



Content Management The Way It Was Meant To Be.

2010 Media Kit

What is CMS Made Simple?

CMS Made Simple is a content management system that is simple to learn and even simpler to use (hence the name CMS Made Simple). Whether you're just starting out or have become a seasoned web developer, CMS Made Simple has all the tools you need to build and manage a great website. CMS Made Simple is also great for end-users as well. Having an extremely user-friendly admin panel makes it very easy for anyone with access to the backend to create, update, and modify content without knowing how to write one piece of code.

With the platform being used in 219 different countries, and translated into 40 different languages, CMS Made Simple is assisting individuals across the globe build amazing web solutions.

Who uses CMS Made Simple to develop web solutions?

CMS Made Simple has an enormous user base, made up of individuals who have found the platform to be the most simple and straightforward solution for building small and large web solutions. CMS Made Simple users love the speed of the system as well as the fact that it is known to have less security issues than other open-source platforms.

These individuals consist of technology firms, marketing and advertising agencies, design shops, freelance designers and developers, and internal web and IT departments of small and large organizations across the globe!

CMS Made Simple in Geek Speak

CMS Made Simple is an open source package, built using PHP with support for MySQL and PostgreSQL. The system allows you to integrate many existing PHP scripts or PHP snippets into your website without being a PHP expert. The template system is driven using the Smarty Template Engine. CMS Made Simple aims to provide easy development and customization with themes, add-on modules, dynamic menus, tags and translations.

The core of CMS Made Simple itself is designed as a base package that does not impose unnecessary modules and functionality on the user. It requires that site owners add modules and tags appropriate to the site. A small number of core modules are included with the default installation, notably a news manager, search function, and WYSIWYG editor (TinyMCE).

The platform offers several codes and templates to make building your site from scratch easy and stress free. You can personalize each page and use an auto-generated menu to quickly organize all of your site's content into a clear menu. You can also add photos, polls, videos, and can even include a search bar.

CMS Made Simple has a web-based admin section for theme, template, and stylesheet development, installing and updating add-on modules, configuring page content blocks, and user groups and permissions.



CMS Made Simple is used world wide:



- Czech
- Danish
- Dutch
- English
- French
- German
- Hungarian
- Italian
- Lithuanian
- Persian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- and more...

Dev Team

Ted Kulp / Project Leader

Robert Campbell / Project Manager,
Developer, Module Maker

Samuel Goldstein / Developer, Module Maker

Morton Poulsen / Developer

Jeff Bosch / Developer

Jeremy Bass / Developer, Module Maker

Nuno Costa / Developer, Quality Control,
CSS/XHTML Design

Alberto Benati / Developer, MLE-Version

Anne-Mieke Bovelett / Team Leader Marketing &
Information Team

Bruce Marable / Marketing & Information Team

Keith Lauchlan / Marketing & Information Team

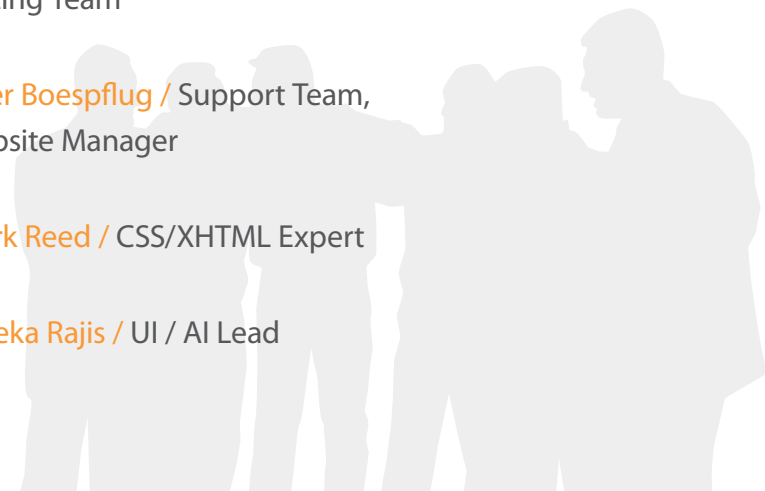
Ronny Krijt / Quality Assurance

René Helminsen / Translation Team Leader,
Testing Team

Tyler Boespflug / Support Team,
Website Manager

Mark Reed / CSS/XHTML Expert

Emeka Rajis / UI / AI Lead



Downloads Stats

Overall Downloads: 1 Million Downloads (as of August 2010)

Weekly Average: 4,700

Est. Installation Rate: 2%

Traffic Sources (Jul 09 - Jul 10)

Direct Traffic: 12.92%

Referring Sites: 45.03%

Search Engines: 41.04%

Analytics (Jul 09 - Jul 10)

Visits: 2,319,470

Avg Time on Site: 4:33

Unique Visitors: 1,176,344

News Visits: 49.89%

Page Views: 8,239,340

Countries: 219

Avg Pageviews: 3.55

Top Countries

United States: 349,232

Germany: 214,178

Netherlands: 214,152

UK: 175,525

France: 163,690

Why Everyone Loves CMS Made Simple?

- Simple admin panel to create, update and modify content
- SEO Friendly URLs
- Integrated and online help
- Modular and extensible
- Easy user and group management
- Group-based permission system
- Full template support, for unlimited looks without changing a line of content
- Easy wizard based install and upgrade procedures
- Minimal server requirements
- Admin panel with multiple language support
- Integrated file manager with upload capabilities
- Integrated audit log
- Friendly support in forums and IRC

Why Do Designers Love CMS Made Simple?

- Accessibility WAI, WCGA, Section 508
- XHTML and CSS compliant
- Auto-generated menu
- Every page can have different theme
- Design protected from content editors
- Multiple content areas on one page

Why Do Developers Love CMS Made Simple?

- GPL'd source code
- Rich module API for unlimited expandability
- Full API documentation
- Events system
- Ability to program simple PHP coded plugins right inside the admin
- Smarty for templates
- Database abstraction using ADODB Lite (optionally ADODB)
- Intelligent caching mechanism to only get what is necessary from the database
- Complete freedom in design, as CSS and HTML are easily accessible and edited in separate sections.

Who Else Loves CMS Made Simple?

CMS Made Simple has won the following Awards:

[Packt Publishing](#) | 2007 Best Overall Open Source CMS – 3rd place

[Packt Publishing](#) | 2008 Most Promising Open Source CMS – 2nd place

[Packt Publishing](#) | 2008 Best PHP Open Source CMS – 2nd place (tie)

Tech Specs

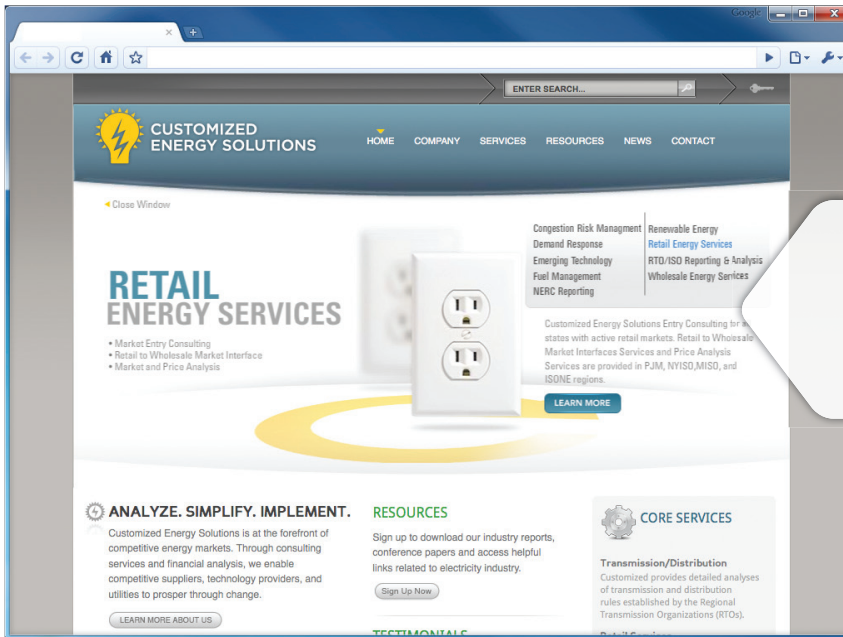
Design Features:

- Accessibility WAI, WCGA, Section 508
- XHTML and CSS compliant
- Auto-generated menu
- Every page can have different theme
- Design protected from content editors
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Programmer Features:

- GPL'd source code
- Rich module API for unlimited expandability
- Full API documentation
- Events system
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Sites Built on CMS Made Simple



Customized Energy Solutions

URL: www.ces-ltd.com

Type: Corporate Site



Guilherme Moreira

URL: www.guilhermemoreira.com.br

Type: Portfolio Site



MyPOSDePot.com

URL: www.myposdepot.com

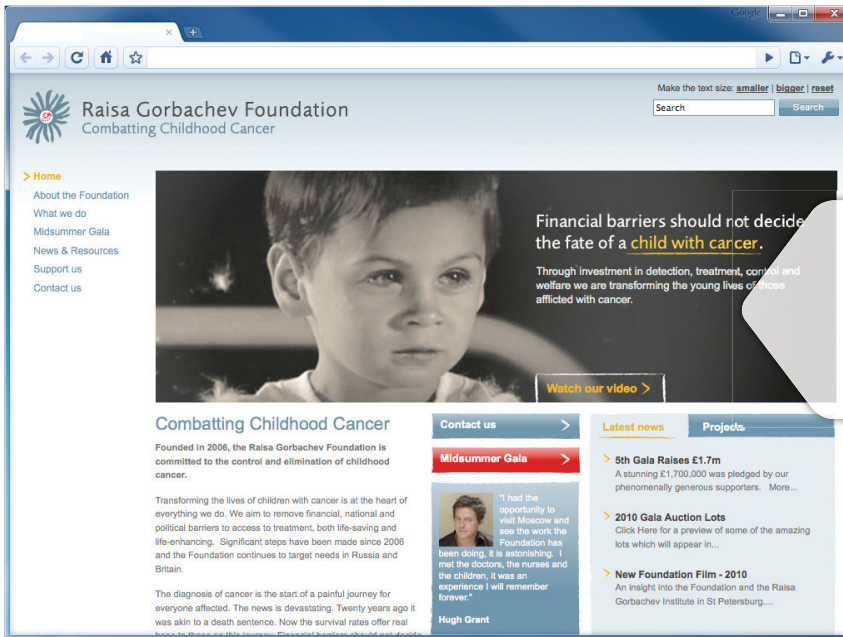
Type: eCommerce Site



TEDA International School

URL: www.tedais.org/

Type: Educational Site



Raisa Gorbachev Foundation

URL: www.raisafund.org.uk

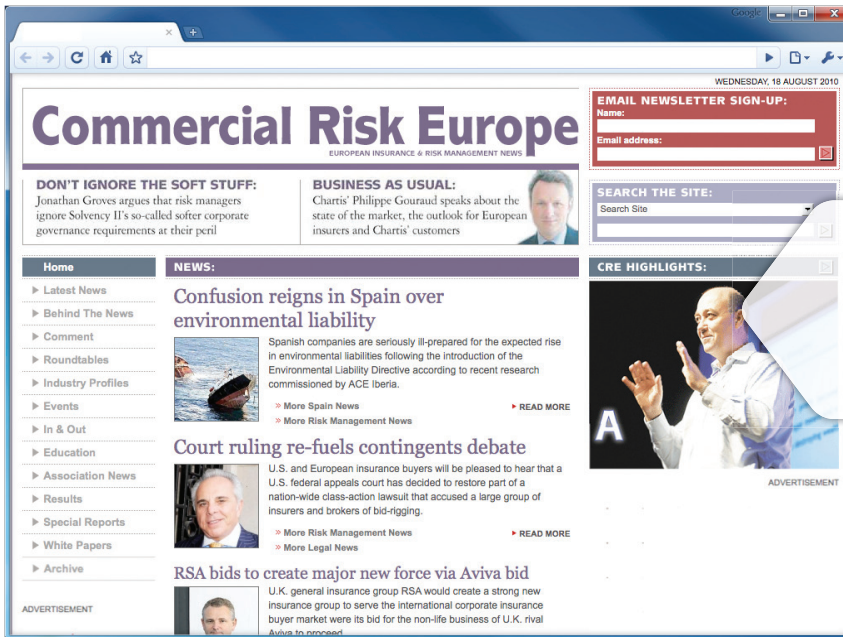
Type: Non Profit Site



British Red Cross

URL: www.redcrossappealweek.org.uk

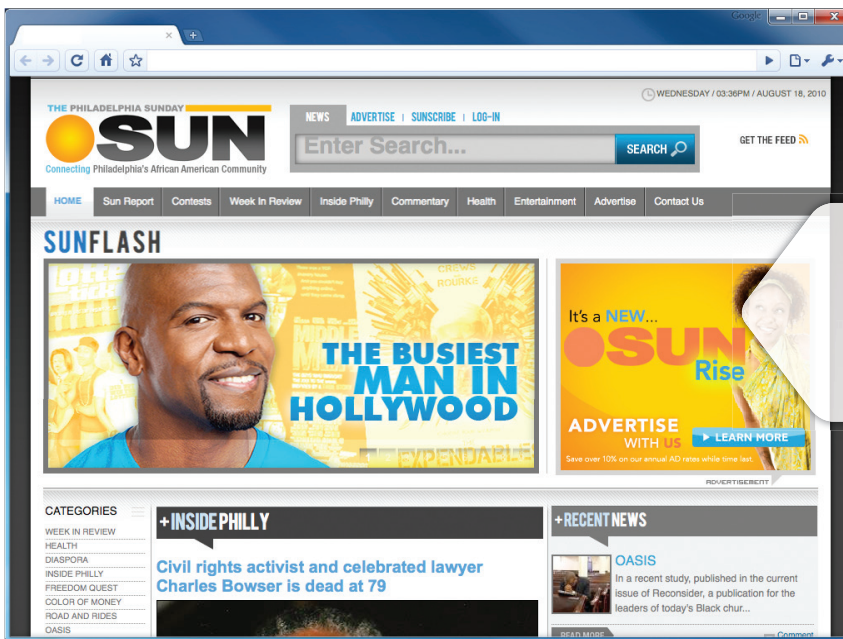
Type: Non Profit Site



Commercial Risk Europe

URL: www.commercialriskeurope.com

Type: Digital News Site



Philadelphia Sunday Sun

URL: www.philasun.com

Type: Digital News Site



www.cmsmadesimple.org