



Visual Studio Magazine Leads the Way

Covering the leading enterprise computing platform: Windows

Windows is the most popular development platform, and Visual Studio is the most popular language for developing Windows applications.

Windows dominates*:

- 90% of *all* applications are deployed to Windows platform
- 92% of *all* developers are Windows developers
- Windows now controls 97.46 percent of the global desktop OS market

Visual Studio: The leading development suite for Windows

There are now over one million Visual Studio developers—and this number will only continue to grow. Visual Studio will soon be the development suite of choice for the largest development community in the world.

- 85% of Microsoft's development tools were sold in the Visual Studio suite in their 2002 fiscal year (July '01 to June '02)*
- 82% of *Visual Studio Magazine* readers now use Visual Studio in their enterprise[^]



Reach the heart of the professional IT development community...nearly 107,000 enterprise developers*

Mission Statement: Award-Winning Editorial Leads the Way

VSM Delivers Development Buyers

Visual Studio Magazine is the world's leading independent Microsoft development magazine. It serves the enterprise development reader—software architects, senior developers and development managers—not Microsoft's marketing needs. Each issue includes practical, proven, unbiased how-to articles readers can put to use immediately. Readers respond to *VSM's* on-target, market-leading editorial. By serving the reader with our award-winning editorial, *Visual Studio Magazine* connects marketers to a loyal, responsive customer base like no other publication can.

How-To, Real-World Development Content

Visual Studio Magazine builds on readers' enterprise development expertise with in-depth coverage of key topics including ASP.NET, C#, VB.NET, SQL, XML, database design and development, Web Forms, WinForms, Internet development, object-oriented programming, data access, and more. As part of this practical, real-world editorial package, *VSM* advocates third-party products through opinions, product listings and product reviews. (*VSM's* sister products also provide a wealth of third-party product advocacy and opportunity, including online product listings and the in-box *Visual Studio Resource Guide*.)

Regular Columns, Departments, and Features include:

1. Getting Started

Professional software developers are shown the basics of programming with C# and VB.NET in this column, with a special emphasis on the new coding constructs.

2. Desktop Developer

This column shows corporate application development managers and senior development professionals how to implement solutions associated with Windows desktop development to solve practical business problems. It features Office automation and integration, as well as non-proprietary development techniques designed to handle fonts, printing, mouse and keyboard support and tricks, and other key topics enterprise development professionals need to know.

3. Q&A

Focused on solving enterprise development problems, this column provides software development professionals with short, helpful tips and tricks in a question-and-answer format. It features techniques, tricks, and real world solutions covering VB.NET and C#, databases, and ASP.NET.

4. ASP.NET

A must-read for development professionals using ASP.NET, this column focuses on building, deploying, integrating, and managing dynamic and distributed Web-based applications in today's businesses. It provides powerful coding examples of Web applications based on ASP.NET, and regularly covers key enterprise topics including database access, performance, scalability, and security.

5. Database Design

This popular Database Design column focuses on getting the most out of .NET when working with data. Topics include transaction processing, replication, data mining, security, XML, and working in heterogeneous environments (especially Oracle and SQL Server), as well as other enterprise-scale DBMS issues.



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Regular Columns, Departments, and Features: *(continued)*

6. Special Features

- Whidbey
- Yukon
- Implement No Touch Deployment Now
- ASP.NET: Create Customized UIs on the Fly
- Database Security
- ASP.NET Performance
- Punch Up Your UIs
- Web Security
- Database Performance
- Mastering C#: Generics and Refactoring
- Create Flexible and Robust Master Pages (ASP.NET 2.0)
- Preparing for Longhorn

First Looks:

VSM's panel of experts cuts through the hype to review significant products and provide critical analysis on what works in today's enterprise and what doesn't.

Product Listings:

Aimed at enterprise development buyers, this regular department enables decision makers to compare and contrast dozens of key tools and technologies. New product listings are published in each monthly issue, and what we can't fit into print, we post online! VSM's product database is among the most comprehensive product resources available on the market.

And our rotating "Back Page" Column, featuring:

- Guest Opinion
- The Software Architect
- Industry Interview
- And more

The information provided herein is accurate to the best of our knowledge, but subject to change without notice.

2006 Ad/Editorial Calendar

Issue	Space Close	Materials Close	Estimated Ship Date	Special Features	Advertising Opportunities	Bonus Distribution
Jan	10/28/05	11/04/05	12/27/05	<ul style="list-style-type: none"> • Build More Robust Data Binding Apps • Leverage Custom Controls • Advanced Grid View Tips & Trick 		VSLive! San Francisco
Feb	12/02/05	12/09/05	1/18/06	<ul style="list-style-type: none"> • Assess Your .NET Code Vulnerability • Forms Authentication in ASP.NET • Desktop Dev 		
Mar	12/21/05	1/04/06	2/17/06	<ul style="list-style-type: none"> • Five Top Performance Tips for ASP.NET • Negotiate WebPart interfaces (ASP.NET) • ReportViewer, pt 2 (DB Design) 	Spotlight on Testing and Performance	
Apr	1/25/06	2/01/06	3/17/06	<ul style="list-style-type: none"> • DLINQ • XML Intellisense in VS2005 using XSI • ASP.NET: Reusable non-Custom controls in ASP.NET • Getting Started: Sorting Algorithms for VB.Net 		
May	2/22/06	3/01/06	4/17/06		Spotlight on Graphics and Imaging	Enterprise Architect Summit VSLive! Orlando
Jun	3/22/06	3/29/06	5/17/06			Microsoft Tech Ed
Special Bonus Issue	4/07/06	4/14/06	6/07/06		Visual Studio Magazine 2006 Buyers Guide	
Jul	4/26/06	5/03/06	6/16/06		Spotlight on Training & Books	
Aug	5/24/06	5/31/06	7/19/06			
Sep	6/21/06	6/28/06	8/16/06		Spotlight on Security	
Oct	7/05/06	7/19/06	9/13/06			
Special Bonus Issue	7/26/06	8/02/06	9/27/06		Visual Studio Magazine Enterprise Issue	
Nov	8/30/06	9/06/06	10/18/06		Spotlight on Components	
Dec	9/27/06	10/04/06	11/17/06			

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Delivering MORE Microsoft-focused Development Professionals than Any Other Publication

Just as Windows has become the largest development platform in the world, *Visual Studio Magazine*—formerly known as *Visual Basic Programmer's Journal*—has become the leading publication for enterprise development professionals, by providing information to the largest, most-focused technical community in the world.

Visual Studio Magazine provides high-profile visibility through ongoing circulation marketing efforts, including bonus distribution at major industry trade shows, and direct mail and e-mail circulation development campaigns.

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