



2017 DZONE.COM

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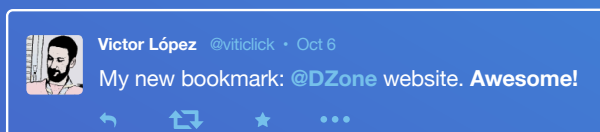
# MEDIA KIT

# DZone is a tech media publisher that delivers high value content to a global audience of technology professionals.

The DZone network combines focused technical topic portals known as Zones, along with in-depth publications and an expansive community of technology experts.

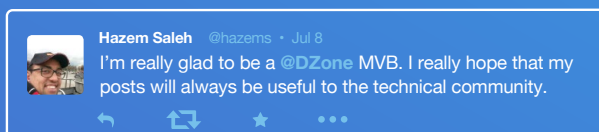
In 2015, DZone completely transformed to enhance both reader and customer experiences. Now built on the DZone TeamHub platform, DZone provides new features to drive community engagement, build a larger network of content contributors and experts, and gives readers new ways to interact with DZone content.

## What DZone readers and contributors have to say:



**Victor López** @viticlick · Oct 6  
My new bookmark: [@DZone](#) website. **Awesome!**

Retweet, Reply, Like, More options icons



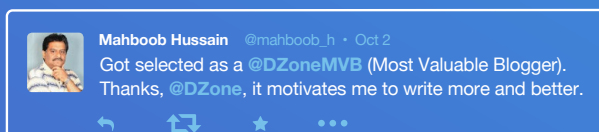
**Hazem Saleh** @hazems · Jul 8  
I'm really glad to be a [@DZone](#) MVB. I really hope that my posts will always be useful to the technical community.

Retweet, Reply, Like, More options icons



**Eddy Bobbin** @Eddykaya · Jul 6  
[@DZone](#) great work! I really like the new look!

Retweet, Reply, Like, More options icons



**Mahboob Hussain** @mahboob\_h · Oct 2  
Got selected as a [@DZone](#)MVB (Most Valuable Blogger). Thanks, [@DZone](#), it motivates me to write more and better.

Retweet, Reply, Like, More options icons

# The DZone Community is...

## GROWING



1+ Million Members  
AND GROWING



10,000+ new members  
EVERY MONTH

70%

of members are developers,  
architects, programmers and  
software designers

14.5+ Million  
USERS / YEAR

31+ Million  
SESSIONS / YEAR

54+ Million  
PAGE VIEWS / YEAR

26% Avg. Monthly  
GROWTH IN ZONE PAGEVIEWS

240,000+  
NEWSLETTER SUBSCRIBERS

2,000+ New  
NEWSLETTER SUBSCRIBERS  
EVERY MONTH

OUR MOST VALUABLE BLOGGER (MVB) PROGRAM RECRUITS  
THE WORLD'S BEST TECH BLOGGERS TO SHARE  
THEIR EXPERT CONTENT ON DZONE

## GLOBAL



30%  
NORTH AMERICA

30%  
EUROPE

35%  
ASIA

5%  
OTHER

## INFLUENTIAL

37%

HAVE ADOPTED A TECHNOLOGY  
AFTER READING ABOUT IT ON DZONE

52%

WORK FOR A COMPANY OF 100  
EMPLOYEES OR MORE

87%

SHARE DZONE RESOURCES WITH  
COWORKERS OR PEERS

WITH OUR ROOTS IN JAVALOBBY, DZONE CONTINUES TO  
BE ONE OF THE LARGEST JAVA DEVELOPER  
COMMUNITIES IN THE WORLD

## KNOWLEDGEABLE



3,200+

SHARE DZONE RESOURCES  
WITH COWORKERS OR PEERS

6%  
EARNED A PHD

50%  
EARNED A  
GRADUATE DEGREE

40%  
EARNED AN  
UNDERGRAD DEGREE

32%  
OTHER EDUCATION:  
BOOTCAMP OR COURSES

Java, Performance, and Web Dev  
TOPICS THAT DZONE READERS SAID THEY'RE MOST INTERESTED IN

Java, JavaScript, SQL, and HTML  
TOP LANGUAGES USED FOR WORK BY DZONE'S READERS

# Products & Services

DZone offers many programs to drive engagement among developers and build authority and credibility for your brand. DZone programs are designed as integrated, multichannel campaigns.

## ZONES

RESEARCH GUIDES

## REFCARDZ

DEMAND GENERATION

## EMAILS

BANNER ADS

## Zones

Content marketing and brand exposure to software professionals through multiple, premium mediums like banner ads, featured resources, placement in a top performing email, and branding on contributed content.

### 11 ZONE PORTALS:

Agile, Big Data, Cloud, Databases, DevOps, Integration, IoT, Java, Mobile, Performance, and Web Dev

Over 3 Million pageviews on partner content

## Research Guides

Stand out as a leading expert in prominent tech topics by sponsoring a DZone Research Guide.

DZone Research Guides feature expert articles, industry insights, a custom designed infographic, and a solutions directory full of the best tools of the trade.

535,000+ Research Guide downloads

64% increase in downloads in the past year

## Refcardz

Sponsorship of DZone's technical cheat sheets which developers around the globe rely on to learn new technologies and refine their skills.

250+ Refcardz exclusive to DZone, with 6.5+ Million downloads

1/3 of our audience said they  
"couldn't live without" Refcardz!

## Lead Generation

Create demand for your products and services through targeted lead acquisition.

**LEAD GEN EMAIL DRIP CAMPAIGN** ..... Multitouch email campaign to identify and grow demand

**WEBINAR** ..... Let DZone promote, host, moderate, and record the webinar for your future use

**LEAD PURCHASE (CPL)** ..... Capture leads through resource downloads on DZone

**LIST BUY**..... Purchase segmented lists of engaged readers

## Banner Ads

Grab the attention of software professionals as they're reading their favorite content on DZone.

### BANNER AD SIZES AVAILABLE:

970 x 250 0.17% Average CTR

300 x 600 0.23% Average CTR

300 x 250 0.04% Average CTR

320 x 50 0.32% Average CTR

38% higher CTR on sponsored banner ads compared to industry average\*

*\*Industry average according to Google DFP Display Benchmarks*

## Emails

Reach your target audience on a personal level — in their inbox.

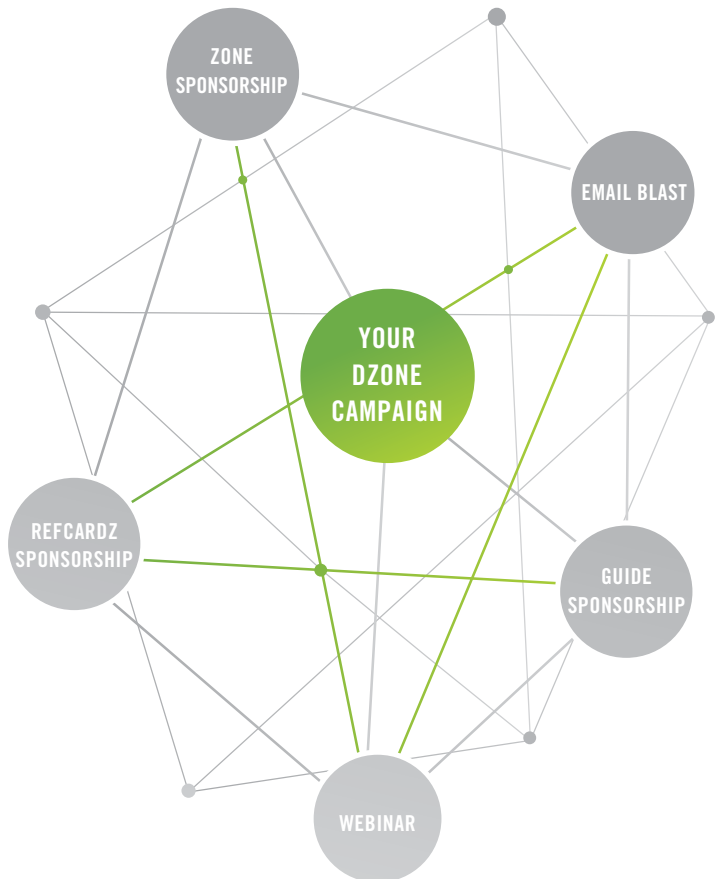
**DEDICATED EMAIL BLAST**.....Email campaign sent to a targeted segment of DZone readers

**ZONE SPOTLIGHT NEWSLETTER**.....Bi-monthly topic-specific emails sent to segmented lists

**DAILY DIGEST NEWSLETTER** .....Top DZone articles sent on a daily basis

# Integrated, Multichannel Campaigns

The DZone network combines focused technical topic portals, in-depth publications, and an expansive community of technology experts. Our products and services are easily bundled to create a customized program to fit your needs.



> **Top performing clients buy on average 5.6 products & services from DZone**

# DZone Delivers for Any and Every Marketing Goal

“DZone became a valuable source of traffic and new customers for JetBrains.

**Return of Ad Spend for current campaign exceeds 500%.”**



“DZone has helped us **reach an engaged community** of technical professionals by combining standard digital advertising offerings, such as display ads and sponsored links, **with high-value content, targeted emails, and thought leadership opportunities.**”



“**Our DZone Refcard was popular at this year’s JavaOne conference!** Attendees loved reading the *Continuous Delivery with Jenkins Workflow* Refcard after watching the demo. It will serve as a good jumpstart to automating their software delivery pipelines with Jenkins.”



“I commend DZone for their professionalism and enthusiasm. **The expertise that they bring to the table during our calls is always filled with great recommendations.** Every interaction that I have with the team - I am left with a high level of confidence that they will keep the ball rolling fast. They’ve come a long way and continue to impress.”



## DZONE:

# Trusted by Experts and Industry Leaders

“I enjoy contributing to DZone since I know that it’s the **go-to place for many developers** to get concise, authoritative info on important topics such as CI/CD, cloud and more.”

**ANDREW PHILLIPS**

XEBIA LABS VP OF DEVOPS STRATEGY

“DZone is my **number one stop for all relevant news** and deep technical articles around my favorite technologies.”

**MARKUS EISELE**

RED HAT DEVELOPER ADVOCATE & DZONE CONTRIBUTOR

“I’ve been a reader and supporter of DZone and Javalobby since the early days, and I believe the technical community benefits greatly from DZone’s content. **Having strong content on DZone and building the audience will help make software engineers better at their jobs, and we’ll all benefit.**”

**DAVE FECAK**

TECHNICAL CONSULTANT & ZONE LEADER

“It has been a pleasure working with DZone for the past few years. **They understand developer’s pulse** and their curated articles are a great source of information for any developer.”

**ARUN GUPTA**

VP OF DEV. RELATIONS AT COUCHBASE & DZONE CONTRIBUTOR

APPDYNAMICS



SAUCELABS

INTERNAP®



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