testing is done. This serious content is complemented by conversational and humorous writing, completing a popular package that testers want to read, re-read, download, share and keep, maximizing value to advertisers.

It is a quarterly printed and electronic magazine featuring knowledge-sharing articles on testing methods and techniques, 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 [professionaltester.com](http://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 supplies a current and detailed picture of the industry, even between physical publications.

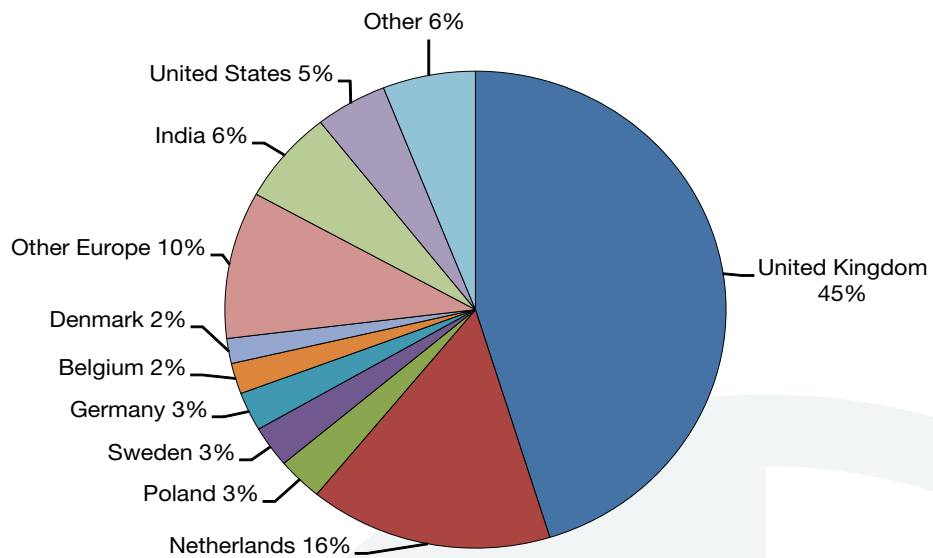
The magazine and website are supported by social media presence and email bulletins. Our followers on Twitter and Facebook are notified of new content as soon as it hits the wire and can respond and share at will. Meanwhile, members on Professional Tester's rapidly growing LinkedIn group can participate in test-related discussions and profit from valuable offers from our supporters.

## Professional Tester's reach

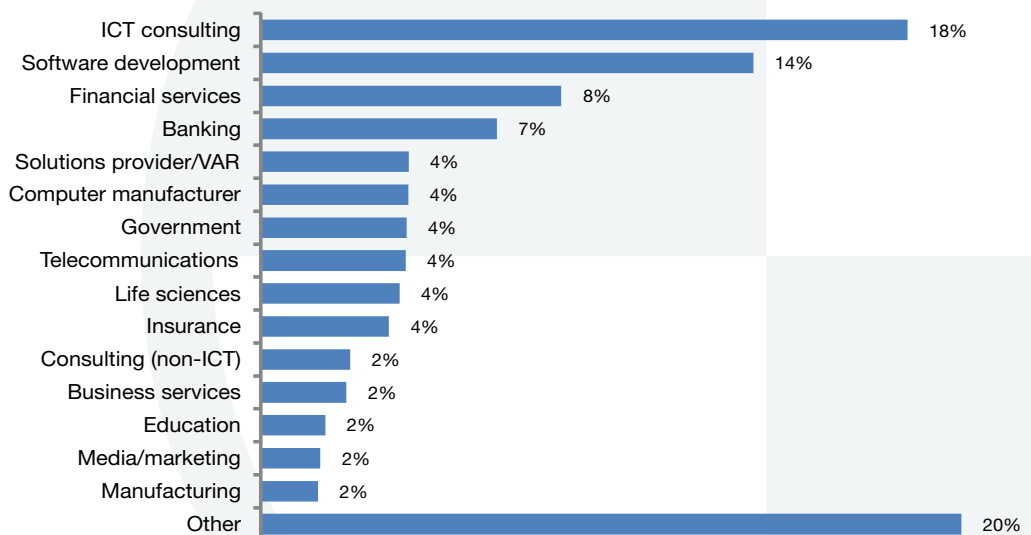
Professional Tester magazine is distributed to a strictly-controlled and rapidly-growing subscriber base of over 9,000 active software quality professionals. The physical magazine is also available at selected testing events and workplaces.

## Reader profile

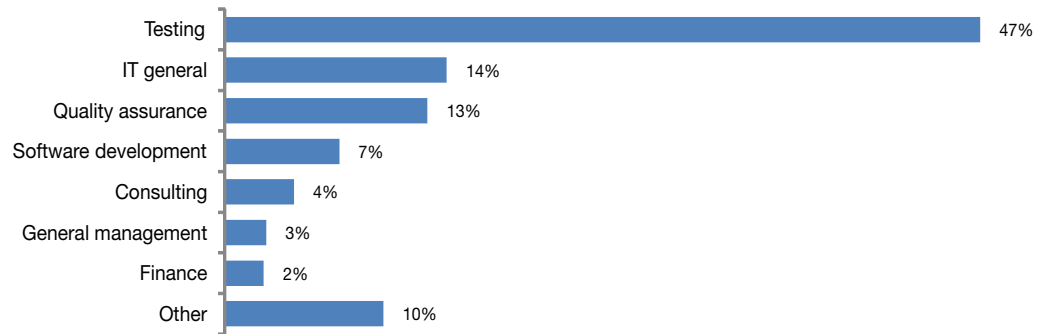
### Readership across countries



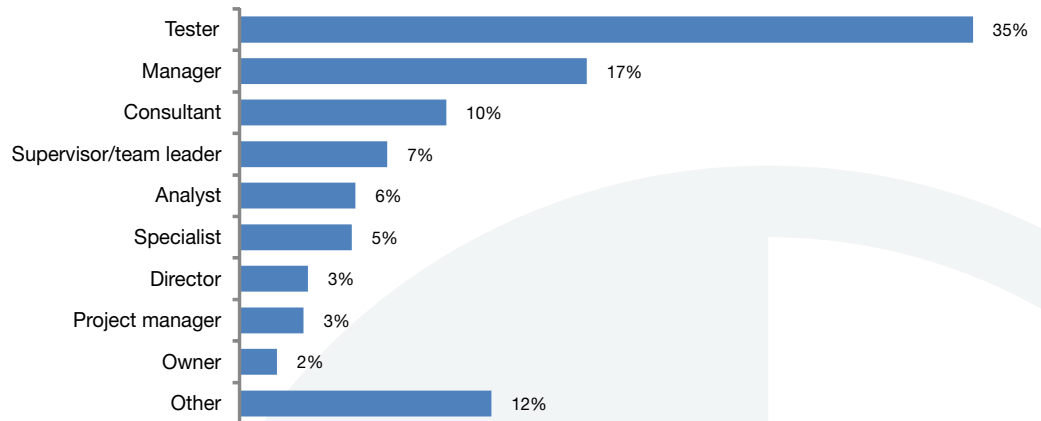
### Readership by sector



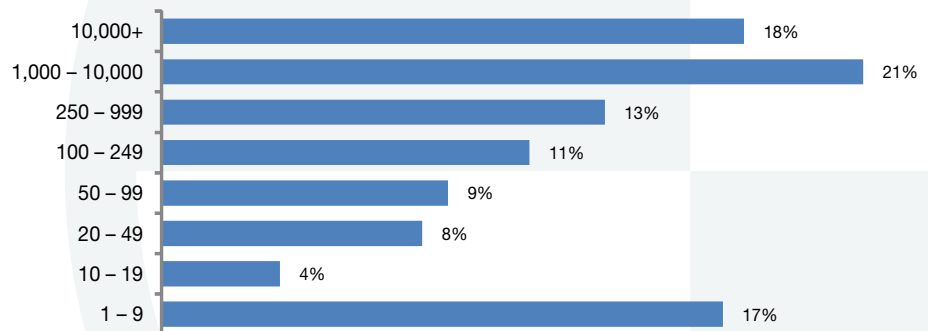
**Readership by functional area**



**Readership by function level**



**Readership by employer size (# employees)**



## Advertising with Professional Tester

### Why advertise with us?

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 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 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 big names in the industry feature regularly
- ❖ it is distributed free at relevant events throughout the world
- ❖ 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, the technical experts who influence purchasing decision makers
- ❖ Professional Tester sends out selected email campaigns to 3,000+ opt-in readers, allowing advertisers to benefit from impressive open and click rates

### Sponsor an issue

The unique Professional Tester brand is your fast track to deliver information about your product or service where it really matters. By sponsoring an issue advertisers can maximise their exposure and return on investment. Benefit now and contact us for more information.

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

There has never been a better time to advertise in Professional Tester. We are offering unmatched discounts and incentives in order to help you get massive exposure to real, working software testers!

To discuss advertising contact us at [advertise@professionaltester.com](mailto:advertise@professionaltester.com)

To discuss contributing articles or other content ideas email the editor: [editor@professionaltester.com](mailto:editor@professionaltester.com)

## Advertising rates

### Professional Tester magazine

Rates per issue (excluding VAT)

Per ad	One issue	Two issues	Four issues
Double page	€ 2,435	€ 2,195	€ 1,975
Full page	€ 1,875	€ 1,690	€ 1,520
Half page	€ 1,020	€ 920	€ 830
Third page	€ 820	€ 735	€ 665
Quarter page	€ 615	€ 555	€ 500

#### Extras

Back cover	€ 2,390
Inside front cover	€ 2,105
Inside back cover	€ 1,975
Inserts - please contact us	

### Professional Tester website

	Top banner (468x60 pixels)	Button large (229x180 pixels)	Button small (229x123 pixels)
1 month	€ 350	€ 315	€ 235
3 months	€ 890	€ 805	€ 605
6 months	€ 1,710	€ 1,535	€ 1,150
12 months	€ 3,290	€ 2,960	€ 2,220

### Recruitment adverts

Cost per job per month	
1 job	€ 35
2 jobs	€ 28
3 jobs	€ 25
4+ jobs	€ 20

Job advertisements should be in plain text format, maximum 1,000 words.

#### Contact us for other prices and package deals!

Contact us for more information on sponsorship, email campaigns and other partnership opportunities or to learn more about our conversion and click rates.

*NB: Agency commission 10%*

## Technical requirements

Artwork must be supplied in the following formats.

### Professional Tester magazine

Artwork dimensions - width x height (mm)

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

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 EUR 120 per hour ex. VAT.

Please send all material to: [advertise@professionaltester.com](mailto:advertise@professionaltester.com)

### Professional Tester website

Dimensions - width x height (pixels):

Banner: 468 x 60

Button large: 229 x 180

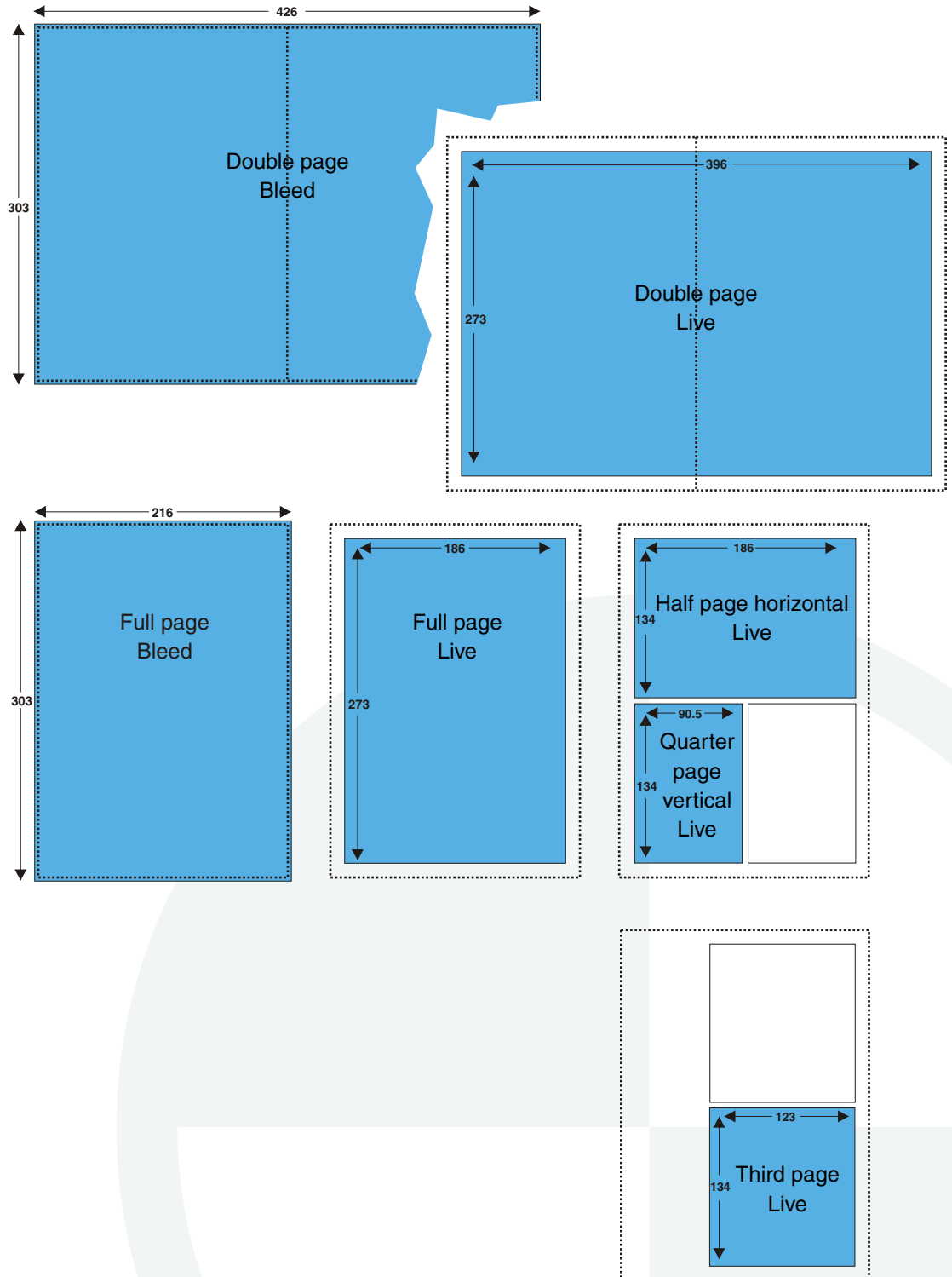
Button small: 229 x 123

File format: GIF, JPEG or PNG

Animation: maximum 3 loops



Magazine size is based upon A4: 210 mm wide x 297 mm high



## Frequently asked questions

### **I want to book a series of ads to get the discount but what happens if I change my mind?**

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.

### **What if I want to change my ad, stop for one issue, but continue later?**

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.

### **Can I get a proof of my ad for checking before publication?**

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.

### **How long will my job advert take to appear on the website?**

It will appear within 24 hours after we receive it.

## 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 otherwise reserve the right to make alterations 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.

## Our testimonials

“ Ranorex is proud to support Professional Tester but it also makes business sense for us. Simply, advertising in PT works ”

**Gabor Herget, head of marketing, CMO, Ranorex**

“ Our direct email shots to PT's opted-in subscribers generated quality new leads. I recommend PT to anyone who has a message for real, working testers ”

**Aaron Huang, advertising analyst at uTest**

“ The TestExpo team is thrilled to reinstate Professional Tester as a media sponsor for TestExpo 2013. Having a highly trusted testing resource such as PT on board is imperative, and our past experience of working with PT has always been positive ”

**TestExpo, organised by Sogeti UK and UNICOM**

“ Telerik is proud to have supported Professional Tester from its beginnings. Simply, advertising in it works ”

**Antonia Bozhkova, marketing manager,  
testing tools division at Telerik**

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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:

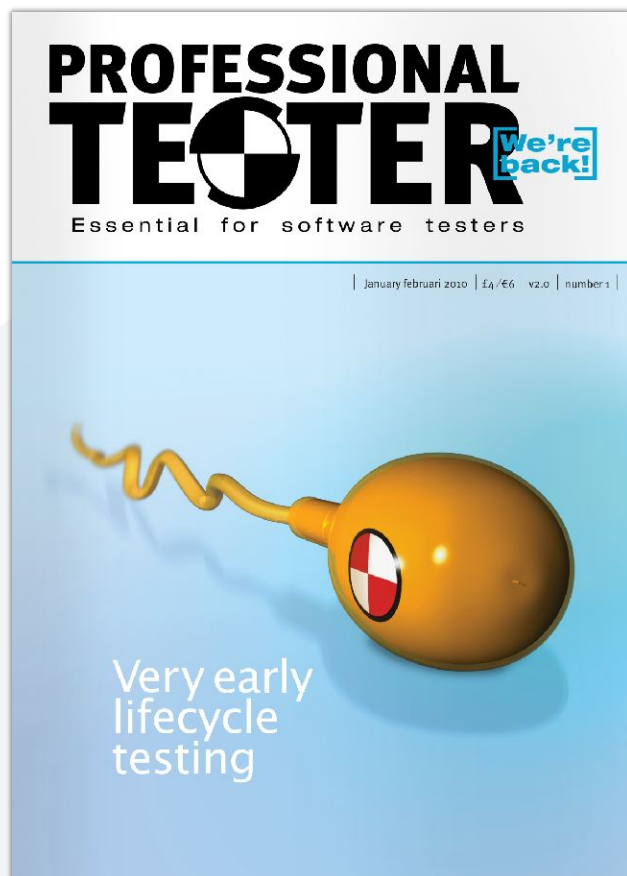
- Sharing of experience and insight
- Explanation and/or discussion of methods and techniques
- Reporting of industry developments
- Comment or opinion – serious or lighthearted
- Reviews of products and resources such as software, books, conferences and websites.

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: <http://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](http://professionaltester.com), including that based on your work, without our prior written permission.

For more help please email the editor:

**[editor@professionaltester.com](mailto:editor@professionaltester.com)**

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