

Tea-time with Testers

Magazine for Next Generation Testers



Our Story – “Tea Time With Testers”

- A group of passionate testers got together to bring out this e-magazine with launch of the first edition on Feb 1st 2011.
- Today, we have reached beyond 115 countries across the globe.
- We are the e-magazine which at fast pace is earning strong footprint in the global testing community.
- Our ESP stands out with quality of our content, calibre of our authors and our unique way of presenting the information.
- In our consistent future vision, we position and commit ourselves to provide a global platform for testing professionals worldwide towards publishing their thoughts, promoting innovative ideas, tools, techniques and to throw light on everything in testing world that deserves recognition.
- All our publications are freely available on the net for download or to be read online.
- We wish to adhere to our mission of “Contributing to the betterment of testing community.”

More About Us

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Our Audience

As we set our distinct footprint, we reach out to multitude of people globally across various roles in the software testing industry.

- Corporate CEOs and CTOs – **8%**
- Test Leads/Test Managers – **52%**
- Independent & Industry Test Consultants - **12%**
- Testing Trainers – **5%**
- Test Architects ,Analysts and Developers - **6%**
- Senior Testers and Fresh Grads- **17%**

Hear directly from decision makers in industry about things they have to say about us:
[**CLICK HERE**](#)



Our Specialty

There are a few things that we do differently within our publication. Our specialty is brought out through our unique sections like

What's Making NEWS ?

Where we bring everything to light that deserves attention w.r.t. Corporate News, Success Stories, Top Trends, Amazing Tools and much more.

Speaking Tester's Mind

Testing evolved with freedom to test. We value the intellectual freedom of our authors. Thought provoking articles straight from author's mind. Yes ! We are THE TREND SETTERS !

In the School of Testing

Feel the school one more time. Articles for better learning and sharing experience for everyone who is willing to learn the craft of testing beyond checking.

Tool Watch

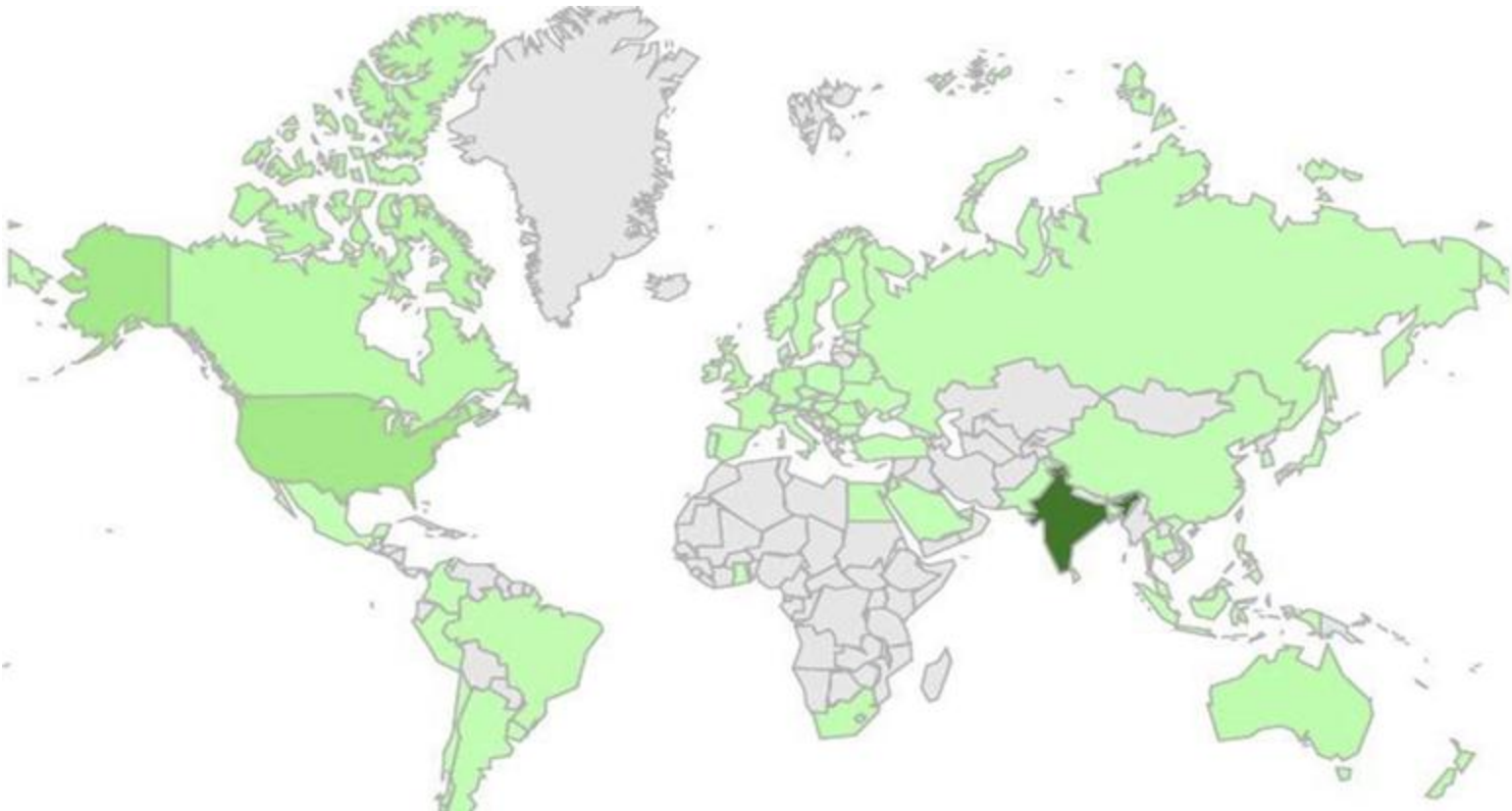
Do you know that tool which performs miracles? Do let us know, we'll tell the world how to tame it.

Testing Puzzles and Crossword

The section our regular readers eagerly await. Crack it and Celebrate it. Wow! You are the Smart Tester !

Our Footprint

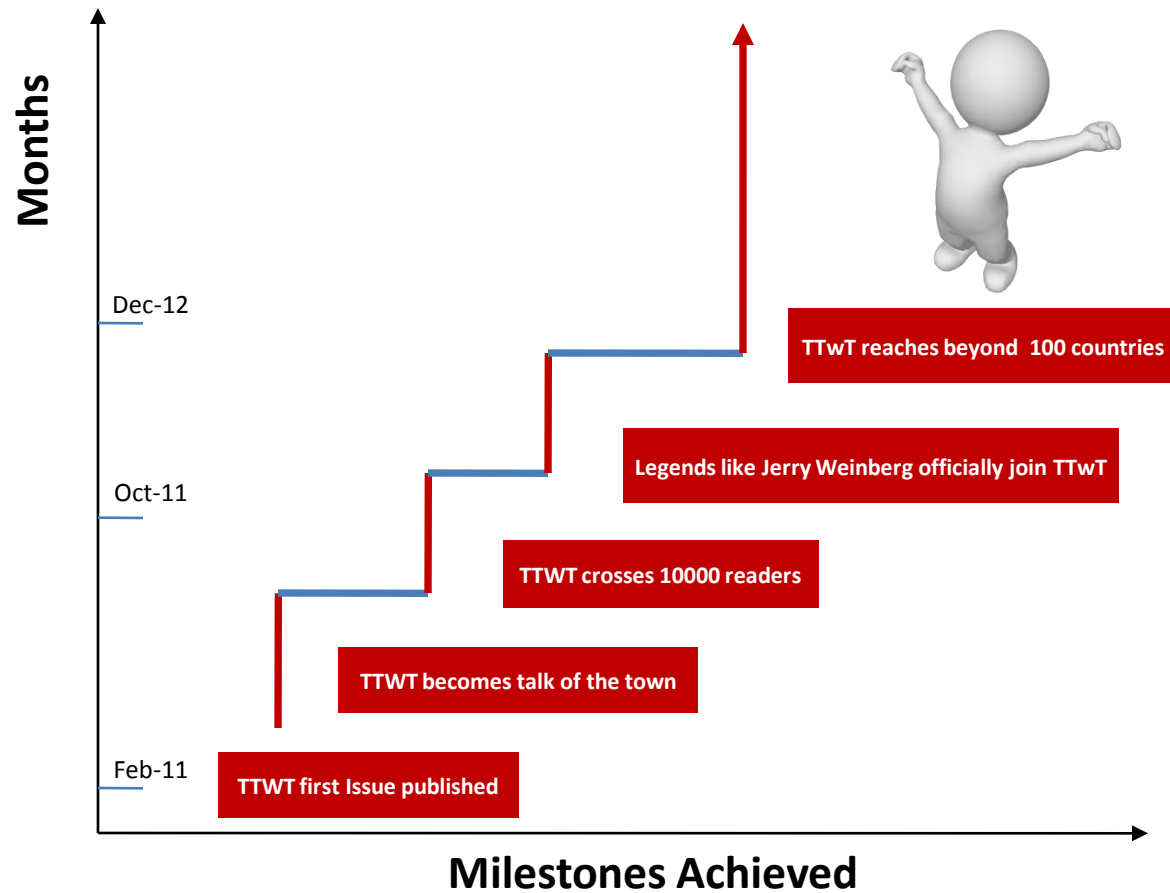
As on 08th Jan 2014, **7854** Direct Subscribers. **37612** Unique Online Readers since Feb-2011.
Readers from **115** countries



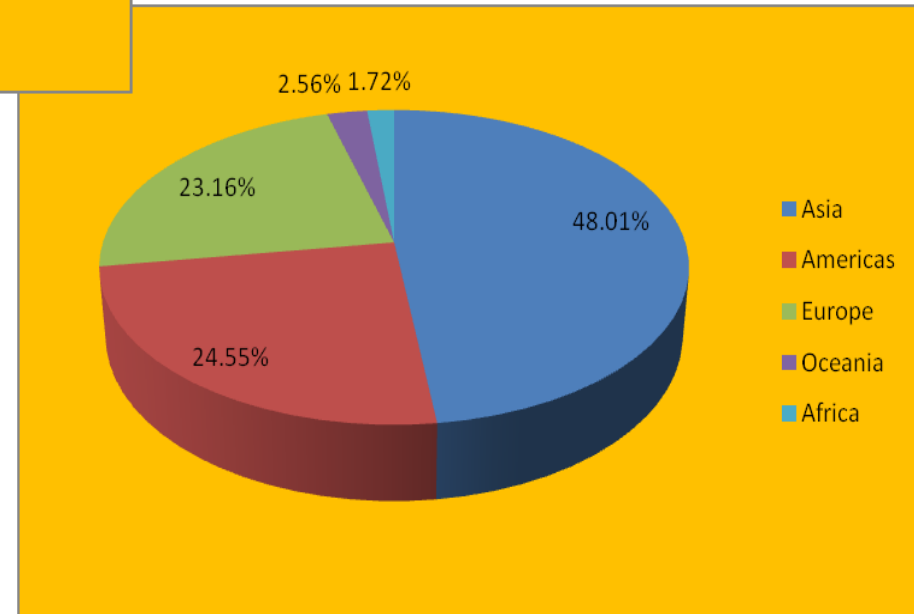
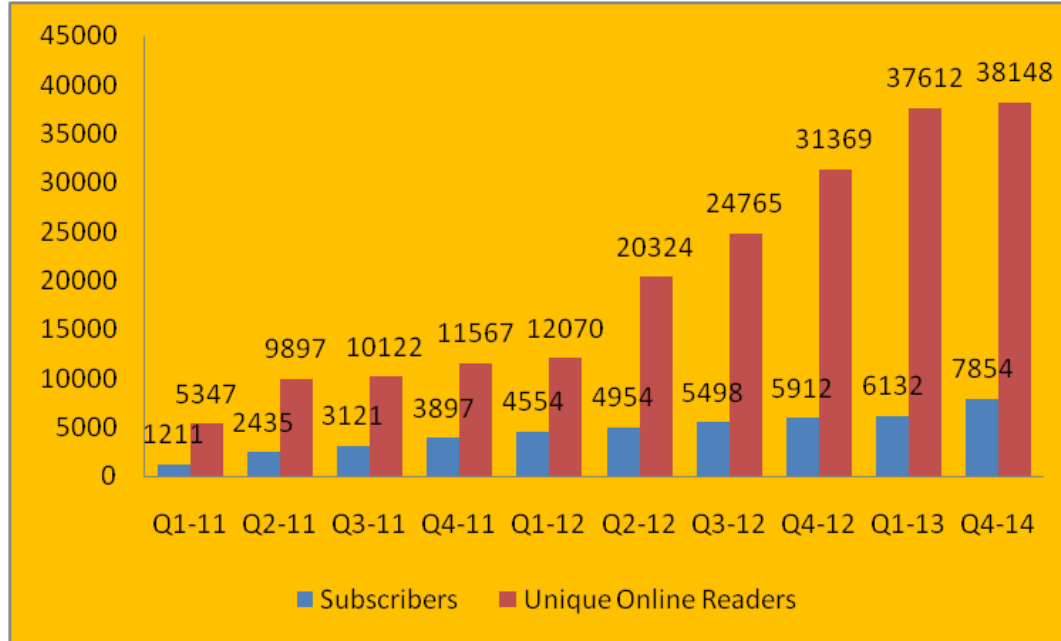
Note : Green portion in image displays our presence.
[source : Google Analytics]

Our Journey

- ❖ From a small start in Feb 2011, today we reach out to 37612 unique online readers and 7854 direct subscribers.
- ❖ At present, we are read in more than 115 countries across the globe.
- ❖ We are visited from across the globe with maximum readers from India, USA, Canada, UK and Sweden (top 5)



Our Readership



Note : Data as on 08 Jan 2014
[source : Google Analytics and Issuu.com]

Appreciations/Reviews/Mentions

- Appreciated globally for undertaking “Teach Testing” campaign which is first of its kind
- Recommended as a must read e-zine by industry experts like Jerry Weinberg , Dorothy Graham, Joel Montvelisky, Fiona Charles on their blogs/websites (just to name a few)
 - Review by Jerry Weinberg - <http://secretsofconsulting.blogspot.in/2011/10/review-september-issue-of-tea-time-for.html>
 - Dorothy Graham's recommendation list - <http://www.dorothygraham.co.uk/events/index.html>
 - Joel Montvelisky's magazine list - <http://qablog.practitest.com/>
 - Fiona Charles' recommendation list - <http://www.quality-intelligence.com/links.htm>
- Encouraging reviews and mentions by netizens on Social Media like Twitter (753 followers in a year) and Facebook. Just Google our name to see TTWT hosted on many software testing forums, communities and personal websites.
- World LOVES us : Please read “Our Testimonials” and “Expressions” sections in any of our issue.

Our Partners



- **Quality Testing** is a leading social network (10000 members) and resource center for Software Testing Community in the world, since 2008.

- QT provides a simple web platform which addresses all the necessities of today's Software Quality beginners, professionals, experts and a diversified portal powered by Forums, Blogs, Groups, Job Search, Videos, Events, News, and Photos.

- **Quality Testing** regularly hosts our monthly issue on their website and also circulates our newsletter to its 10000+ members.

- **Mobile QA Zone** is a first professional Network exclusively for Mobile and Tablets apps Testing.

- The community focuses on testing of mobile apps on Android, iphone, RIM(Blackberry), BREW, Symbian and other mobile platforms.

- **Mobile QA Zone** regularly hosts our monthly issue on their website.



Our Family

- A bunch of passionate testers initiated this.
- Globally renowned thought leaders like Jerry Weinberg, Joel Montvelisky, T Ashok are the regular columnists.
- Valuable contributions from industry experts like James Bach, James Christie, Elisabeth Hendrickson, Lisa Crispin, Lorinda Brandon, Keith Klain Jonathan Kohl, Dr. Meeta Prakash (just to name a few) and many other industry expert who have heavy influence on the global testing community.

our family

Founder & Editor:
Lalitkumar Bhamare (Mumbai, India)
Pratikumar Patel (Mumbai, India)

Contribution and Guidance:
Jerry Weinberg (U.S.A.)
T Ashok (India)
Joel Montvelisky (Israel)

Editorial | Magazine Design | Logo Design | Web Design:
Lalitkumar Bhamare
Cover Page Image- Roses and Teacups

Core Team:
Anurag Khode (Nagpur, India)
Dr.Meeta Prakash (Bangalore, India)

Testing Puzzle & Online Collaboration:
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Shweta Daiv (Mumbai, India)

Tech -Team:
Chris Philip (Mumbai, India)
Romil Gupta (Pune, India)
Kiran kumar (Mumbai, India)

*// Karmanye vadhikaraste ma phaleshu kadachna |
Karmaphalehtur bhurma te sangostvakarmani //*

Commercial Services

We include commercial activities in our magazine for various activities like

- **Magazine Advertisements**

Connect with right audience across the globe. We cover a large geography!

- **Tool Reviews and Tutorials**

Have you got tool that needs publicity? Let us publish its review or tutorial. See it getting popular in no time!

- **Live Webinars**

Live and interactive webinars conducted by industry leaders. Grab this chance for real time interaction.

- **Online Trainings**

Tools, Techniques or Software Testing Skills.



Advertisement Rate Card

| Sr. No. | Type of Sponsorship | Offerings | Duration/Frequency | Rate |
|---------|----------------------|--|---|----------------------|
| 1 | Platinum Sponsorship | Logo with link on monthly issue announcement mail (news-letter) | 1 News-letters/Month (Total 3) + Twitter Publicity on issue launch. | \$1500 USD per issue |
| | | Full fledged advertisement on Front one and Last one page of monthly issue. | In one issue TTWT Magazine. | |
| | | Publishing news related to sponsor with brief description of sponsor, logo and link. | In one issue TTWT Magazine. | |
| | | Declaring "Smart Tester of the Month" contest as sponsored by your organization. | In one issue TTWT Magazine. | |
| | | Sponsor's logo on "Coffee-mug" that will be distributed to contest winners. | 3 Mugs / Month | |
| | | Declaring "This issue is brought to you by <Sponsor>" in issue announcement mail. | 1 News-letters/Month (Total 3) + Twitter Publicity on issue launch. | |
| 2 | Gold Sponsorship | Logo with link on monthly issue announcement mail (news-letter) | 1 News-letters/Month (Total 3) + Twitter Publicity on issue launch. | \$1200 USD per issue |
| | | Full fledged advertisement on middle two pages of monthly issue. | In one issue TTWT Magazine. | |
| | | Declaring "Smart Tester of the Month" contest as sponsored by your organization. | In one issue TTWT Magazine. | |
| | | Sponsor's logo on "Coffee-mug" that will be distributed to contest winners. | 3 Mugs / Month | |

Advertisement Rate Card

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|---|---------------------|---|---|----------------------|
| 3 | Silver Sponsorship | Logo with link on monthly issue announcement mail (news-letter) | 1 News-letters/Month (Total 3) + Twitter Publicity on issue launch. | \$1000 USD per issue |
| | | Full fledged advertisement on any one full page of monthly issue. | In one issue TTWT Magazine. | |
| 4 | Regular Sponsorship | Advertisement in magazine: One Full Page | In one issue TTWT Magazine. | \$800 USD per issue |
| | | Advertisement in magazine: Half Page | In one issue TTWT Magazine. | \$500 USD per issue |
| | | Advertisement in magazine: Sid-bar , Corner of Page | In one issue TTWT Magazine. | \$200 USD per issue |

Special Discounts and offers

| | | | |
|---|-------------------------------------|----------|--|
| 1 | Yearly subscription (any type) | 40% off | Free Tool-Tutorial/Review in our "Tool-watch" section . (Applicable for Tool Vendors) |
| 2 | Half-yearly subscription (any type) | 25% off | Free Tool-Tutorial/Review in our "Tool-watch" section . (Applicable for Tool Vendors) |
| 3 | Quarterly Subscription (any type) | 15 % off | NA |

Advertorials and Press Release? Yes. We cover that too. Please emails us for more details.

****Note:** Taxes extra as applicable.

Contact Us

We would love to stay connected with you !

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