

LINUX NEW MEDIA AG

The Pulse of Linux





Dear Partner,

We at Linux New Media would like to give you an overview of where we stand in our ninth year of business. The fact that we concentrate only on Linux has allowed us to continually expand our market leadership as the content provider for Linux information in Europe.

Our broad range gives you two possibilities for highly-effective marketing: either unmatched pan-European coverage, or precise targeting through our various products.

Whichever route you chose, with Linux New Media you've got a strong and competent media partner that is securely anchored in the Linux Community.

It is our tradition to be creative and organize unconventional marketing activities with our partners - standard practice is not always the best thing in the Linux world.

Therefore, we'd like to invite you to discuss your ideas with us - we'll make sure there are three winners: you, us, and Linux.

Best Regards



Rosemarie Schuster
Linux New Media AG
Director



Hermann Plank
Linux New Media AG
Director

The Magazine for Advanced Linux Know-How

Linux Magazine

Linux Magazine is an independent, English-language magazine providing advanced Linux know-how. The magazine is based in the United Kingdom, but is read around the world. Linux Magazine can be found on the newsstand in over 60 countries, the

main focus being on Europe.

As Linux moves into the mainstream across Europe, Linux Magazine is expanding as an essential part of the international Linux Community. IT decision-makers and the technical staff that implement Linux solutions rely on Linux Magazine every month to give them quality information on making the most of Open Source.



Editorial Overview

Linux Magazine serves the needs of Linux professionals by providing them with practical, hands-on information on implementing Linux solutions.

Know How

Focuses on concrete examples of how to use common software for specific solutions.



PROGRAMMING

Typically includes tutorials on programming and script languages.



Readership

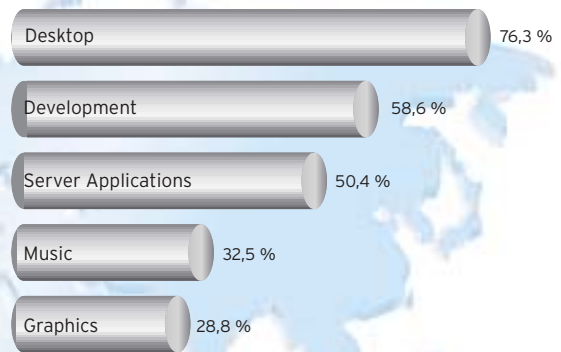
The average Linux Magazine reader is male, is between 26 and 55 years of age, and earns over £ 30,000 (EUR/\$ 45,000) per year.

Linux at Work

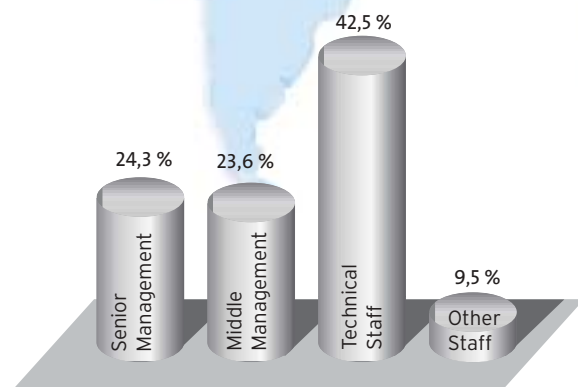
62.2 % of our readers use Linux at work.

63.1 % are responsible for IT decisions at work.

Use of Linux

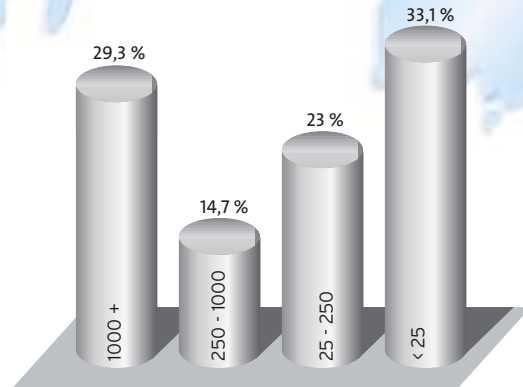


Position within Organization



Results are from 2002 Reader Survey

Number of Employees in Organization



SYSADMIN

Direct assistance on systems administration and security topics.



REVIEWS

Reports on our tests of software, hardware and books.



Linux-Magazin -

Die Zeitschrift für Linux-Professionals

Linux

Kompetenz

Linux-Magazin



The German Linux-Magazin reports monthly on professional IT topics from a Linux perspective. Key areas covered include Systems Administration and Integration, Networking, Security and Data Integrity, Software Development, and Hardware suited for Linux.

Each issue contains an extensive News section covering product, security, kernel, and business topics as well as reports on important Linux issues. In addition, readers profit from competent Hardware and Software Tests as well as the popular Sysadmin and Know-How sections.

Programmers find practical help for their daily work in every issue.

The Readers

78% of Linux-Magazin readers are involved in purchasing decisions for Hardware and Software.

Average number of Linux machines at work



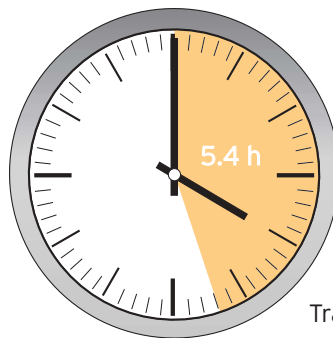
Servers 17.8



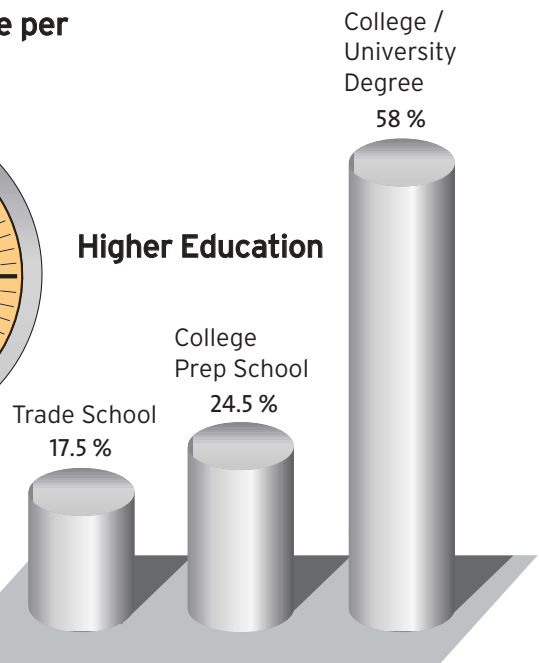
Desktop PCs 52.6

Source: Linux-Magazin reader survey Aug 02

Average reading time per issue



Higher Education



Linux-Magazin is read by technical and business decision-makers with an average age of **33.3 years**. Strategists and insiders cover their need for quality Linux information with Linux-Magazin "The Magazine for Linux Professionals".

Editorial Content



Sysadmin

- Administration of heterogeneous networks
- Server software in daily use
- Tools that every Admin needs
- Security aspects
- Tips and tricks for common situations

Know-how

- Efficient use of Linux software
- Protocols and RFCs
- Internal details of Linux distributions
- Embedded projects
- Linux in Research and Science

Test



- Servers
- Workstations
- Appliances and Embedded Devices
- Components and Peripherals
- Single-product and comparison tests in all Linux software categories

Report

- Linux at work
- Linux in government
- Interviews and Statements
- Market overviews
- Open Source events

"Linux Users are poor, strange Computer Science students with greasy hair and thick glasses. WRONG! The average Linux-Magazin reader is a normal-looking male with significant IT experience. He has decision-making power at work and above-average computing equipment."

Jan Kleinert, Editor in Chief, Linux-Magazin

LinuxUser -

Das Magazin für die Praxis



LINUXUSER IS THE MAGAZINE FOR THE PRACTICAL USE OF LINUX: OUR READERS ARE COMPUTER PROFESSIONALS WHO HAVE BEEN USING WINDOWS FOR YEARS, AND ARE NOW SWITCHING TO LINUX.

LINUXUSER MAKES THIS

CHANGE EASIER

WHILE PROVIDING THE

ADVANCED LINUX USER

WITH USEFUL TIPS AS WELL.

With its practical-use and background knowledge articles, LinuxUser provides the information necessary to use Linux productively on an everyday basis. Workshops covering the full Linux spectrum of Office products, graphical and command line applications allow the advanced computer user to quickly switch to Linux. LinuxUser always reports on the latest developments and new versions of Linux software packages.

The Test Lab

The specialized knowledge of the Linux New Media Hardware Team allows us to produce product tests that not only include the typical per-

formance numbers, but go much further to provide specific information relevant to the use with Linux that no general PC magazine provides.

The Monthly CD

The CD included with each issue contains the programs covered in that issue. In addition, there are supplemental files that let the reader use the knowledge they have just gained, which emphasizes the prac-

tical-use orientation of the magazine. New Linux distributions also regularly appear on the CD.

By the way - space on the CD is available for marketing purposes, ask us about our MByte prices!

The Readership

LinuxUser is read by experienced computer professionals who want to expand on Linux themes for daily use at work and for their personal career planning. LinuxUser readers are about 35 years old and enjoy high levels of education and salary. They are involved in the decision process both from a technical and business perspective.*



* Source: LinuxUser reader survey 2001

THE EDITORIAL CONCEPT

Introduction

Each issue concentrates on a specific theme. Recent topics include Wireless LAN, Graphics, Linux Distributions, and using Windows and Linux together.

NEWS

New programs KDE and GNOME Distributions

The magazine begins with a comprehensive News section.

ANWENDUNGEN

Tests, Product Descriptions and Practical Tips

The "Applications" section is the most diverse part of LinuxUser, covering everything from short descriptions of new applications to full product tests and useful practical tips.

ZUBEHÖR

The Unusual

The "Accessories" section is the place to find the useful tools and utilities the Linux world has to offer, many of which would otherwise be overseen.

HARDWARE

Tests and Configuration

There are often problems with hardware under Linux: some devices don't run, others are difficult to configure. LinuxUser helps in the selection process and explains how to set up non-standard components.



MIGRATION

For those leaving Windows

This section is dedicated to addressing the special needs of Windows users that are new to Linux. Much is different with Linux, and LinuxUser shows how to migrate acquired Windows knowledge to Linux.

KNOW-HOW

Background Information

This is the serious stuff. The Know-how section is for those who not only want to use Linux, but also want to understand what happens under the hood.

Regular articles on shell and Linux programming round out the more technical offering.

SERVICE

Editorial

Letters to the Editor

Linux local



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LINUX COMMUNITY

[www.linux-community.de]

The German Linux Portal

- News and Reports from the world of Linux
- Competent answers in the Forum
- Interesting discussions on current themes
- At the heart of Linux development
- Systematic search on various criteria
- Full text search over all articles



[www.linux-magazine.com]

Linux Magazine Online



- Full text search through back issue article archive
- All articles in PDF Format
- All listings from Linux Magazine articles
- Reader forum for Linux discussions
- Several new articles monthly from the current Linux Magazine issue

Our web sites www.linux-community.de, www.linux-magazine.com, www.linux-magazin.de, and www.linux-user.de compliment our print offering in the Internet. Our online products have been a key source of information for Linux users for many years, and continue to be expanded.

[linux newsletter]

We regularly send out the Linux Newsletter by email. The newsletter covers current Linux topics that are of high technical, visionary, or commercial importance. All the Linux New Media editorial teams contribute to the newsletter, giving a concentrated overview of the current state of affairs.



Linux 4 Business at Trade Shows and Events

Linux New Media organizes large Linux events, the LinuxPark including LinuxForum at the CeBIT for example. These events provide the opportunity for companies, the Open Source community and all other IT professionals to meet and communicate.

Organizations use the LinuxPark to show their Linux-related products and services. The LinuxForum offers companies the perfect platform for targeted corporate and product presentations. Speakers such as well-known Open Source advocates and developers and interesting podium discussions are further attractions of the LinuxForum.

The LinuxPark is the meeting point for Linux insiders, IT professionals, decision-makers and users who are looking to inform themselves and discuss the latest trends and developments in the Linux market.

We offer organization of everything from trade shows to individual Linux events of any size and offer consulting, conceptual planning and moderating services as well.



LinuxForum podium discussion



LinuxPark Impressions (new design planned for 2003)

CeBIT

H A N N O V E R
12. - 19. 3. 2003

At the CeBIT 2003, we will be organizing a professional exhibit area dedicated to Linux: the LinuxPark. Together with Val-U Marketing and other well-known organizations and sponsors, we will be presenting a highly interesting mix of the business world and the Open Source development scene.

The LinuxForum area will feature podium discussions and lectures covering various Linux topics. This is where exhibitors, gurus, project groups and visitors will meet in open dialog.

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