Position your brand as an industry leader and reach prospective buyers in DZone's comprehensive research guides.
DZone Research Guides are among the best reference materials available on the web for IT professionals and software developers. DZone members get free access to these professionally produced guides covering prominent tech topics.

Each guide reaches tens of thousands of targeted and engaged readers, and provides thorough coverage of a trending technology topic and includes:

- Key findings from a survey of relevant knowledgeable professionals
- Informative articles on best practices and industry forecasting
- Engaging infographic content
- Solutions directory featuring the top, new, and interesting vendors/players in the industry
- Monthly supplement emails to keep subscribers up-to-date with the latest trends

“
You will be hard pressed to find a program with the same reach and a better return as a DZone Research Guide.”

- Previous Partner

over 91% of readers are able to apply the knowledge gained from topic expert articles

24,000+ average downloads per guide

120,000+ leads from Guides in 2014
A Glimpse Inside

KEY RESEARCH FINDINGS
Each guide includes key findings from a survey of relevant industry professionals revealing usage trends, preferences and attitudes, and purchasing habits.

EXPERT ARTICLES
DZone taps industry experts to write in-depth articles that introduce readers to the guide topic, provide deep-dives into specific subtopics, cover common best practices, and forecast the future of the industry.

CHECKLIST
Each guide includes a checklist to provide readers with a list of items to consider while comparing solutions in the directory.

PARTNER & VENDOR PROFILES
Partner and vendor profiles provide a glimpse into the essential set of criteria for categorizing, assessing and comparing solutions.

Packages Available

Research Partnership
DZone Research Partnerships offer some of the most competitive benefits of any similar program. Benefits exclusive to DZone’s Research Partners include:

- Front cover logo placement
- A prominently placed two-page spread including:
  - One full page ad, ½ page editorial column, and ½ page extended product profile
- Access to raw survey data
- Targeted lead list of downloaders
- Content placement in monthly topic update emails

Supplement Email Sponsorship
Generate conversions with prominent placement of editorial marketing content in monthly topic supplements

Back Cover Sponsorship
- A full page ad on the back cover of the report
- Logo and recognition as partner on the front page of the report
- Targeted lead list of downloaders

Lead Purchase
Acquire a targeted list of leads comprised of guide downloaders who have a stated interest in your industry.

Sponsors Include:

- Cloudbes
- Red Hat
- Electric Cloud
- CA
- Progress
- Salesforce
- New Relic
Our Readers Are Saying:

“Should be suggested reading for all developers.”

“A good companion to get a quick overview about actual trends and technologies.”

“It’s the quickest path to spread common knowledge and terminology to teams.”

“It really motivates me to develop something better and interesting.”

WHO READS THE GUIDES?
15,000+ Programmers/Developers
13,000+ Architects/Software Designers
5,000+ Lead Developers

1/3 OF READERS LIVE IN EACH
North America, Europe, and Asia/India/South America

READERS WORK IN COMPANIES THAT ARE
Under 100 Employees: 48%
100-1,000 Employees: 19%
Over 1,000 Employees: 33%