

SD Times SOFTWARE DEVELOPMENT

The Industry Newspaper for Software Development Managers



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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 devel-

opment 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.

Titles48,993

IT/Development/Technical Mgmt.37,011
CIO/VP/IT Manager/Director10,340
Software/Applications Development Manager9,683
Chief Architect/Software Architect/Project Mgr.....10,144
Sr. Developer/Software Engineer/Analyst6,844
Corporate Consultant/Other IT Mgmt.1,290

Executive Management8,205

Including CEO/President/Owner/Chairman/Partner, CFO, Controller, VP, GM, Product Manager/Business Development, Div. Head/Dept. Head

Other IT Professionals2,487

Including VAR/Systems Integrator, Technology Analyst, Other IT Professionals

Number of Employees49,771

5,000 or more13,455
1,000 to 4,9997,458
500 to 9995,647
250 to 4991,519
100 to 2494,795
50 to 995,174
Fewer than 5011,723

Type of Application/Software Development Involvement

Database32,673
Internet/E-Commerce.....31,044
Windows/.NET29,055
Java24,245
Linux/Open Source16,320
Test/QA/QC13,983
Embedded/Handheld13,866
Security14,158
Agile/Rapid Development.....9,337
SharePoint.....7,602

Independent Software Vendor Select (ISV)

Subscribers who work for companies that make software to sell14,090

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