

ADVERTISING MEDIA KIT



AFFORDABLE & FLEXIBLE

By offering low priced entry points and both standard and custom advertising options, promoting your company with *CODE Magazine* will maximize your ROI.

INTEGRATED

Our combination of both print and digital advertising ensures total market immersion for your company's branding.

LOYALTY

Being an independent publication means we are a trusted resource among our readers. What better place to showcase your company?

EXTENDED EXPOSURE

CODE Magazine is a reference tool that developers keep and revisit again and again, keeping your company foremost in readers' minds.



Our Mission:

CODE Magazine is an independent technology publication for today's software developers. Our in-depth content is written by professional developers who have real-world experience with the topics they write about.

Our mission is to provide an intelligent and authoritative filter for the flood of information about established and emerging technologies and developer tools. We have an obligation to our readers to provide instructional, informative, and lasting information through state-of-the-art, detailed, practical and application articles that our readers can refer to again and again.

With our broad reach into the software development community through a base of loyal subscribers, webpage visitors, conferences, and user groups, *CODE Magazine* provides our advertisers with a cost-effective, valuable and yet simple vehicle by which to promote their products and services.

Our Audience:

- 85% rely on magazines to learn about new software
- 77% use Visual Studio or related .NET technologies as part of their daily job responsibilities
- 77% have over 10 years' experience
- 74% of readers are CIO/CTOs, Technical Managers or Senior Developers
- 85% express an interest in C#
- 73% express an interest in JavaScript
- 76% express an interest in .NET Core
- 60% express an interest in ASP.NET Core
- 67% express an interest in SQL Server
- 65% use Cloud Services



INTEGRATED EXPOSURE

January ▪ February

WEB & CLOUD TECHNOLOGIES

Amazon AmplifyWeb & Cloud Technologies.
Amazon Amplify, Multi-Tenant Web Dev, VUE,
Web Workers

Closing Date: **Dec. 2, 2020**

On Sale Date: **Jan. 8, 2021**

March ▪ April

JAVASCRIPT & RELATED

Current JavaScript Techniques, TypeScript,
JavaScript Futures

Closing Date: **Feb. 3, 2021**

On Sale Date: **March 5, 2021**

May ▪ June

.NET DEVELOPMENT

Modern C#, Desktop in .NET 5.0, Cross
Platform.NET

Closing Date: **April 7, 2021**

On Sale Date: **May 7, 2021**

July ▪ August

DATA ANALYSIS TECHNOLOGIES

Data Science, Artificial Intelligence,
Machine Learning

Closing Date: **May 26, 2021**

On Sale Date: **July 2, 2021**

September ▪ October

LANGUAGES

Rust, Go, Python, C#

Closing Date: **Aug. 4, 2021**

On Sale Date: **Sept. 10, 2021**

November ▪ December

MOBILE DEVELOPMENT

Cross Platform Mobile, Kotlin, Swift

Closing Date: **Oct. 6, 2021**

On Sale Date: **Nov. 12, 2021**



**Themes and dates subject to change*

Print & Digital Ads:

Format: 8-3/8" x 10-7/8"
FULL PAGE
1x - \$3,995
3x - \$3,495
6x - \$3,195

Format: Horiz. 8-3/8" x 5-7/16" Vert. 4-3/16" x 10-7/8"
1/2 PAGE
1x - \$2,395
3x - \$2,175
6x - \$1,950

Format: 4-3/16" x 5-7/16"
1/4 PAGE
1x - \$1,395
3x - \$1,260
6x - \$1,075

Premium Positions

Cover 2 - Inside Front Cover	Add 25%
Cover 3 - Inside Back Cover	Add 25%
Cover 4 - Back Cover	Add 50%

Other Advertising Opportunities:

Placements	Units	Specs	Cost
Print	Advertorials		\$3,995 per page
	Article Sidebars		\$450 each
Online	Leaderboard	728 x 90	\$875 per month
	Banner	468 x 60	\$725 per month
	Large Rectangle	336 x 280	\$725 per month
	Medium Rectangle	300 x 250	\$725 per month
	Square	125 x 125	\$250 per month
	Skyscraper	160 x 600	\$525 per month
Digital	Newsletter	125 x 125 Square 160 x 600 Skyscraper 100 words of text	\$1,950 37,000+ Readers

Looking For Something More?

Custom Advertising Options: Cover Wraps, Poly-Bagging, Sponsorships, Product Showcasing, Partnerships, etc.

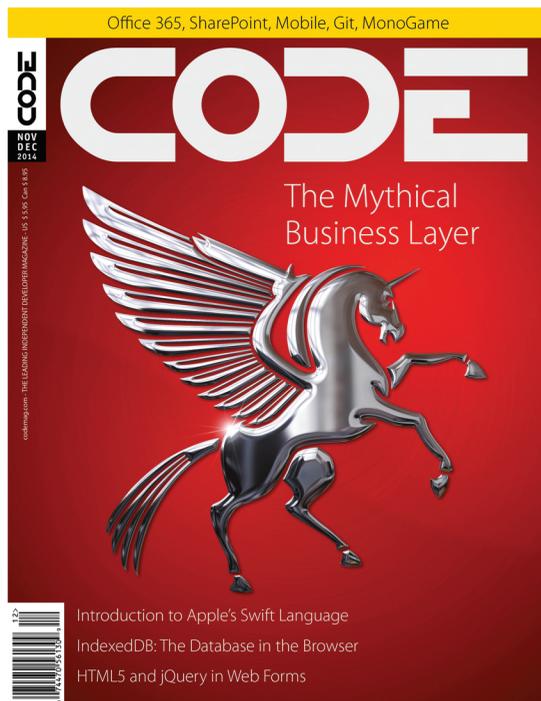
Trades and Offsets Accepted: Supplement your advertising costs with trades! Pay less, receive more!

Great Package Deals: See the Sample Packages Page for great savings!

- Agile Development
- Architecture
- ASP.NET & ASP.NET MVC
- Azure
- Blockchain
- C#
- Cloud Computing
- Data and Big Data
- HTML, CSS3, JavaScript
- IoT and Edge Devices
- JavaScript Frameworks e.g. React and Angular
- Machine Learning & AI
- Microsoft .NET Framework
- Microservices and Containers
- .NET Core and ASP.NET Core
- Project Management
- Security
- SQL Server, NoSQL and other Data Stores
- Team Foundation Server and Git
- UI Design
- Visual Studio & Visual Studio Extensibility
- Windows 10
- WPF/ XAML

EVENTS

CODE Magazine is distributed globally to a combination of paid subscribers, qualified requests, and newsstands. In addition, *CODE Magazine* has bonus distribution at targeted conferences and industry events throughout the year.



- Android Developer Conference
- Apps World
- Big Data TechCon
- Developer Week
- DEVintersection
- Global Windows Azure Bootcamps
- Houston TechFest
- Microsoft BUILD
- Microsoft MVP Global Summit
- ng-conf (Angular)
- QCon
- SharePoint Technology Conference
- State of .NET Events
- SxSW Interactive Festival
- User Groups and Code Camps
- ... and more!

GREAT PACKAGES; GREATER SAVINGS

Our integrated approach between digital and print ensures total market immersion for your company's branding.

Customers delivered.

\$1,875 ▪ Value \$2,675

ONLINE

30 days Run of Site Banner
on www.codemag.com

1 Digital Newsletter Sponsorship

Online article with content that we supply. You receive space for two banners, one redirect URL and up to 100 words of promotional text.

\$8,470 ▪ Value \$12,100

SPONSORSHIP OF ONE ISSUE

2 Full Page Ads (or 1 Spread)

Special position based on availability (Print and Digital Version)

All Value-adds:

- 30 days Run of Site banner
- E-content newsletter sponsorship
- Company promotional sidebar

and

Acknowledged as Sponsor of Issue

Logo on magazine cover or starburst directing readers to your ad.

\$5,387 ▪ Value up to \$7,695

PRINT/ DIGITAL/ ONLINE

Full Page Ad
(Print and Digital Version)

Choice of 2 Value-adds:

- 30 days Run of Site banner
- E-content newsletter sponsorship
- Company promotional sidebar



“ In marketing, you want two things from print media – exposure at a reputable outlet and professional and hassle-free account management willing to work around your schedule. CODE excels at both. ”

- Sasha Krsmanovic, Marketing Director, Telerik

“ With thousands of active customers to support on several platforms, I need to learn new technologies and development trends quickly and pass this knowledge down to my department. CODE Magazine is a valuable resource to accomplish this goal. ”

- Hadi Chami, Developer Support Manager, LEADTOOLS