

SD Times

SOFTWARE DEVELOPMENT

The Industry Newspaper for Software Development Managers



53,648 U.S. Postal Addresses

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SD Times is the industry newspaper for software development managers. This twice-monthly publication is written for top-level IT software and application development managers with a need for a wide-angle view of

what's happening in the software development industry. The editorial focus and format attract senior developers, IT development managers, project managers and software architects. These types of readers are busy and difficult to find, making SD Times' audience the most highly desirable in this market.

Titles	53,606
IT/Development/Technical Mgmt.	39,102
CIO/VP/IT Manager/Director	10,144
Software/Applications Development Manager	10,035
Chief Architect/Software Architect/Project Mgr.	12,155
Sr. Developer/Software Engineer/Analyst	6,768
Corporate Consultant/Other IT Mgmt.	1,253
Executive Management	9,151
Including CEO/President/Owner/Chairman/Partner, CFO, Controller, VP, GM, Product Manager/Business Development, Div. Head/Dept. Head	
Other IT Professionals	4,100
Including VAR/Systems Integrator, Technology Analyst, Other IT Professionals	
Number of Employees	50,189
5,000 or more	15,427
1,000 to 4,999	7,625
500 to 999	4,337
250 to 499	2,599
100 to 249	4,173
50 to 99	3,809
Fewer than 50	12,219

Type of Application/Software Development Involvement

Database	36,638
Windows/.NET	33,754
Internet/E-Commerce.....	34,186
Java	27,724
Security	21,780
Linux/Open Source	19,059
Test/QA/QC	16,698
Embedded/Handheld	15,289
Agile/Rapid Development.....	15,202
SharePoint.....	3,234

Independent Software Vendor Select (ISV)

Subscribers who work for companies that make software to sell17,637

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\$100/F	Keying
\$50/F	Delivery of File

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SAMPLE PIECE REQUIRED FOR APPROVAL

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