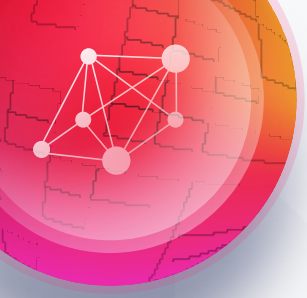# DZone

2018 DZONE.COM

Media Kit

About DZone

From our insane (read: world's largest) library of technical cheat sheets and in-depth research publications to publishing almost 300 articles per week on various tech topics, we firmly believe that sharing knowledge, tools, and strategies with developers will create a better world.

It's this sharing mentality that has allowed us to become one of the world's largest online communities for developers, programmers, architects, analysts, data scientists, and more.

Why Advertise with DZone?

DZone is the go-to place for the knowledge, tools, and strategies that help the world's developers advance in their careers and build better software.

Leverage our community to strengthen your brand awareness, build thought leadership, and engage with developers throughout the world.

"We were looking for a way to increase our brand visibility and voice in the market. Not just by advertising, but by getting the word out via thought leadership through articles.

We have received about 2x the number of visitors to our website via the Zone program compared to a competitor over the same timeframe."

- ERIC NAIBURG,

VICE PRESIDENT OF MARKETING, SCRUM.ORG

DZone by the Numbers

Every year, more developers come to DZone.com to improve their careers, their projects, and connect with other liked-minded technology professionals.

1.2 million members	**89K social followers**	**21 million users**
15% growth in 2017	46% growth in 2017	45% growth in 2017
65 million pageviews*	**715K email newsletter subscribers***	**8 million Guide & Refcard downloads**
31% growth in 2017	43% growth in 2017	67% growth in 2017

* Denotes unique pageviews / email subscribers
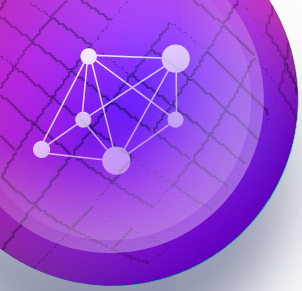
Our Developer Profile

Gender

MALE	90%
FEMALE	9%
OTHER	1%

Age

9%	18-24
34%	25-34
28%	35-44
16%	45-54

Education

SOME COLLEGE	8%
BACHELOR'S	45%
MASTER'S	37%
PHD	16%

Global

N. AMERICA	25%
S. AMERICA	7%
EUROPE	35%
ASIA	27%
OCEANIA	3%
AFRICA	3%

Role

31%	PROGRAMMER, DEV.
24%	ARCHITECT, SOFTWARE DESIGNER
10%	MARKETING, SALES, COMMUNICATION
9%	DEVELOPMENT MGR., LEAD DEV.
7%	PRESIDENT, CEO, OWNER
6%	EXECUTIVE MGR., VP, CTO, CIO
6%	WEB DESIGNER, GRAPHIC DESIGNER
4%	SYSTEM ADMIN, DBA
3%	QA, TESTING, COMPLIANCE

Company Size

38%	1-49
10%	50-99
8%	100-249
5%	250-499
5%	500-999
8%	1,000-4,999
4%	5,000-9,999
3%	10,000-24,999
3%	25,000-49,999
4%	50,000-99,999
12%	100,000+
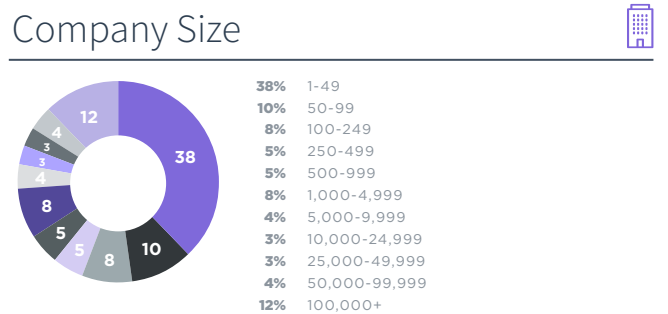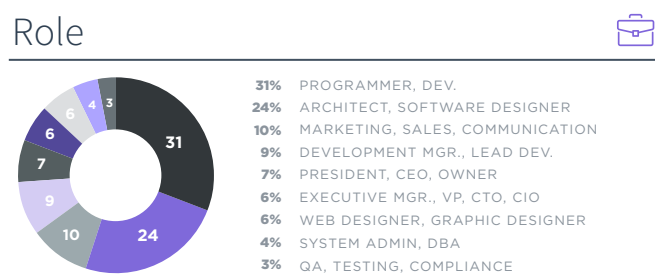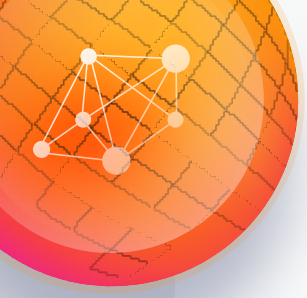
Developers Trust DZone...

83% of developers visit DZone to learn – and 73% come to learn about new techniques and solutions
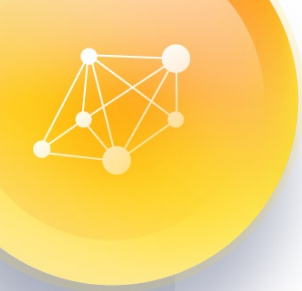
80% share resources with their colleagues and friends

70% have adopted a new tool or technology after reading about it on DZone (with 43% having direct influence over the decision to adopt)

34% of devs visit weekly, and 21% visit every day

Get Noticed on DZone!

The DZone community is active, ready to learn and hone their skills, and waiting for companies like yours to help them solve their everyday challenges.

Our marketing products and services are designed to help you drive brand awareness, build authority and credibility, and generate leads within this unique demographic.

Whether you're looking to build credibility, improve your visibility, or simply get leads, we have a variety of solutions to help you meet your goals:

BRAND AWARENESS	THOUGHT LEADERSHIP	LEAD GENERATION
ZONES	ZONES	LEAD DRAFTING
RESEARCH GUIDES	RESEARCH GUIDES	WEBINARS
REFCARDZ	REFCARDZ	EMAILS
EMAILS	WEBINARS	
BANNER ADS		
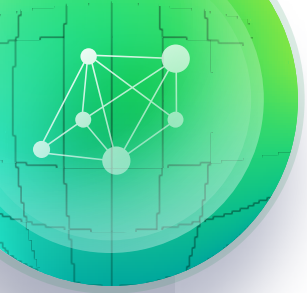
ZONE SPONSORSHIP

Educate and influence developers by publishing content in your sponsored Zone to boost awareness and build authority and credibility.

RESEARCH GUIDES SPONSORSHIP

Expose your brand, subject matter experts, and product to thousands of developers all over the globe by sponsoring one of our annual Research Guide publications.

REFCARDZ SPONSORSHIP

Showcase your technical expertise by sponsoring and/or authoring an in-depth, one-of-a-kind cheatsheet on a specific tech topic.

LEAD DRAFTING

10x your lead generation efforts by engaging with developers the minute they express interest in your product / program from a DZone ad.

WEBINARS

You provide the expert, we provide the audience. Attract and captivate devs on a topic area of your choosing, showing off your company's distinct expertise and capabilities.

EMAILS

Launching a new product? Promoting an event? Just want to generate leads? Leverage our global audience to spread the word.

BANNERS

Targeted display advertising to drive awareness and brand association with particular tech topics.

LEAD GENERATION

Promote your product or service to DZone's global audience using content syndication (whitepaper, eBooks, etc.) to drive demand.
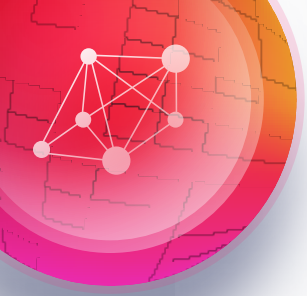
DevOps
Culture and Process

JANUARY 15

Big Data
Stream Processing, Statistics, and Scalability

FEBRUARY 12

Game Development
Building Immersive Worlds

MARCH 5

Performance
Testing and Tuning

MARCH 26

IoT
Harnessing Device Data

APRIL 16

Open Source
Democratizing Development

MAY 14

Java 9
Features, Improvements, and Updates

JUNE 4

Containers
Development and Management

JUNE 25

Automated Testing
Your End-to-End Ecosystem

JULY 16

Artificial Intelligence
Automating Decision-Making

AUGUST 6

API Management
Comparative Views of Real World Design

AUGUST 27

Security
Defending Your Code

SEPTEMBER 17

Cloud
Lifting and Shifting Legacy Applications

OCTOBER 8

Database
Relational and Beyond

OCTOBER 29

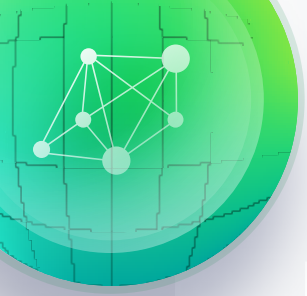## Dynamic Web & Mobile Application Development

NOVEMBER 19

Microservices
Speed, Agility, and Flexibility

DECEMBER 10

2018 REFCARDZ EDITORIAL CALENDAR
TO SPONSOR OR UPDATE

ZONE	REFCARD TITLE	REFCARD #	DOWNLOADS
AGILE	Design Patterns	8	182,455
	Designing Quality Software	130	42,389
AI	Big Data Machine Learning	158	35,231
	Getting Started with TensorFlow	251	8,475
BIG DATA	Apache Spark	204	19,337
	Getting Started with Apache Hadoop	117	40,633
CLOUD	Search Patterns	194	13,661
	Cloud Foundry	207	11,933
DATABASE	Essential PostgreSQL	71	38,473
	Apache Cassandra	153	19,416
DEVOPS	Deployment Automation Patterns	165	21,066
	Getting Started with Domain-Driven Design	76	65,577
INTEGRATION	Spring Integration	197	15,754
	Foundations of RESTful Architecture	129	101,324
IOT	Getting Started with MQTT	214	19,195
	IoT Applications with Java and Raspberry Pi	229	12,447
JAVA	Core Java Concurrency	61	123,869
	Core Java	24	89,623
MICROSERVICES	Getting Started with Microservices	215	48,150
	Patterns of Modular Architecture	166	33,336
MOBILE	Swift Essentials	235	7,915
	Mobile Web Application Testing	211	6,943
PERFORMANCE	Java Performance Optimization	200	46,910
	Getting Started with Real User Monitoring	220	7,866
SECURITY	Getting Started with Java EE Security	99	41,999
	REST API Security	TBD	-
WEB DEV	AngularJS	206	27,668
	Core Python	193	37,194

"DZone helps us amplify our content to an important audience. Sponsoring the Integration Zone helps us build brand awareness with developers."

- MCKENZIE FETZER,

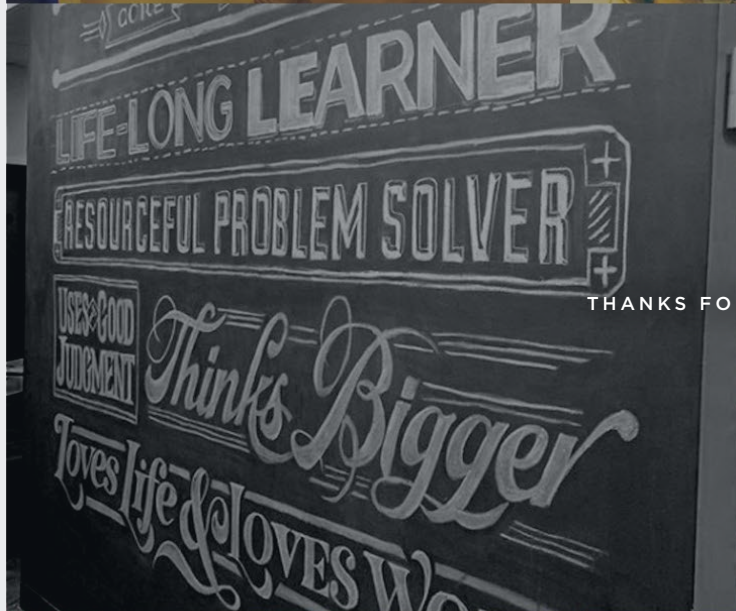DIGITAL MARKETING MANAGER AT CLOUD ELEMENTS

Get in Touch

Have questions about advertising on DZone?

We've got answers!

Email sales@dzone.com or call 919-443-1644

THANKS FOR READING!