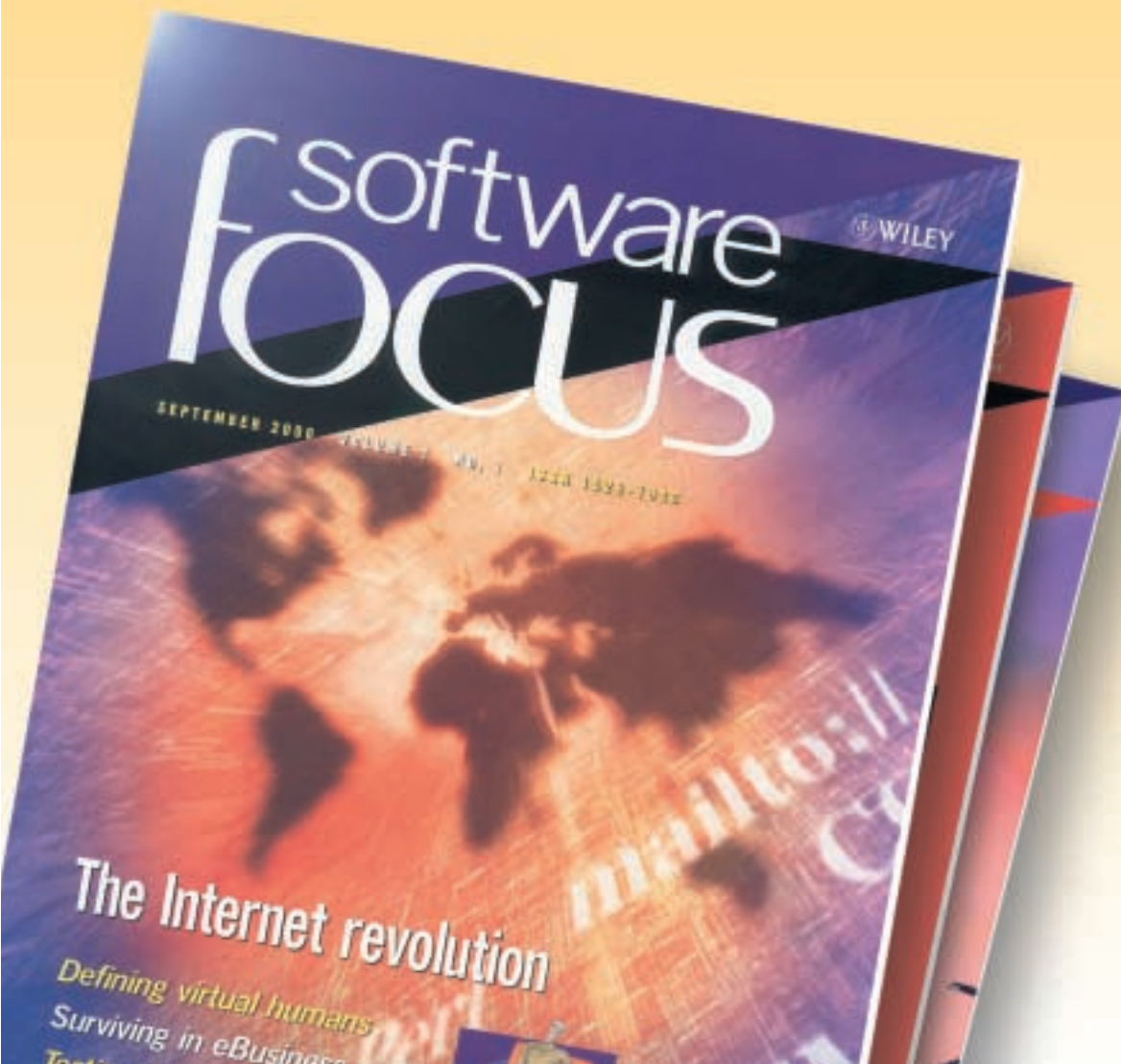


f software FOCUS

Software Focus is a magazine that reviews current developments and assesses topical issues on a wide range of specialist software disciplines.

Software Focus...

- ▀ highlights emerging topics and trends in software technologies.
- ▀ reports critically on important advances in industrial and academic research.
- ▀ discusses current opinions on cutting edge issues from a business perspective.



Editorial

The editorial content of *Software Focus* provides both practitioners and specialists with all the information they need to stay ahead of the competition:

Focus Review

These peer-reviewed articles provide highly current information on the rapid scientific and technical developments in:



- software engineering
- computer animation
- software maintenance
- software testing
- visualization
- software process improvement.

Focus Opinion

The articles in this section offer critical analysis and comment on topical issues, providing a platform for debate and analytical discussion.



Software Focus welcomes letters relating to matters raised, particularly in this section but also in other areas of the magazine, in earlier issues, or on topics of general interest to its readers. Authors have an opportunity to respond and selected correspondence is published in **Focus Letters**.

Focus Books and Software

This section reviews and assesses current and forthcoming books and software, offering an invaluable resource for software scientists and engineers.



Focus Preview

The key content in at least two primary journals is previewed each issue:



- *Software—Practice and Experience*
- *Concurrency: Practice and Experience*
- *Journal of Software Maintenance: Research and Practice*
- *Software Process—Improvement and Practice*
- *Software Testing, Verification and Reliability*
- *The Journal of Visualization & Computer Animation*.

Focus Diary

The Diary lists key international conferences, seminars, workshops and tutorials.



Software
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Circulation

Software Focus prints and distributes 5,000 copies per issue (rising to 10,000 by the end of 2001) combining subscribers to Wiley's software journals with a tightly controlled circulation of those in the field of software who have the authority to purchase or specify products.

The Readers

Geographical Location



Job Descriptions

Computer Scientists	Animation Technicians	Engineering Practitioners
Software Engineers	Animation Artists	Business Managers
Systems Designers	Systems Programmers	Lecturers And Students
MIS Specialists	Information Systems Managers	
Computing Vendors	Product Developers	

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Editorial Programme 2001

Spring

- Software maintenance
- Object technology
- Software architecture
- Software process improvement

Summer

- Software agents
- Interactive virtual characters
- Re-engineering and re-use
- The World Wide Web

Autumn

- Program slicing
- Software testing
- Quality management
- Security in networking

Winter

- Virtual reality
- Design tools
- Components
- Imaging and animation

Year 2001 Advertisement Rates (£ Sterling) Effective from 1 January 2001

Number of Insertions	1	3	6	12
Mono				
DPS	1695	1595	1495	1395
Whole Page	995	930	860	780
Half Page	595	545	495	445
Quarter Page	395	365	335	295
2 Colour				
DPS	2295	2195	2095	1995
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Full Colour				
DPS	2995	2825	2695	1995
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 Half page: horizontal 181 x 115mm; vertical 88 x 235mm
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Mono film – complete one-piece film, negative, right reading emulsion side up.

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