

THE OUTSOURCING JOURNAL

Independent Publication for
DACH and Global Markets

SOFTWARE DEVELOPMENT
OUTSOURCING

INSIGHTS, DESTINATIONS,
MODELS & METHODOLOGIES

Published by:

In co-operation with:



CALL FOR ARTICLES

Submission Information

Topics, Content, Publishing, Distribution, Submission

This issue of the Outsourcing Journal is focusing on software development business and solutions mainly from and for European markets. The Journal provides independent information about the market for software development services, best practices, selected outsourcing destinations, facts and figures as well as legal aspects. Experts provide insights on the outsourcing service industry and on service providers and their business models.

Coverage & Distribution

This special edition is distributed to at least **34.000** people within the DACH countries directly **and** benefits from a marketing campaign targeting an other **60.000+** people in the DACH region within the IT- & business service industry. Furthermore the journal will be **available for free download** via our Online-edition www.outsourcing-journal.org

Topics

We are seeking articles and papers covering the following topics:

- Market information
- Software development methodologies
- Best practices
- Industry specific solutions (health care etc.)
- Legal and contracting aspects
- Management & inter-cultural aspects
- Business & co-operation models

Type of content and lengths

Publishing neutral/technical articles is free of charge. Marketing related articles as advertorials are limited and connected to a publishing fee (see advertising information at the next page).

Articles and papers should be **at least 3 pages and maximum 5 pages long** (standard word formatting).

Publishing

Articles and papers will be selected for publishing after editorial criteria. They will be included in either this issue or in one of the upcoming issues (depending on editorial criteria). All published articles include an author's profile and full credits.

In addition authors can include (free of charge) a **full profile of their company or organization** (up to 220 words, logo, contact) in the section "Organizations".

Example

An example issue is available for free download at: http://www.outsourcing-journal.org/Outsourcing_CEE_2013/index.html

Submission

Please submit as word document only, incl. 1 paragraph authors profile and 1 picture of the author. If you want to include own picture material please include proper proof of copyright. **Content languages: German OR English**

Publisher & contact

Publisher is the independent, non-profit German Outsourcing Association (Deutscher Outsourcing Verband e.V.). www.outsourcing-verband.org



Media Data, Partnership & Advertising

The Outsourcing Journal offers a truly unique and targeted outreach. This issue will be distributed free of charge among more than **34.000 professionals** in Germany, Austria, Switzerland and Europe. Further our publications benefit from social media campaigns targeting **more than 60.000 professionals** (IT-/ business leaders in DACH & EU). In addition this issue will be **continuously available for download** on the websites of the Outsourcing Journal and on the website of the German Outsourcing Association.

Partnership (free)

Universities and research organizations can contribute by advising in editorial questions, publishing research results, etc.

Partners are named on front-/back page with logo and label "in co-operation with". Further partners are granted half page space for profile (400 words) and half page advertisement. Contact us for more information: info@outsourcing-journal.org

Sponsorship (exclusive!)

Commercial organizations can support our publications and demonstrate their market engagement with financial contributions.

Sponsors are named on front-/ back page, incl. logo and label "supported by"; 1 page space in the issue for introduction + double-page advert + advertorial. Investment 3.500 EUR, max. 1 sponsor! For more information and arrangements please contact us: info@outsourcing-journal.org

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Full Company Profile: 220 words, logo, contact, link -230 EUR

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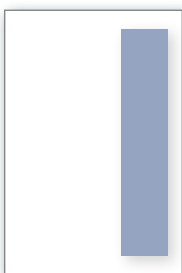
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Booking contact: info@outsourcing-journal.org



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