

# FLASH & FLEX

DEVELOPER'S MAGAZINE



online media kit 2011

## ABOUT

The magazine is a source of advanced usage of Flash/Flex, such as: ActionScript Development, Server-Side Interaction or Sound and Animation functions. Not only the publication's addressed to the experts, but it also attracts the beginners. They find here several useful and helpful tutorials, considered as a very basic training. The magazine is a Monthly and it is being sent to the newsletter subscribers. Also it is available on the website [www.ffdmag.com](http://www.ffdmag.com).

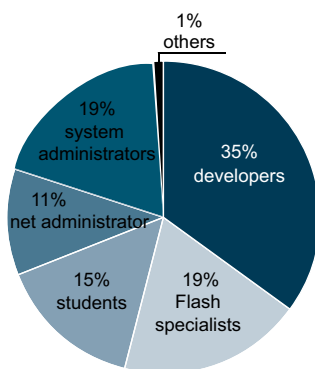
## EVERY ISSUE CONTAINS:

- Selection of news from Flash&Flex world
- Training for the beginners – section for all those who start their experience in Flash&Flex world
- Mobile world
- Advanced technical articles on Action Script, Server-side interaction and sound&animation
- Tools testing and reviews
- Books reviews
- Interview with Flash and Flex experts
- Commercial applications, tutorials, video tutorials, courses, tools on the website: <http://ffdmag.com>

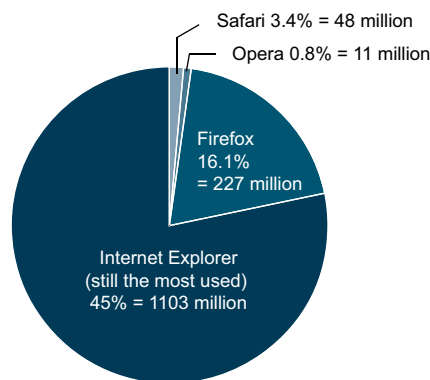


## READER PROFILE

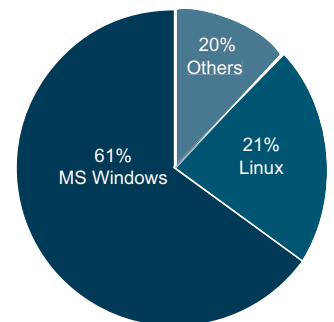
Statistics  
(based on website visits):



Web browsers:



Operating system used:



## EDITORIAL OVERVIEW

### What's Inside

Flash and Flex Developer's Magazine delivers insightful technical articles on a range of topics related to Flash and Flex Developer's world, including:

- Comprehensive coverage of technical subjects
- Thorough reviews of new products
- Practical advice on tools and strategies for developers
- Tips on programming in ActionScript
- Discussions of advanced Flash and Flex applications

The articles are richly illustrated and offer abundant references to additional sources for deeper study. Additionally, the articles are designed for the Flash and Flex users.

### Reaching Your Audience

Flash and Flex provides solid information for technical professionals, and they polish design offers in an accessible and inviting showcase for advertising. If your marketing goals include reaching the world of Flash and Flex professionals, beginners and key buyers of Flash and Flex tools and/or services, please contact the ad sales person for FFDmagazine!

### Why Flash and Flex Developer's Magazine is unique?

With online FFD Magazine, you receive the same quality, the same form, tutorials, expert articles, reviews of products, as well as greatest Flash & Flex advice, news, and opinions, all in a package that is completely portable and free of any charges. Our magazine offers such benefits:

- It arrives in one's e-mail automatically.
- It is portable. Once one's downloaded the issue it is his/her forever.
- It looks like the FFD Magazine one's familiar and comfortable with.
- It's lively and interactive. Our digital edition will eventually offer rich media options within a magazine format.
- Yes, one can print it. One can print as many pages of the magazine as he/she want.
- It's Green: One can actually feel good about the amount of paper, ink, and gas we'll all be saving by not producing and consuming a physical magazine.

## SECTIONS

Sections	Inside
In brief	News on the Flash/Flex world.
Beginners	Tutorials/articles on various software to Flash/Flex (an introductory material for beginners).
ActionScript Development	Tutorials/articles on programming (optimizing performance, opensource flash, object-oriented programming, security, mastering, etc).
Server-Side Interaction	Tutorials /articles on server-side interaction (php interaction, compressing xml, remote web services, free code, remoting code, ASP, flash as a code, etc).
Sound&Animation	Tutorials /articles on sound and animation (games creation, animation background, controlling sound, visual transition, bitmap, text effects).
Profile	Tips and tricks on creating apps using Flash/Flex, many valuable tips presented by experts/developers.
Reviews	Books, software reviews, and new products.
Interview	Interview with developers, their stories, their life, their exposure.
Tools	Tools reviews.



## MAGAZINE ADVERTISING

To attract the potential advertisers there are going to be special discounts for new partners, there will be flexible programs to advertise. Additionally, the subscribers will be attracted by many beneficial discounts as well as extras and freebies and many more.

Those are the regular columns, dependingly on the cover topic issue – FFD team is ready to open new sections on the request.

### Why should you advertise in FFD Magazine

Flash and Flex Developer's Magazine provides solid information for technical professionals, and they polish and design offers in an accessible and inviting showcase for advertising. If your marketing goals include reaching the world of Flash and Flex professionals, beginners and key buyers of Flash and Flex tools, applications and/or services, please contact the ad sales person for FFDmagazine!

Whether advertisers require lead generation, branding or integrated marketing campaigns, FFD provides solutions to help businesses achieve their marketing objectives.

Issue	DEADLINE	RELEASE DATE
1/2011 January	15th December	31st December
2/2011 February	20th January	1st February
3/2011 March	15th February	1st March
5/2011 May	15th March	1st May
6/2011 June	15th May	1st June
7/2011 July	15th June	1st July
9/2011 September	15th July	1st September
10/2011 October	15th September	1st October
11/2011 November	15th October	1st November
12/2011 December	15th November	1st December

### Ad rates

Ad size	
Double Page Spread (2/1)	\$ 3100
Full Page(1/1)	\$ 1600
Inside Front Cover (1/1, 4c)	\$ 2100
Inside Back Cover (1/1, 4c)	\$ 1900
Outside Back Cover (1/1, 4c)	\$ 2200
Half Page (1/2) horizontal	\$ 900
Half Page (1/2) vertical	\$ 900
Half Page (1/2) Island	\$ 900
Third Page (1/3) horizontal	\$ 750
Third Page (1/3) vertical	\$ 750
Quarter Page (1/4) horizontal	\$ 500
Quarter Page (1/4) vertical	\$ 500
Quarter Page (1/4) box	\$ 500

## ADVERTORIALS

Flash and Flex Developer's Magazine features Case Studies, Tools and Reviews. If you are interested in encouraging people for buying your product, use your tool, recommend your application, show its technical side - one of those Advertising options would be perfect for you. The rates starts from \$450 per one page of Advertorials - if you are interested in more pages or in combining regular advertising and advertorial, let us know what you need and we will try to meet your needs!



## WEBSITE ADVERTISING

### Online Advertising for Quick, Cost-Effective Marketing Results

FFDmag.com offers advertisers a variety of online marketing programs, such as standard banner placement, text links, newsletters, list rental, and more. Sponsor one of these programs or integrate programs for greater impact. Whether you want to heighten awareness, increase branding or generate leads, we can build custom programs to help you achieve your marketing goals

### Banner Advertising

Build awareness with our highly targeted FFD audience by taking advantage of our banner advertising opportunities. A variety of banner sizes are available to best meet your marketing needs.

Format	Size in Pixels	Max File Size	MONTHLY
Banner	120x100	20 kB	US\$ 250
Header in rotation	632x275	60 kB	US\$ 425



## NEWSLETTER SPONSORSHIPS

### Newsletter

Written by FFDmag.com editors, our newsletters cover the latest news and trends about specific segments of the Flash and Flex Developer's market. Sponsor one of our newsletters to get your message to interested subscribers.

**Website visitors monthly:** 68 000

**Last month downloads:** 29 000

**Newsletter subscribers:** 32 000

**Distribution:** Once per month (date can be changeable)

**Text:** up to 700 characters

**Image:** logo for screenshot

Position	1X	3X	6X
Primary Text Ad	\$250	\$250	\$154
Secondary Text Ads	\$200	\$175	\$145
Banner	\$125	\$100	\$85
Special Highlighted	\$350	\$300	\$250

Monthly newsletter with the Magazine release

**Every month Flash and Flex Developer's magazine is being sent to the newsletter subscribers.**

You can be one of the magazine newsletter sponsors.

Text + image in this newsletter will cost you \$250 per entry - it will give you the attention of all subscribers who are willing to download the latest issue!

Sponsor one of our newsletters to get your message to interested subscribers.

### List Rentals

Turn your advertising program into an integrated, multi-channel campaign by utilizing the master database with over 32,000 newsletter subscribers, you can easily target a large Flash and Flex Developer's audience or hit in on a specific niche. Use this offering to reinforce your message, generate quality leads, and heighten awareness.

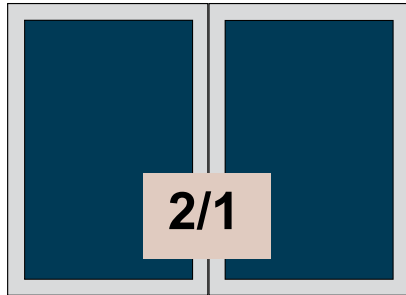
**Rates** – between \$800 – \$1200

**Date:** The date is chosen by the company that rent the list (cannot be the same as the magazine release date).

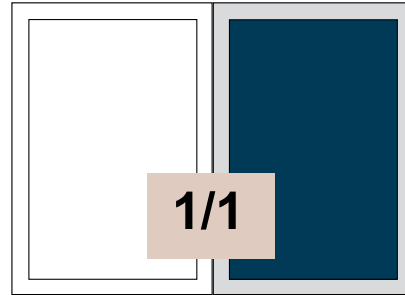


## Ad FORMATS

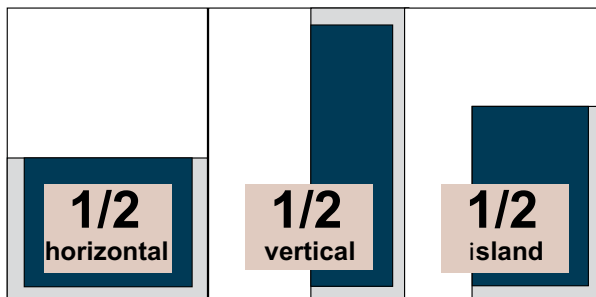
All formats in mm: width x height. Flash & Flex Magazine trim size: 203 x 293 mm



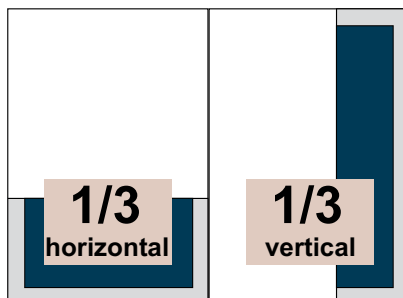
T: 389 x 255  
R: 406 x 293



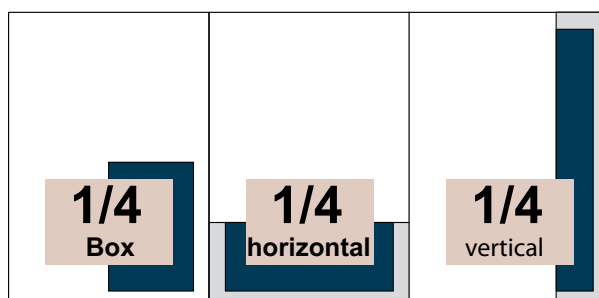
T: 177 x 255  
R: 203 x 293



T: 177 x 127    T: 84 x 255    T: 115 x 158  
R: 203 x 146    R: 101 x 293    R: 128 x 180



T: 173 x 76    T: 56 x 255  
R: 203 x 105    R: 68 x 293



T: 88 x 128    T: 173 x 59    T: 40 x 255  
R: 203 x 79    R: 51 x 293

T: Type Area    R: Trim Size

## CONTACT INFORMATION

Ewa Dudzic  
ewa.dudzic@ffdmag.com  
phone: 1-917-338 - 3631

### Ad file specifications

Please follow these specifications to ensure that your ad is printed as you intended.  
**File format:** Please only send closed (non-editable) files as high-resolution PDFs or tiff.

**Naming convention:** Make sure that your artwork is easily identifiable by giving the file a useful name that includes the advertiser's company or product name.

**Color:** The artwork must use the CMYK color space to avoid unintended color shifts. Please also convert custom and spot colors to CMYK.

**Resolution:** 300 dpi minimum

### Delivering Your Artwork

**Email:** Please send your PDF (20MB max.) to the following email address:  
ewa.dudzic@ffdmag.com

**FTP:** You can also send us your data by FTP using the following login.  
Location: 62.111.243.86  
Username: reklamy  
Password: software.reklamy