

# Software Test & Performance



## 25,220 Postal Addresses

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Software Test & Performance is a monthly magazine written for software development managers, senior developers, project/team leaders and test/QA managers. The magazine takes a larger, more strategic view of the entire application life cycle that will appeal to a higher-level and more powerful audience. To sell test and performance tools, you have to reach up to the development and test/QA management beyond the entry-level testers.

*Software Test & Performance is BPA-audited and has subscribers in the U.S., Canada and International.*

### Titles .....25,220

IT/Development/Technical Mgmt. ....	20,987
Software/Application Development Manager .....	3,483
CIO/CTO/IT Director .....	3,194
QA/Test Mgr./Software Tester/QA Professional.....	9,562
Chief Architect/Software Architect/Project Mgr.....	4,748

### Executive Management .....4,233

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

### Number of Employees.....25,220

5,000 or more .....	8,387
1,000 to 4,999 .....	4,467
250 to 999 .....	3,557
100 to 249 .....	2,436
Fewer than 100 .....	6,673

### Type of Application/Software Development Involvement

Database/Data Access .....	20,440
Windows/.NET .....	20,087
Internet/Web/Intranet .....	19,588
Web Services .....	18,116
Java .....	17,968
Enterprise .....	14,509
Linux/Open Source .....	12,465
Test/Quality Assurance .....	15,859
Security .....	12,722
Embedded/Mobile/Wireless .....	9,145
Eclipse .....	7,218
Mainframe/Minicomputer.....	8,753

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