Connecting you with today’s most influential developers.

DeveloperMedia connects your company with the industry’s decision makers.
Meet DeveloperMedia

DeveloperMedia is a multi-million member community of developers.

More than 100 Developer-centric websites, influencer blogs and projects

200 Million Page views per year
Why Developers Trust DeveloperMedia

• Fully vetted content
• “How-to” technical articles
• Secure environment
• Developer focused
• Feature the latest tools and technology
• Trusted source for peer-to-peer engaged discussions
Why our Advertisers Trust DeveloperMedia

We Know Developers!

• Who they are
• What content they value
• What they influence
• Where they are heading
• We reach developer-to-developer communities
• We deliver “brand safety”
Developer Communities

A developer-to-developer community context delivers…

- Credibility
- Audience and market receptivity
- Authenticity
- Demonstration of community support
DeveloperMedia Demographics

- **Median Age**: 37
- **Years of Experience**: 10+
- **College Degree**: >75%
- **Masters or Ph.D.**: 30%
More than 80% Influence Purchasing

- Make Recommendations: 56%
- No Influence: 19%
- Approve/Authorize: 9%
- Requisition Tools: 11%
- Approve Budgets: 5%
Our Solutions

DeveloperMedia connects your company with today’s most influential developers
DeveloperMedia Marketing Solution Summary

- Dedicated eBlasts
- Newsletters
- Content Integration
- Celebrity Sponsorships
- Display Advertising

© DeveloperMedia
Display Advertising

More developer reach than any other media group
Drive top-of-funnel awareness with ads across all our community sites
• 44 million unique visitors per year
• 100+ developer-specific websites

Unique benefits include
• View-on-scroll technology, auto-optimization, “sticky” 160x600
• Brand security
Newsletters

Delivered Daily
• Daily Build
• Daily Insider

Delivered Weekly
• Web Dev
• Trending Technology
• Mobile
Content Integration

Engage your audience
• Promoted on the Daily Build
• Tweeted to CodeProject
• Twitter followers
• Live Q&A at end of article
Celebrity Sponsorships: Podcasts

Industry Influencers Add Credibility

• Associate your brand with industry influencers
• Access influential podcast audiences
• Speak to developers in industry forums they trust

Celebrity podcasts include…

Scott Hanselman
Hanselminutes
  SAMPLE CLIP 1 (0:54)
  SAMPLE CLIP 2 (1:13)

Carl Franklin & Richard Campbell
.NETRocks!
  SAMPLE CLIP
Week-long blog sponsorship

- RSS feed to 173,000 subscribers
- Scott’s personal thank you as the sponsor via the blog and RSS feed
- Two (2) sponsorship acknowledgements in Scott’s blog post, including a 200-character customer message.
- Two (2) RSS feed sponsorship acknowledgements
Dedicated eBlasts

Receptive audience
• Double opt-in subscriber base
• Recent engagement

Higher CTRs/CRs
• Allows multiple links

Ideal for more complete message

100% share of voice to dedicated eBlast

Exclusive
Google Ad Manager (formerly known as DoubleClick for Publishers)

- State-of-the-art technology owned by Google
- Uses AI/ML to auto-optimize the delivery of your campaign to maximize audience engagement opportunities
- Accurate targeting and insights
- Reporting includes impressions, clicks, click-through rates
For more information, please contact:

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