



Media Kit 2026

Reviving Testing Experience: A New Era Begins

Testing Experience is a relaunch of a magazine dedicated to the art and science of software testing. With more than 20 editions curated by thought leaders in the global testing community, it serves as a resource for testers, QA professionals, and software engineers alike. It features in-depth articles, case studies, and expert insights, all dedicated to enhancing the practice of software testing.

2,500 printed copies

distributed during Agile Testing Days 2024 in Potsdam, at our meetups across Germany and sent to our various partners.

Accessible also online on trendig website and shared on different channels

19 000+

LinkedIn Followers

6 000

Newsletter Subscribers

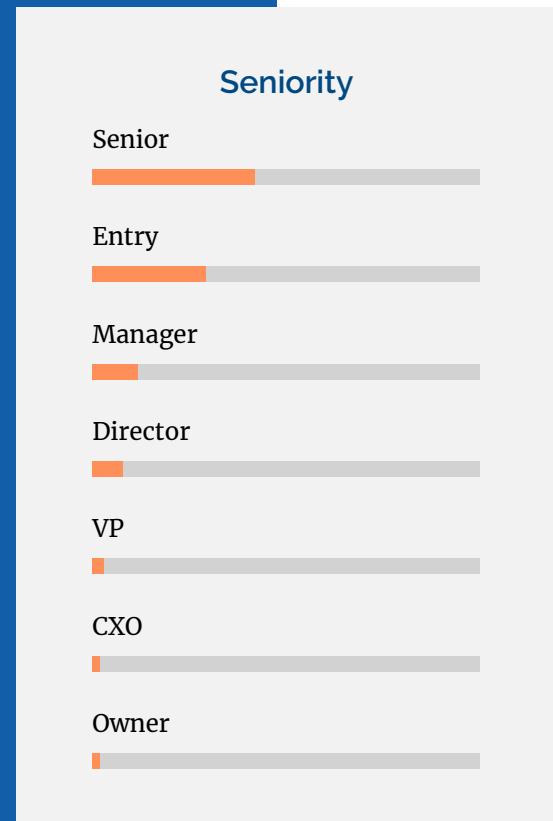
10 000+

Twitter Followers

3 000

AgileTD Slack Members

Who are our readers



Format and prices



1/1 page (DIN A4)
inside

€ 600



1/2 page (DIN A5)

€ 400



1/4 page (DIN A6)

€ 200



One page advertorial
(article provided by you)

€ 1500

Examples only, positioning can vary. Prices are exclusive VAT.

File specification



1/1 page (DIN A4)

Size: 210 ×297 mm
Safety distance: 6 mm



Vertical 1/4 page (DIN A6)

Size: 105 ×148 mm
Safety distance: 6 mm



Horizontal DIN Lang-A5

Size: 74 x 210 mm
Safety distance: 6 mm



Horizontal (DIN A5)

Size: 210 ×297 mm
Safety distance: 6 mm

Image graphics should have a minimum resolution of **300 dpi**, and high-resolution images should always be used for print materials to avoid a pixelated appearance. For Digital version **150 to 300 dpi** is enough.

Layout: Please include a small margin around the edges and avoid placing important content too close to the borders

Fonts: Ensure all fonts are embedded or converted to outlines

Export: PDF-X4:2010

Color Mode for Print: CMYK (PSO Uncoated v3 – FOGRA52)

Color Mode for Digital: Adobe RGB

Vertical DIN Lang-A5

Size: 105 x 210 mm
Safety distance: 6 mm

Publisher Information

Editor

trendig technology services GmbH
Kleiststr. 35
10787 Berlin, Germany

editorial@testingexperience.media



Partnerships & Sales Management

José Diaz
jose.diaz@trendig.com