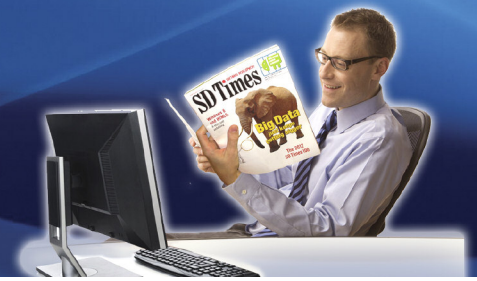


Why on Earth Would Buyers Still Read a PRINT Magazine?



We can't speak for every magazine, but lots of people still enjoy reading SD Times. We asked readers who took our July 2014 Readex Study — you know, those free studies of your ad and all of your competitors' ads in an issue of SD Times — and asked them, "Hey, why do you read SD Times?"

Here's what they said: (it's a long list, so why not reach these buyers with a print campaign?)

Agile, goal-oriented, developer and process focused.

All of it.

Allows me to have an idea of where software development is heading so I can keep up or ahead of the software development teams in my company.

Always has good information on current topics, both news items as well as in-depth features. I first learned about NoSQL from SD Times, and it's changed my career.

Articles on programming languages and their improvements, as well as new languages; best practices in programming; success stories in overcoming hurdles; etc.

Both business and technical coverage of current products and services.

Concise reporting on topics I'm interested in and exposure to ones I might be.

Expert information.

Get feel for software development trends and tools.

Gives me a glimpse of technology outside what I currently use. Marks the trends. Good editorials.

Gives me insight into emerging technologies I would not otherwise be aware of. Also I do review the ads when we're looking for tools.

Good info, brief articles. And free!

Good stuff on security and coding.

Good to have paper based content to read for a change.

Great format — Articles are usually informative without being "too technical."

As a product director on software only projects I find that the information on new industries standards helpful.

I get info here I cannot find elsewhere.

I enjoy the great articles on the state of the industry. I learn of new things and ways to use them in my business.

I like how I come up with new ideas based on things I read, and I love being exposed to information I haven't seen before.

I like it because it keeps me up to date and the articles are just the right length.

I like the columns.

I like the diverse articles about technology. It covers upcoming technology, industry trends, methodologies, APIs, languages, devices — very diverse.

I like to see what tools the industry is using.

I love Larry O'Brien's articles.

I simply like getting a feel for the trends, tools, and business practices of the software development industry.

I teach IT technology at a major university. It helps me keep up with current products and techniques.

Ideas and emerging technologies.

Informative, well written articles.

It gives me lots of information and helps me in my business.

It has programming articles, not just sales pitches, as well as person interviews.

It is convenient. I can read on my cell, while waiting for a meeting or stick the hard copy in my brief case.

It is for me a learning tool. I know about relational databases but a lot of the other areas are new to me.

It provides information about new tools and technologies and effective development and management strategies.

Keep abreast of web technology.

Lots of focus on big data.

Love it.

Pretty pictures.

Easy to make conversations with colleagues and friends with the print copy. And very informative and also highlights new comings and IT vendors and their products. That is how I found Aspose.

Put together very well and easy to follow and not commercially inundated...

See the latest toolsets. Also, keeping up on conventions.

Targeted at developers; my company sells to developers.

Teaching articles.

Technical resource often discussing topics that I wasn't thinking about but find I have use for.

The columns at the back portion of the magazine; editor columns near the beginning.

There are not many print magazine devoted to software development. I'm glad it's in print form as I'm more likely to read it than online.

To learn ways to help my business.

Topical, current, relevant.

Up to date. Great graphics. Has new info. Easy to read format.

Very informative and enlightening!

Very well presented articles, usually tasteful and informative ads, easy to read and understand.

Well written, in depth articles, breadth of topics, interesting topics and tools and processes.

You never know what you're going to find until you look. Usually something useful in the first few turns of a page.

For more information on advertising in SD Times, please contact:

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