



Contact Us

Regional Account Manager

Robyn Johnson
650-378-7152
rjohnson@fawcette.com

Advertising Director

Kevin White
650-378-7168
kwhite@fawcette.com

Vice President

Jeff Hadfield
801-942-7293
jhadfield@fawcette.com

Executive Assistance to VP of Publishing/Product Coordinator

Susan LaCroix
650-378-7118
slacroix@fawcette.com



www.javapro.com
www.ftponline.com
www.ftpmmediakit.com

Reach the Heart of the Enterprise Java

Java Pro has led the market for technical Java decision makers since 1997. It's *the* guide to enterprise Java...and the must-read magazine for the enterprise Java buyers you want to reach. Java has matured into a set of technologies that are interconnected, interdependent, and mission-critical for today's enterprise.

Java's technological reach means you've got to reach more than just one IT role to get your message heard. That's why *Java Pro* reaches all three key Java IT roles in the enterprise – the developer, the IT/platform manager, and the architect. *Java Pro*'s editorial product is custom-tailored to reach these three key roles and help you get your message heard.

The three key technology roles are interrelated, interdependent, and equally essential:

- Java developers build enterprise solutions using the Java programming language, platforms, and related tools
- IT managers manage the Java platforms on which these solutions are based, be they Java infrastructure, desktop or mobile, and deploy custom Java solutions
- Architects define technology standards, integrate systems and solutions, link technology and business goals, and ensure technology solutions and platforms interoperate.

Java Pro is the authority for enterprise-level Java professionals and the most trusted voice in the market. *Java Pro* continues to be the No. 1 independent resource that enterprise J2EE professionals turn to every day, with print and digital circulation totaling 100,000.*

In the new era of doing more with less, your advertising must drive market share and influence buyers. Position yourself with the leading book—it's the only one you need to reach the Java market you want.

Only Java Pro delivers the full range of enterprise Java decision makers.

* Publisher's own data—print and digital combined.

The Source for Java in the Enterprise

Java Pro, the most trusted name in unbiased, quality Java information since 1997, is the magazine and Web site of choice for experienced Java IT professionals who work with Java, open source, and Java-related technologies. *Java Pro* offers practical techniques for designing, developing, and managing large-scale applications, and analyses of new technologies and architectural issues. *Java Pro's* technical content serves a wide readership of enterprise architects, IT managers, and developers of enterprise-scale applications.

■ **Mission:** *Java Pro* helps enterprise IT professionals design, develop, deploy, and manage strategic solutions across the Java Enterprise edition and other Java platforms.

■ **Features:** *Java Pro* delivers content that includes development how-to articles, platform-specific perspectives, and architecture-oriented analyses. All articles are in-depth examinations of important Java-based IT issues that impact these areas in enterprise-scale development and are written by experienced industry professionals. Each development how-to has downloadable code that is ready for readers to use.

■ **Columns:**

Object Enterprise by Peter Varhol - Read thought-provoking discussions of topics on managing Java applications in the enterprise, including architecture, integration, testing, performance monitoring, and strategy.

Pro Shop by Daniel Savarese - Learn the best of hands-on programming techniques, best practices, and design efficiency on a wide range of issues for enterprise Java developers.

Plugged In by Kevin Jones - Discover the latest trends and techniques for open source development opportunities by learning how to use the Eclipse platform and writing and using Eclipse plug-ins.

Editor's Note by Terrence O'Donnell - Get editor commentary on Java news and trends.

Public Static - Explore a perspective on current Java technology from an expert or journalist in the industry.

In Brief - Review summary information on recently released enterprise Java products, technologies, and services.



Only *Java Pro* offers practical techniques for writing and managing large-scale applications.



Java Pro reaches all three critical Java IT roles in the enterprise – developers, IT managers, and architects..

100,000* Enterprise Java Decision-Makers

Circulation

Today's enterprise Java professional leans on a variety of media for market education — and *Java Pro* delivers its trusted editorial information in a variety of ways. *Java Pro* delivers 100,000 enterprise buyers with every issue – with a unique mix of print and electronic products.

Java Pro's readership is highly qualified and tightly focused on delivering the right mix of enterprise Java decision makers for your message.

Integrated editorial in print and online

Java Pro editors support the enterprise Java development with the combined strength and delivery of three distinct editorial vehicles:

- 1 With print and digital circulation of *Java Pro* magazine.
- 2 Online at www.javapro.com.
As part of the FTPOnline network of technical sites for IT professionals, javapro.com is where enterprise Java decisions makers go for unique content, downloadable code, archives, discussion groups, and commentary from Java gurus.
- 3 By e-mail every week with *Java Insight*. Sent to 200,000 enterprise Java developers, *Java Insight* delivers news, commentary, and the latest techniques for creating enterprise Java applications.



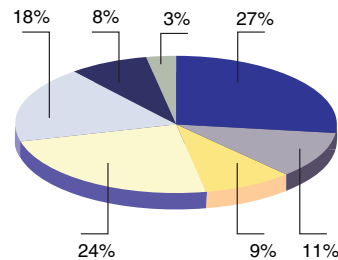
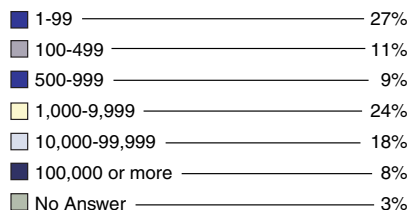


Advertisers enjoy a lower CPM and deeper penetration into the Java community than in any other Java publication.*

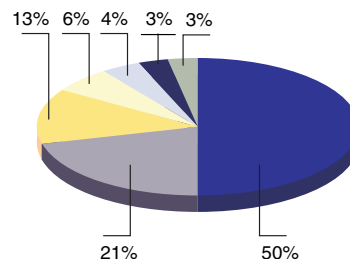
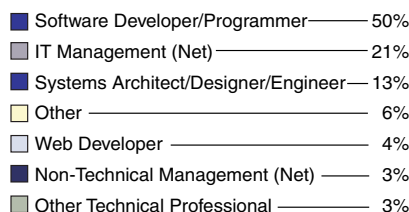
Reaching Corporate IT Buyers When and Where it Counts

Java Pro delivers the people you need to reach.

Company Size**



Job Title**



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