

2003/2004 Advertising Rates Inside



THE MAGAZINE FOR REALBASIC® USERS



Media Kit

**Your Guide to Advertising in
*REALbasic Developer Magazine***

Updated February 2004



REALbasic Developer Magazine

Media Kit

February 2004

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Introduction

REALbasic Developer is a bimonthly magazine for users of the award-winning REALbasic programming language, an easy-to-use, full-featured Integrated Development Environment for Mac OS X and Microsoft Windows created by REAL Software, based in Austin, Texas. (REAL Software has plans to ship a version of REALbasic for the Linux platform in the future.)

Programs created in REALbasic can be compiled to run on various operating systems, including Mac OS, Mac OS X, Microsoft Windows XP, and Linux. Over 50,000 people around the world use REALbasic to create programs for personal use, for in-house corporate use, and for shareware and commercial applications. Schools are adopting REALbasic into their curriculum. Established software companies (such as Microsoft) frequently use REALbasic to rapidly prototype the interface of software that will be written in traditional environments.

These users are eager for any information to help them learn the language, use advanced features, and speed their development process. Existing programming magazines are focused on other platforms, designed for computer science majors, or attempt to cover all programming languages with only the occasional minor feature on using REALbasic. To date four books on REALbasic have been published, but as the language is updated twice annually, books cannot keep up with the changes.

Since REALbasic is a global product and the users are extremely computer literate, *REALbasic Developer* is published in two editions: a printed magazine mailed to subscribers and a digital version, distributed via the Internet in Adobe Portable Document Format (PDF). Both versions are functionally identical: the only difference is the medium and distribution system.

The *REALbasic Developer* website is a key component of the magazine's global presence. Users from around the world now have a single site where they can gather information on products, read tutorials, post questions, and discuss programming issues with other REALbasic users. Certain features on the website are restricted for subscriber access only.

Magazine Content

The design of *REALbasic Developer* is attractive and professional, with a clean, business-like appearance similar to a top-quality newsletter. Graphics are generally screenshots of software applications and diagrams to help explain programming concepts.

The magazine's writing is high-quality with an emphasis on clear, concise explanations. In every issue there are articles and columns geared toward beginners, as well as features designed for advanced users. The target audience for articles is clearly

indicated. We publish a great deal of source code (both in the magazine and on the website).

Most articles published in *REALbasic Developer* are valuable tutorial and instructional material that will not expire. We expect issues to be saved, studied, and shared for years to come, giving advertisements long-term exposure.

Market Analysis Summary

Because it is so easy to use yet creates professional-quality software, REALbasic is one of the fastest-growing Macintosh programming environments. Hobbyists and professional programmers have both embraced the language, yet there's still a stigma attached to "programming" that intimidates many potential users. The promise of *REALbasic Developer* as a guide will give those users courage to try the language, and thus help expand the market, as well as creating a loyal readership for the magazine.

Since REALbasic has a much more broad appeal than most programming tools, the market for REALbasic instruction is much larger than for a traditional programming magazine. Combine that with the dearth of quality instructional material and the magazine has tremendous growth potential.

Circulation

This information was current as of February 2003 and is based on the Dec/Jan 2004 (2.3) issue.

Number of Readers per Magazine Sold

Adjusted Read Circulation is over 1,965

Average readership: 1.4 readers per copy

Total Circulation

Subscription base (paid)	1,340
REAL Software, Inc.	25
Other.	25
Total Circulation	1,404

Circulation Breakdown by Type

Print	757 (56%)
PDF.	583 (44%)

Circulation Breakdown by Country

USA.	869 (65%)
Canada	64 (5%)
United Kingdom	61 (5%)
France.	50 (4%)
Australia.	46 (3%)
Germany.	43 (3%)
Switzerland	21 (2%)
Sweden.	21 (2%)
New Zealand	19 (1%)
Japan	19 (1%)
Other (less than 1%)	46 (3%)
Total	1,340

Reader Demographics

The following data was obtained in November 2002 in an anonymous survey of 300 randomly selected *REALbasic Developer* subscribers. Percents may not total 100% due to rounding and incomplete responses.

Magazine Quality

Rated *REALbasic Developer* 80% or better .. 91%

Reader Action After Reading Magazine:

Purchased something 13%
 Visited a website 41%
 Remembered a product or service 40%
 Made a spontaneous, unplanned purchase ... 4%

Age:

Less than 18 4%
 18 - 34 25%
 35 - 49 38%
 50 - 62 28%
 Over 62 6%

Sex:

Male: 94%
 Female: 6%

Marital State:

Single: 26%
 Married: 74%

Highest Education Completed:

High school or less 6%
 Graduated high school 3%
 Some college 15%
 Graduated college 29%
 Completed higher degree 47%

Household Income:

Less than \$20,000 7%
 Between \$20,000 - \$35,000 9%
 Between \$35,000 - \$50,000 17%
 Between \$50,000 - \$75,000 31%
 Between \$75,000 - \$100,00 18%
 More than \$100,000 17%

Income from REALbasic:

Less than \$5,000 13%
 Between \$5,000 - \$50,000 8%
 Over \$50,000 3%
 Don't make money with REALbasic 76%

Types of Programming:

Shareware/freeware 17%
 Hobby 28%
 Corporate (software for in-house use) 17%
 Commercial 10%
 Freelance Contracting 11%
 Educational 13%
 Website Development 3%

Kinds of Software Created with REALbasic:

Business Applications 45%
 Database Applications 33%
 Educational Programs 50%
 Front-ends 24%
 Games/Entertainment 34%
 Graphics/Multimedia 27%
 Internet Applications 14%
 Music/Sound 21%
 Productivity Applications 23%
 Prototypes 23%
 Utilities 21%
 Other 9%

Target Platforms:

68K 15%
 Mac OS Classic 61%
 Mac OS X 85%
 Windows 48%

Primary Business Fields of Readers:

Software Publisher/Related 31%
 Education 23%
 Research & Development 9%
 Manufacturing 4%
 Entertainment 2%
 Health/Medical 6%
 Engineering 5%
 Publishing 8%
 ISP or Net related 2%
 Computer Consultant 10%
 Telecommunications 1%
 Government/Military/Aerospace 1%

QUICK FACTS

REALbasic Developer readers on average have:

Years of Macintosh experience 13
 Computers in their home 3.9
 Number of REALbasic plugins installed 2.41
 Number of third-party REALbasic classes used 2.33
 Number of projects completed using REALbasic 6.7

Percent of Readers who:

Are asked every day for computer advice 53%
 Manage a website 65%
 Manage a software business 46%
 Use the Professional version of REALbasic 68%
 Use Mac OS X for development 73%
 Use a Mac with a G4 processor 54%
 Use a laptop 36%
 Use REALbasic for at least 50% of their development work ... 59%

Primary Job Function:

Programmer/Software Engineer	58%
Consulting	13%
Management	19%
Primary Responsibility for Networks	4%
Primary Responsibility for Websites	2%
MIS	3%
Primary Responsibility for Other Servers	1%

Employees:

Less than 10	65%
Between 10 - 50	6%
Between 50 - 100	5%
More than 100	10%
More than 1,000	14%

Readers Have Authority to Recommend Purchase of:

Mac OS Desktops/Portables	71%
Monitors and Displays	60%
Mac OS File Servers	29%
Web and Related Servers	29%
Bridges/Routers/Gateways	32%
Communications/Network Products	37%
Printers	57%
Windows Desktop/Portables	33%
Windows Based Servers	52%
Unix Workstations/Servers	33%
Image/Video Input	34%
Storage Devices	36%
Multimedia Peripherals	18%
Graphic Arts Tools	31%
Publishing Tools	31%
Multimedia Tools	26%
REALbasic plugins	30%
REALbasic classes/tools	15%

Over the Next 12 Months

Readers Will Spend:

(Average amount per reader in parenthesis)

Systems or Services	\$28,769,800 (\$12,730)
Database development	\$3,812,620 (\$1,687)
Scripting	\$3,733,520 (\$1,652)
Graphic Design	\$978,580 (\$433)
Java	\$574,040 (\$254)
Programming Languages	\$497,200 (\$220)
C/C++	\$357,080 (\$158)
HTML	\$327,700 (\$145)
REALbasic, BASIC, VisualBasic	\$144,640 (\$64)
DHTML, XML, etc.	\$117,520 (\$52)
JavaScript	\$110,740 (\$49)
CGI/Plug-ins	\$54,240 (\$24)

Key Advertising Benefits

Advertising in *REALbasic Developer* is a fantastic value and will help your company reach a new audience and expand your market.

REALbasic Developer gives you:

- A unique, targeted audience unavailable elsewhere
- A market with a high percentage of affluent professionals and business people
- A generally young, enthusiastic audience, eager to try new products and services
- A market with huge growth potential
- Since reference and instructional content has a long life, you're guaranteed extended, long-term exposure
- The publication is primarily subscriber-funded with minimal advertising, so your advertisement stands out
- A global audience, as *REALbasic* is popular around the world

Magazine Format

REALbasic Developer is offset printed with full color covers and 48 pages of black-and-white inside. The inside covers and back cover are reserved for full color advertising. Black ink display ads are available for the inside pages. There is also a Classifieds section for text-only ads. All advertising is sold on a first-come, first-served basis. Space is limited, so reserve early!

The digital edition of *REALbasic Developer* is identical to the print edition, including all advertising. It is produced in high-quality Adobe PDF format suitable for desktop printing.

Technical Specifications

All ads should be submitted in electronic form. Our preferred formats are Adobe InDesign, EPS, PDF, or high resolution TIFF or PSD. Ads created in Quark XPress or Adobe PageMaker should be saved as EPS. (Other formats are possible: please contact us prior to submitting your ad.)

Fonts should be embedded within the document or converted to outlines. Color artwork should be in CMYK format, not RGB or spot color. Covers are printed at 150 LPI on glossy stock; the insides at 90 LPI on uncoated paper (30% dot gain).

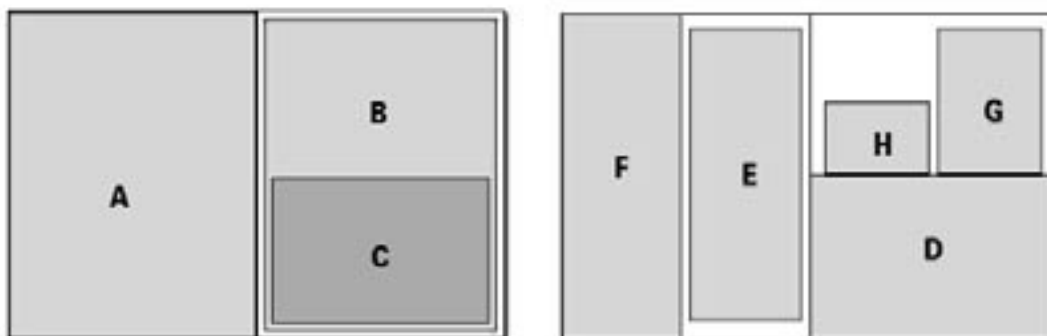
If you are concerned with color matching, please send us an accurate color proof (such as a Cromalin or Matchprint, not a color laser or inkjet print). We cannot *guarantee* color matching, but we will do our best to match the proof you supply.

Ad Sizes

We accept display ads at the following sizes:

	Ad Size	Dimensions (width x height)
A	Full Page (to trim edge)*	8.25" x 10.875"
B	Full Page (to margin edge)	7.75" x 10.375"
C	Half Page Horizontal (to margin edge)	7.25" x 4.875"
D	Half Page Horizontal (to trim edge)*	8.25" x 5.5"
E	Half Page Vertical (to margin edge)	3.75" x 9.75"
F	Half Page Vertical (to trim edge)*	4.00" x 10.875"
G	Quarter Page	3.5" x 4.875"
H	Eighth Page	3.5" x 2.4375"

* This is the trim size: add a minimum of .125" extra to each bleed edge



Ad Rates

Advertising in *REALbasic Developer* is remarkably affordable, and we have options for just about any budget.

Website Advertising

Prices for banner advertisements on the *REALbasic Developer* website <<http://www.rbdeveloper.com>> are still being determined at this time. We do plan to offer discounts for magazine advertisers who also wish to market via the website. We will update this document when prices are finalized.

Classified Ads

These are text-only ads listed at the back of the magazine. The price is \$0.15 (fifteen cents) per character. There are approximately 35 characters per line, making the cost of each line approximately \$5.25. Ads running in more than one issue (with no changes)

receive a \$0.01 (one cent) discount per character per extra issue (paid in advance). Therefore an ad in two issues costs \$0.14 per character, three issues is \$0.13/character, four is \$0.12/character, five is \$0.11/characters, and six issues is \$0.10/character.

Classified ads are paid in advance for all runs. If an ad is changed, it is subject to a \$5 change fee. If an ad is cancelled, the refund amount would be prorated for any remaining runs and the previously published ads would be priced at their normal rate. (For instance, if you purchased an ad at the 6x rate, but cancelled after three, the price for the first three runs would be \$0.13/character, not the 6x price of \$0.10/character.)

Classified ads are available for purchase online via credit card at:
<<http://www.rbdeveloper.com/classified.html>>.

Display Ads

Display ad rates are as follows:

REALbasic Developer Advertising Rates				
Black and White†	1x	2x	3x	6x
1/8 page	\$69	\$64	\$58	\$52
1/4 page	\$139	\$127	\$116	\$104
1/2 page*	\$231	\$212	\$193	\$173
Full page	\$420	\$385	\$350	\$315
Color (inside/outside cover)				
1/8 page	\$126	\$114	\$104	\$94
1/4 page	\$210	\$191	\$173	\$156
1/2 page	\$349	\$318	\$289	\$260
Full page	\$635	\$578	\$525	\$473
Color (back cover)				
1/8 page	\$147	\$133	\$121	\$109
1/4 page	\$245	\$222	\$202	\$182
1/2 page	\$408	\$371	\$337	\$303
Full page	\$741	\$674	\$613	\$551
* Ads that bleed are charged a 10% premium (only applies to monochrome 1/2 page ads)				
† For specific page placement of an internal display ad, add 10% premium.				

Advertising Policies

All ads must be paid in full prior to publication. Contracts for multiple insertions will include a payment schedule. Payment is due 30 days before publication. *REALbasic Developer* reserves the right to approve all advertisements and may reject any deemed inappropriate.

Advertising Schedule

REALbasic Developer is published six times per year at these times (new schedule effective March 2004): January/February (Dec. 1), March/April (Feb. 1), May/June (April 1), July/August (June 1), September/October (Aug. 1), November/December (Oct. 1). Ad deadlines are in parenthesis.

Display ad closing is normally **30 days** prior to publication. However, there are occasional schedule adjustments for holidays and special issues, so it is a good idea to check our Editorial Calendar at <<http://www.rbdeveloper.com/calendar.shtml>> for current ad closing deadlines.

Ad closing for Classifieds ads is 30 days before publication, or when available space has been filled.

Ad Design

If you do not have access to a professional designer, we can assist you in designing your advertisement for a discounted fee. Our design prices are based on an hourly rate: please contact us regarding your ad and we'd be happy to give you an estimate.

Contact Information

For more information about *REALbasic Developer*, to receive a sample issue, or to schedule an advertisement, please contact us at:

REALbasic Developer
Advertising Dept.
PO Box 66831
Scotts Valley, CA 95067-6831
831-430-9500
ads@rbdeveloper.com