



# Trend Reports

2022 Sponsorship Guide



SPONSOR A TREND REPORT FOR

# Cutting-Edge Research to Competitively Position Your Brand as a Thought Leader

DZone Trend Reports provide software professionals with a current, forward-looking view of established and emerging technology trends to help them benchmark their organization and **gain a competitive advantage through adoption of innovative solutions.**

Partner with DZone to produce our premier research publications and build trust with software professionals as a leading name in your space.



**10**

Annual Trend Reports

**GLOBAL REACH**

Top Downloaders Located in the **US, India, and Brazil**



**38,544**

Total Annual Downloads

**6-8 WEEK**

Average Contact Fulfillment Time

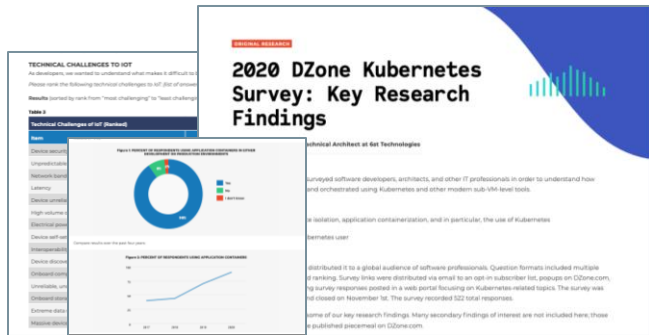
[sales@dzone.com](mailto:sales@dzone.com)

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Source: DZone Trend Report Download Data, 2020-2021

## What's Inside?

**Trend Reports** leverage the power of the DZone audience to project development trends. These reports are designed to help developers plan for the next 12-18 months by identifying emerging trends and solutions, enabling them to proactively drive corporate decision-making.

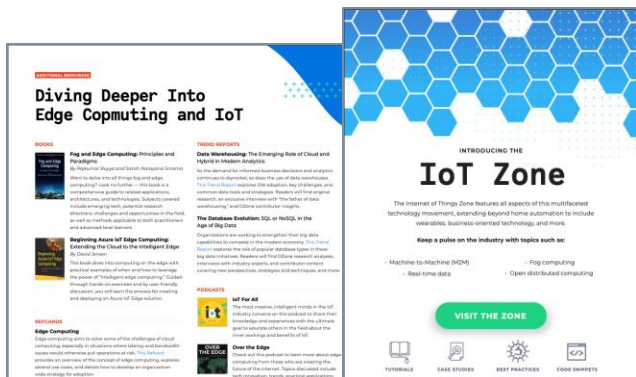
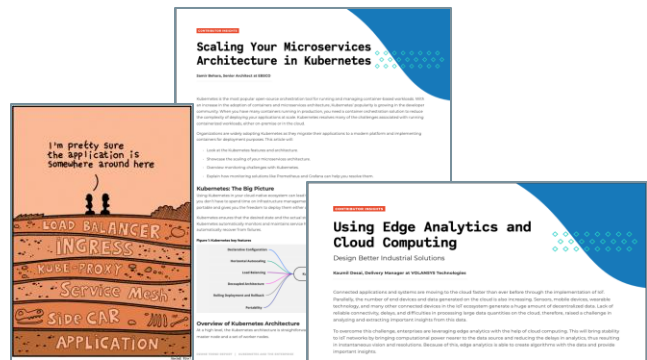


## Industry Insights

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

## Expert Content

DZone Trend Reports feature insightful content written by industry experts to help software professionals grow their skills and understand the future of each technology.



## Community Resources

Reports contain various community resources pertaining to each technology, including podcasts, books, and DZone resources.

## Reader Snapshot

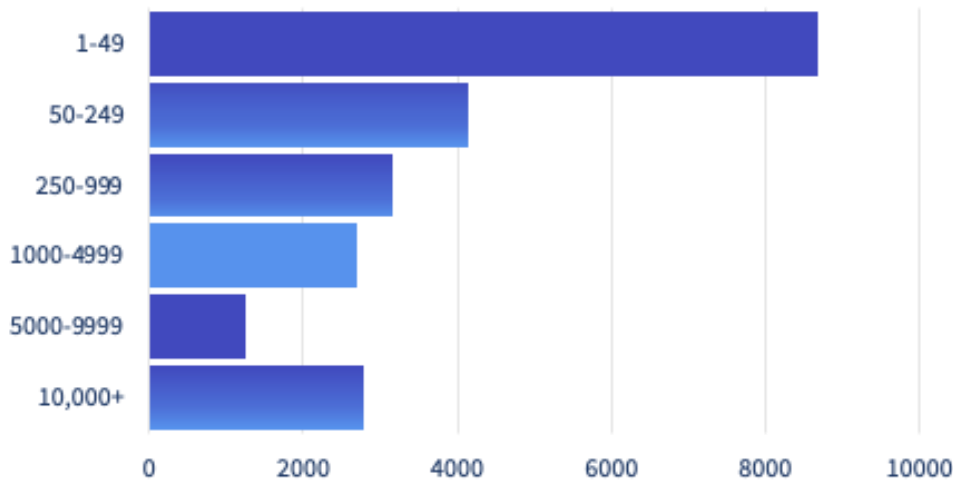


### JOB ROLE

- Architect, Software Designer: 9806
- Programmer, Developer: 9211
- Executive manager, VP, CTO, CIO: 5939
- Development Manager, Lead Developer: 1763
- President, CEO Owner: 1416
- QA, Testing, Compliance: 962
- Marketing, Sales, Communication: 931
- System Admin, DBA: 915
- Web Designer, Graphic Designer: 833

Nearly **three-quarters** influence buying decisions or identify technology needs, make recommendations, and have budgetary responsibilities

### Company Size



### Top 5 Countries



**“Trend Reports keep me up-to-date. It's hard to keep up with everything new happening in software — it's like drinking from a firehose — but Trend Reports do a good job distilling the main points down to a few pages.”**

**– Justin Albano, Software Engineer at Catalogic Software, Inc.**

## Why Sponsor a Trend Report?

### DRIVE THOUGHT LEADERSHIP AND MARKET TRENDS

Leaders at tech and tech-enabled companies need insights into the future direction of technology and how developers are reacting to those trends. **Trend Reports** provide insights to help leaders read current market signals, anticipate future demand, and innovate to stay relevant — all compiled from an extensive developer survey and thought leadership articles on emerging topics.

### Why a Trend Report?

- Competitively position your brand as a category thought leader in an independent, authoritative source.
- Set your product apart from others and share how your offering can help developers address business challenges and identify long-term opportunities.
- Begin filling your marketing funnel with tech leaders and generate developer interest for your product.
- Access a wider network of developers: Nearly 70% of readers share relevant Trend Reports with their colleagues.

## 2022 Trend Report Editorial Calendar

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<b>JANUARY</b>	---
<b>FEBRUARY</b>	Enterprise AI: Data Analytics, Data Science, and Machine Learning
<b>MARCH</b>	DevOps: CI/CD and Application Release Orchestration
<b>APRIL</b>	Application Integration / Enterprise Integration
<b>MAY</b>	Data Pipelines
<b>JUNE</b>	No Code/Low Code for Enterprise Automation
<b>JULY</b>	---
<b>AUGUST</b>	Microservices, Containerization and Event-Driven Architectures
<b>SEPTEMBER</b>	Cloud Databases / Relational Databases in the Cloud Era
<b>OCTOBER</b>	Kubernetes and the Enterprise
<b>NOVEMBER</b>	Application Performance and Site Reliability: Observability for Distributed Systems
<b>DECEMBER</b>	Enterprise Application Security

## White-Glove Sponsor Experience

**Our enhanced sponsor experience** will include multiple touchpoints pre-, during, and post-Trend Report launch to ensure you get the most from your investment in our research, including:

- A dedicated campaign manager, who will provide sponsors with support and guidance throughout the trend report campaign.
- Eligible sponsors can include custom questions in DZone's research survey
- Promotional materials, including a custom link, copy, and images, to help you share the co-sponsored report to your audience
- Post-campaign reporting



## How Trend Reports Reach DZone Readers

Each Trend Report is promoted to DZone readers across DZone.com, newsletters, and social media:

- Inclusion in 5-7 Daily Digest newsletters, reaching **98k** subscribers
- Inclusion in 1 Weekly newsletter, reaching **300k** members
- 2-4 Dedicated emails promoting the report to **150k** subscribers
- Prominent and relevant onsite promotional placements and front-page features
- Promotions across DZone social channels, reaching over **133k** followers across Facebook, Twitter, and LinkedIn



DON'T JUST ADVERTISE

# Educate with DZone Trend Reports

Become a **DZone Research partner** to gain unique and specific insights into software industry trends. Engage an audience looking to learn best practices and implement solutions.

Recommended Sponsorship Packages:

*Additional opportunities including added contact filters (ABM list, Industries, Geos, etc.) available.*

CONTENT SPONSOR
Front-page logo placement Two-page spread, including (1) Full-page ad and choice of: <ul style="list-style-type: none"><li>• One-page Case Study, or</li><li>• Advertorial</li></ul>
750 Global Contacts
Sponsor Spotlight Report: A white labelled report for sponsor marketing usage post-campaign

RESEARCH SPONSOR (Limited to 2 sponsors)
Front-page logo placement Two-page spread, including (1) Full-page ad and choice of: <ul style="list-style-type: none"><li>• One-page Case Study, or</li><li>• Advertorial</li></ul>
750 Global Contacts
Sponsor Spotlight Report: A white labelled report for sponsor marketing usage post-campaign
Research Add-On (Choose 1): <ul style="list-style-type: none"><li>• Custom Survey Question</li><li>• Survey Raw Data</li></ul>

Previous Sponsors Included:



Contact us to secure your slot in an upcoming Trend Report: [sales@dzone.com](mailto:sales@dzone.com)