



Media Kit



Information for Advertisers



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Quality Matters Profile

Recognized as the main source of specialized information in South East Europe, Quality Matters is a magazine that satisfies the constantly growing needs of the South East European Software Quality market.

The publication targets all software professionals who pay attention to quality. Our aim is to give our readers the knowledge, tools and ways to make testing more efficient, as well as to keep them up-to-date for all fresh news and solutions.

Quality Matters magazine is aimed to provide software professionals with expert analysis, real-world case studies, and how-to articles.

Quality Matters is an English-language magazine that unites the experience of worldwide experts in the Software Quality field. It is distributed online. All readers can download the PDF version of the magazine **absolutely free of charge** .

Advertising is available both in the Magazine and on the Quality Matters website (www.quality-matters.org)



The Publisher

Quality Matters is brought to you by the South East European Testing Board (SEETB). SEETB is part of the International Software Testing Qualifications Board (ISTQB) and develops the national syllabus and examination questions based on the international syllabus and exam questions. The Board is responsible for the ISTQB Certified Tester certification program in South East Europe and offers ISTQB certification exams in Bulgaria, Romania, Moldova, Bosna and Herzegovina, Albania, Slovenia, Croatia, North Macedonia, Serbia and Montenegro. SEETB also takes care of the accreditation of ISTQB training providers in the region.

Contact information:

Address: 1, Balsha Str., Fl. 3

1408 Sofia, Bulgaria

Email: info@seetb.org

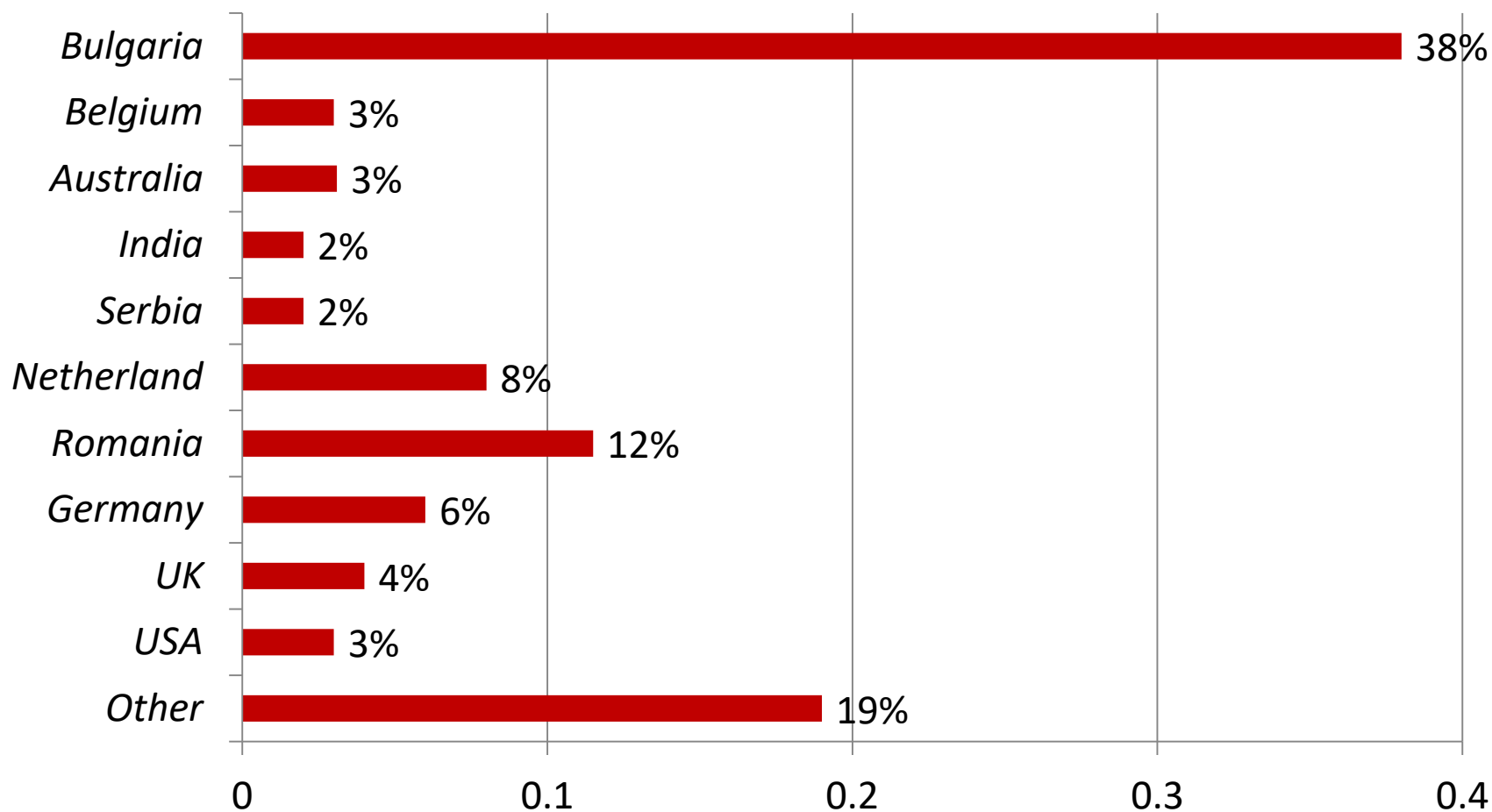
Web: www.seetb.org





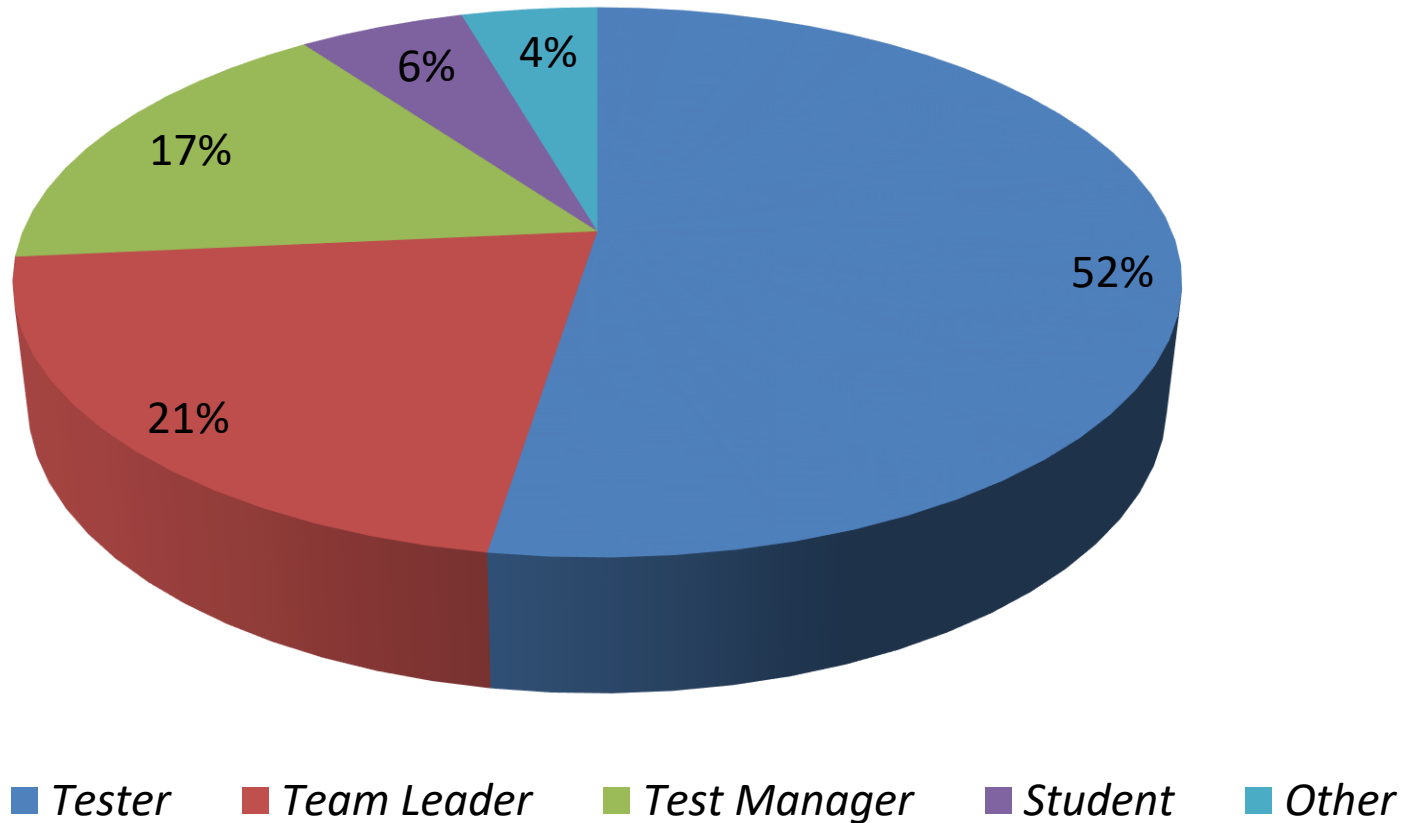
Our Readers' Profile

■ *Our readers by country*





Our readers by job position

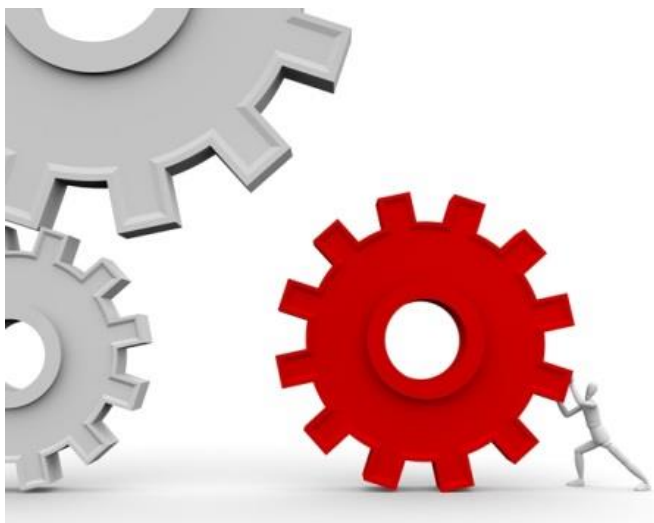




Why advertise with Quality Matters?

With Quality Matters you have the incredible chance to direct your ad to the right target group for you and be sure that your message will be received by thousands of readers.

We give you not only the option to publish your product or service advertises, but you can also post a job announcement and find the right people for your company.



You also have the chance to stand out from the crowd by placing your advertisement banners on our website.

The team behind Quality Matters magazine will work with you and will come up with a package that fully suits your specific needs. Please do not hesitate to contact us at:

advertising@quality-matters.org



Quality Matters Magazine Advertising Rates

Per Advertisement	EUR
Second Cover	480
Third Cover	420
Fourth Cover	450
Double Page	630
Double Page in the middle	675
Full Page	375
Half Page	225
Third Page	165
Quarter Page	130

- Fixed position: + 10 % (only if possible)

Rates per issue (All prices are exclusive VAT)



Technical Requirements

Size in mm

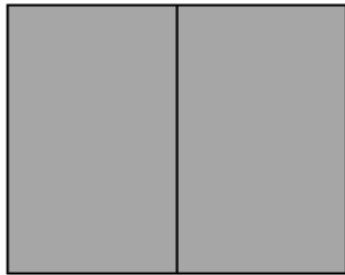
	<i>Live</i>	<i>Bleed</i>
Double Page	420 x 297	426 x 303
Full Page	210 x 297	216 x 303
Half Page horizontal	210 x 148,5	216 x 154,5
Half Page vertical	105 x 297	111 x 303
Third Page horizontal	210 x 99	216 x 105
Third Page vertical	70 x 297	76 x 303
Quarter Page horizontal	210 x 74	216 x 80
Quarter Page vertical	105 x 148,5	111 x 154,5

Magazine size is based upon standard A4 size: 210 x 297

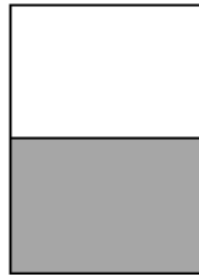
Format accepted: We prefer Adobe Illustrator EPS, Adobe Acrobat PDF. All files at CMYK. Images should be at least 300 dpi.



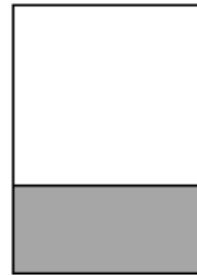
Formats illustration



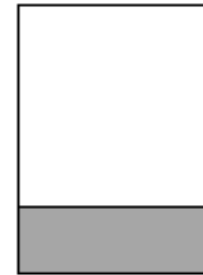
Double Page



Half Page
horizontal



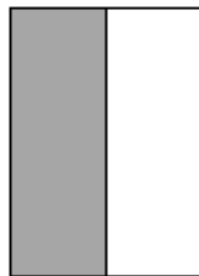
Third Page horizontal



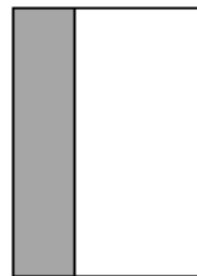
Quarter Page
horizontal



Full Page



Half Page
vertical

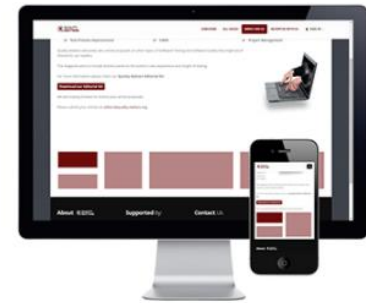


Third Page
vertical



Quarter Page
vertical

Online advertising options and rates



LARGE 350 EUR	MIDDLE 250 EUR	SMALL 175 EUR
Size: 360x160 px	Size: 165x160 px	Size: 165x65 px
Format: JPG, GIF, PNG	Format: JPG, GIF, PNG	Format: JPG, GIF, PNG
Duration: 3 months	Duration: 3 months	Duration: 3 months

Job advertisements options and rates

You are looking for qualified personnel that will suit the needs of your business?

Let us help you by placing your job offer in the Quality Matters Magazine.

A job offer can consist of a title, text (800 or 205 characters max including space) and the company logo.

Parameters	Size A	Size B
title maximum length	90 characters *	65 characters
text maximum length	800 characters *	250 characters
rate / per job offer	EUR 300	EUR 150

* Including spaces

Rates per issue (All prices are exclusive VAT)

Contact us:

For any advertising inquiries:

Aleksandra Koseva

Marketing Specialist

Email: akoseva@seetb.org



Thank you!



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