

# OPEN NEXTGEN IT 2007 MEDIA KIT

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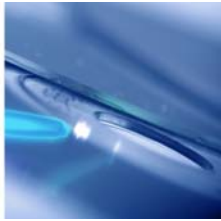
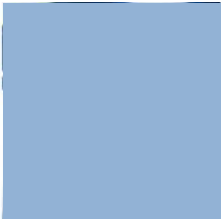
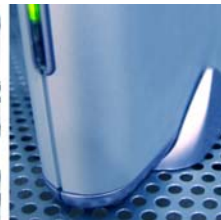
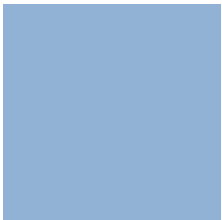
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## OVERVIEW

**Open** is the magazine that corporate executives turn to for news and views about the tectonic shift in IT to Open Source and the Linux operating system.

### **Open** Delivers:

- Independent lab reviews for IT planners
- Interviews with industry and government leaders
- Technology briefings by leading experts

**Open's** breadth of exposure is second to none. Sites that link to features on **Open** represent an impressive array of prestigious publications with audiences who are sophisticated readers of business and technology news. Our articles are also carried by the world's most prestigious research labs and academic institutions.

## FORMAT AND DELIVERY

### How **Open** reaches readers:

- Only subscribers can access a navigable Web site.
- Subscribers receive navigation links for each new issue in an e-mail cover letter.

The format of **Open**, being an electronic Web publication, has a unique visual language that layers information upon information. Stories are at once authoritative and aesthetically pleasing. All stories carry rich contentual links to vendor sites, white papers, and market research.

## OPEN'S UNIQUE READER EXPERIENCE



# ABOUT OPEN

## STRATEGY & TECHNOLOGY

**Open** follows the issues that senior IT executives need to study in planning the platforms and applications that make up critical IT infrastructure. Each week, our coverage includes the latest hot-button topics from high availability clustering, to storage area networks, to information security tools, to Web-centric e-commerce. Professional IT executives and senior developers turn to **Open** for everything from ROI analysis to benchmarking performance results. Whether testing infrastructure components, comparing vendor business models, or interviewing leading voices in the Open Source developer community, our editors and contributors provide crucial insights, data, and market intelligence for those seeking Open Source fluency.

As a global magazine of IT strategy, **Open** brings its subscribers content such as:

- *As inside look at the strategy of an Austrian oil company to run SAP on Linux mainframes*
- *Richly visual briefings on enterprise applications including the key groupware technologies behind OpenExchange*
- *The decision matrix of a coffee-shop owner who must choose between a closed-source Point of Sales system and an Open Source alternative*

## OPENBENCH LABS

OpenBench Labs analyzes key products that enhance Linux and Open Source computing. Our testing addresses the performance of Linux in mixed environments and our benchmarks are being used by hardware manufacturers to validate performance.

## EDITORIAL CONTACTS

### Editorial Director

**Jack Fegreus, Ph.D**

[jack.fegreus@open-mag.com](mailto:jack.fegreus@open-mag.com)

Jack Fegreus, co-author of *BlackOffice Bible*, holds a doctorate in mathematics from Clark University, having worked on the application of computers to symbolic logic. He was the editor-in-chief and visionary behind three technology monthlies covering major shifts in enterprise computing: *Digital REview*, *Client/Server Today*, and the award-winning *BlackOffice CTO*. Dr. Fegreus applies the kind of experience that connects the dots between technology theory, applied practice, and actionable lessons learned. He was IT Director for five years at a division of Ashlan Oil before joining Ziff-Davis and Digital Reviews.

## UNIQUE DEMOGRAPHICS

**Open** matured in a print-centric environment and is shaped like no other electronic publication. Using print-circulation techniques, **Open** built a 100% controlled, qualified, direct-request circulation of 86,986 domestic and 10,659 international subscribers.

No other publication delivers such a **concentrated domestic and international subscriber file of Linux product buyers**. This makes **Open** a key driver in any marketing communications program seeking to reach and influence these buyers.

## REACHING KEY DECISION MAKERS

As Open Source software and the Linux operating system emerged in corporate IT, sites required a staff having high-level technical skills and an demanded an equally high ROI return. These factors drove early adoption of Linux at opposite ends of the IT spectrum.

Small companies with sophisticated start-up teams adopted Linux as the way to afford IT capabilities needed to run their businesses. On the other hand, large companies with expert staffs adopted Linux to cut overhead, maximize revenue, and undercut competitors.

As a result, subscribers to **Open** include a **rich mix of CIOs, IS managers, and IT consultants in prestigious organizations**. Fully 39% are involved in IT management an 25% of these subscribers hold the title of CIO, CTO or VP. Over 12% are IT consultants often having buying responsibility for multiple enterprises. It should not be a surprise that these readers frequently work in complex computing environments that include big Unix installations, such as **HP UNIX (22%), Solaris (24%), AIX (20%); IBM main-frame sites (8%); and Windows NT/2000 (91%)**.

## OPEN READERSHIP



"Open's cutting-edge editorial attracts a worldwide audience that is rich with cutting-edge IT decision makers. Their readership provides us with a generous number of qualified leads from a high-quality audience that has been unmatched by other publications in which we have advertised."

*Linda Hypes, Dir. of Marketing,  
Shaffer Solutions*

As of January 1, 2007, subscribers to **Open** numbered **100, 660**.

### Geographic Distribution

<b>North America</b>	- 90,001
<b>U.S.</b>	- 86,986
<b>Canada</b>	- 3,015
<b>International</b>	- 10,659
<b>E.U.</b>	- 3,947
<b>Latin America</b>	- 1,556
<b>S.E. Asia</b>	- 3,537
<b>Other</b>	- 1,619

# CIRCULATION

# WEB TOWER ADVERTISING

\$2 Per Click

Thousands of IT professionals come to Openmag.com everyday seeking information, knowledge and the insight they need to succeed. They typically read two features per visit and spend 2 minutes on each.

## WEB TOWER CARD RATE-RUN OF FEATURES

**OPEN TECHNOLOGY**

### SUSE 9.3: REAL VIRTUAL

From a rock-solid desktop to serving the Zen of Xen  
by Jack Fogreus

Every 6 months SUSE releases a new version of SUSE Linux Professional. These releases of SUSE LINUX Professional are intended to deliver the latest and greatest of Linux technology in a stable well-documented distribution. These distributions are not intended for production IT environments. For these environments, there is SUSE Linux Enterprise Server and Novell Linux Desktop. The SUSE LINUX Professional distribution is actually focused on two target audiences: first-time users and technical enthusiasts. That dichotomy of users may seem strange at first, but there is an important thread of commonality between the two.

First-time users need a reliable, easy-to-install, and easy-to-use desktop environment that includes applications for sending and receiving e-mail, chatting online with friends, and organizing and sharing digital photos. For these users, SUSE LINUX Professional comes packed with leading open source applications and complete documentation, which is an important formality.

The other group of users is made up of technical enthusiasts and systems developers. This group needs a stable Linux distribution that also provides the latest technologies needed to assess the feasibility of using Linux to host web services, blogs, create computational clusters, and support other corporate projects. For this group, complete documentation is a necessity, not an important formality.

#### OPENBENCH LABS SCENARIO

**UNDER EXAMINATION:**  
State-of-the-Art Linux for IBM Platforms

**WHAT WE TESTED:**  
SUSE LINUX Professional 9.3  
Linux Kernel 2.6.11  
gcc 3.3.5-5  
KDE 3.4  
Kontact 1.1  
atopmeter 1.0  
KOffice 1.9.4  
KMail 1.8  
KAddressBook 3.4  
Kopete 3.4  
OpenOffice.org 2.0 pre-release  
Xen 2.0.5

**HOW WE TESTED:**  
Benchmarks:  
atopCPU v2.0  
atopMemBench v2.0

**KEY FINDINGS:**

- Perceptually faster application responsiveness
- Tight integration of Kontact 1.1 components and SLOX
- OpenOffice.org's B4EE provides strong suite functionality with MS Access but does not open an mib database
- Xen provides machine virtualization without minimal added overhead; however, applications may incur memory segmentation faults

In SUSE LINUX Professional 9.3, both groups of users will find the stable state-of-the-art Linux platform they need for a computing foundation. This distribution is built on the Linux 2.6.11 kernel and provides the two major desktop environments: KDE 3.4 and GNOME 2.10. Also to be found is a vast number of additional components and applications to provide all of the necessary services needed by any one user.

Of particular importance are the pre-release version of OpenOffice.org 2.0 suite—actually version 1.9.79—and the Xen virtual machine 2.0.5. The new version of OpenOffice.org for the first time adds a database to the open source suite, which closely mimics MS Access. Xen, on the other hand, provides software virtualization for Linux on X86 that is similar in concept to the virtualization on IBM mainframes.

One of the more interesting aspects of the new SUSE release is the perceived responsiveness of virtually all applications when running the KDE 3.4 desktop. The KDE desktop is a huge umbrella, which includes applications from Kate, the editor; to Kowallet, the secure repository for passwords.

Given that kind of scope for KDE, global statistics, such as more than 6,500 bug fixes and more than 80,000 new contributions representing several million lines of code, can be somewhat misleading, especially when it comes to cause and effect.

**MEDIA KIT**

**MAXIMIZE IT VALUE TODAY**

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Software updates  
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# WEB TOWERS AD SPECIFICATIONS

## Powerful Exclusivity on the Web

Only one ad is placed in a fixed tower on the right of a feature page. The ad remains fixed on screen, as readers scroll through the feature. Ads rotate into the tower frame as a subscribers load new feature pages. With Open features having an average read-time of 2 minutes, advertisers have an opportunity to display a very rich message to potential buyers.

Ad Specifications: 125x600 pixel tower in either static or dynamic rich media (Flash).

## Publisher's Protective Clause

The publisher reserves the right to insert the words "Sponsored by" or "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. All contents or advertisements are subject to publisher's approval. Publisher cannot be held liable for circumstances beyond his control affecting production or delivery in any manner. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately liable for such moneys as are due and payable to the publisher.

# WEB TOWER

## E-MAIL SPONSORSHIP

With each issue, subscribers receive an e-mail cover letter, which summarizes each new feature and provides access to the new issue's Table of Contents. Only subscribers of **Open** can access features in the new edition from that contents page in a private area of the **Open** site.

The cover letters, therefore, serve as a crucial portal into the **Open** Web. Often subscribers clip and paste these cover letters into Web forums. For these reasons, **Open** takes great care in crafting the content of these e-mail messages to trigger reader response.

**NextGen IT/Today**

**Greetings**

Hello Jack Fegreus

You are subscribed as [jackf@openbench.com](mailto:jackf@openbench.com)

**Open, Tivoli Beat, and Virtualization VIEW** bring you in depth analysis of key enterprise IT issues, including IT Service Management (ITSM), virtualization, Service Oriented Architecture (SOA), grid infrastructure, and business performance computing.

**Links**

- [Learn more about IBM Service Management](#)
- [Subscribe to Tivoli Beat](#)
- [Subscribe to Open](#)

**SOA Deployment**

*A better approach to service than "Can you hear me now?"* For managed service providers, the Tivoli Netcool portfolio delivers end-to-end service management to help meet their fiercely competitive needs of emerging service markets. Understanding service quality is an important issue for any Telecom provider and up until now that meant introducing intrusive testing by simulating user communications. Now Tivoli Netcool is offering non-intrusive monitoring through an agent that works in real-time at the user's device. For IT, the Tivoli Netcool monitoring agent can play an equally important in an SOA environment for data communications between services.

*Getting your arms Around SOA virtually* is necessary for IT to break from the mold of managing change as a series of unique one-time events. This is essential at a time when three-tier composite applications built with J2EE servers are the norm for high-end business applications of consequence. What's more, the next step in software evolution, the adoption of a Service Oriented Architecture (SOA), ties composite applications to business processes, and that makes the health of these applications increasingly important. To answer that challenge, Enterprise Workload Manager (EWM) is a key component of the IBM Systems Director solution, designed to dynamically monitor and manage distributed workloads in heterogeneous environments based on well-defined business goals.

**Infrastructure Virtualization**

*Instrument physically, think virtually, manage easily* is the new mantra for CIOs. With lower resource acquisition costs offset by greater resource consumption, the cost of managing computing resources now takes center stage when judging IT effectiveness at cost control. On that front, there is one well-recognized strategy to get resource management costs under control: device virtualization. It's always simpler to manage an abstracted logical device, which is free from any physical constraints. That's why the roadmap for IBM's Virtualization Manager extension to IBM Director has it becoming the single point of access for managing all virtualized resources from systems, to storage, and even networks across multiple, heterogeneous environments.

**Best Practices**

*Why Customers Value Tivoli* and what makes them willing to act as a reference is a critical part of Tivoli's business success. Those special factors go a long way in explaining why the IBM Tivoli database of case studies is just as important for IBM clients as it is for the IBM sales force. This database of case studies is searchable by customer, industry, technology, operating system, hardware platform, and IBM Business Partner. For current and potential customers, it provides a wellspring of valuable ideas on best practices for customers that go far beyond the simple product testimonial. These case studies provide the business rationale, as well as the IT implementation details and paybacks.

**Additional Resources**

- [Tivoli Open Process Automation Library](#)
- [OPAL Tour](#)
- [IBM Service Management](#)
- [SOA Business Catalog](#)

## MASTERING MIND SHARING

### Powerful Exclusivity on e-Mail

Each e-mail cover note sent to subscribers will have only one 75-word text message plus a hyperlink placed on top. The message and hyperlink will be in plain text, without logos, graphics, or font differences. As a growing number of sites restrict the delivery of e-mail through the use of automated SPAM filters, **Open** reserves the right to edit and approve all text messages to maximize delivery.

**Ad Specifications:** 75-word text message and hyperlink at top of message.

**Frequency:** Weekly.

### Subscriber Site Operating Systems:

Linux	- 74%
Any BSD	- 43%
Any Unix	- 63%
Sun Solaris	- 24%
HP-UX	- 22%
IBM AIX	- 20%
IBM zOS (Mainframe)	- 18%
Windows NT/2000	- 91%
Novell NetWare	- 24%

# EXCLUSIVE OPEN SITE SPONSORSHIP

CARD RATE - \$2 PER CLICK

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- Every Page - Run of Site
- One Issue - 100,000 e-Mail Letters plus all Site Visitors
- One Price

# MAXIMUM MIND SHARE

The combination of the **Open** cover letter and the magazine's Web site gives sponsors twice the access to a highly targeted worldwide audience of over 100,000 direct-request buyers of Linux and Open Source products and services.

## Powerful Exclusivity on e-Mail and The Web

Each **Open** subscriber will receive an e-mail cover letter that will include a 75-word text message from the site sponsor plus a hyperlink. The message and hyperlink will be in plain text, without graphics, or font differences. To minimize the impact of automated SPAM filters, **Open** reserves the right to edit all messages to maximize delivery.

For that issue, every page in the site, will include in its fixed header a banner from the site sponsor. No other banners will appear in a page header. The ad remains fixed at the top of the screen, as readers scroll down the page.

**Ad Specifications:**  
75-word text message and hyperlink at top of message.  
450X50 pixel banner in either static or dynamic rich media (Flash) on every page.



# SITE SPONSORSHIP