

Connecting you with today's most influential developers.

DeveloperMedia connects your company with the industry's decision makers.

 **DeveloperMedia**

Meet DeveloperMedia

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DeveloperMedia is a multi-million member community of developers.



More than
25

Developer-centric websites,
influencer blogs and projects



~**50**
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

4

We Know Developers!

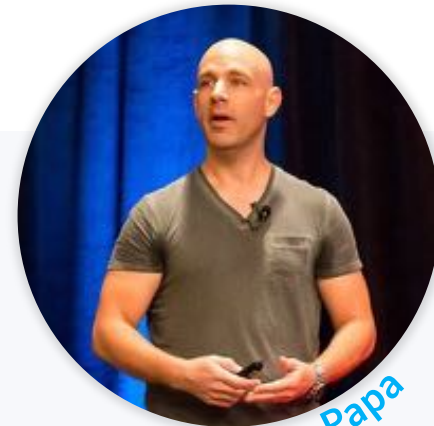
- Who they are
- What content they value
- What they influence
- Where they are heading
- We reach developer-to-developer communities
- We deliver “brand safety”



Developer Communities

A developer-to-developer community context delivers...

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



John Papa



Scott Hanselman



Ray Wenderlich



Chris Maunder

DeveloperMedia Demographics

Median Age

37

Years of Experience

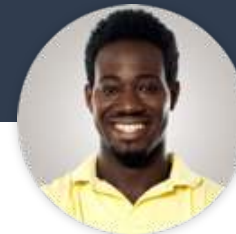
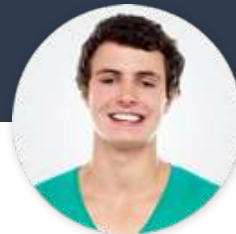
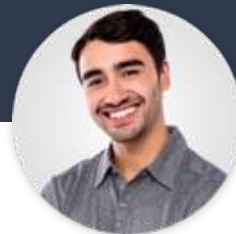
10+

College Degree

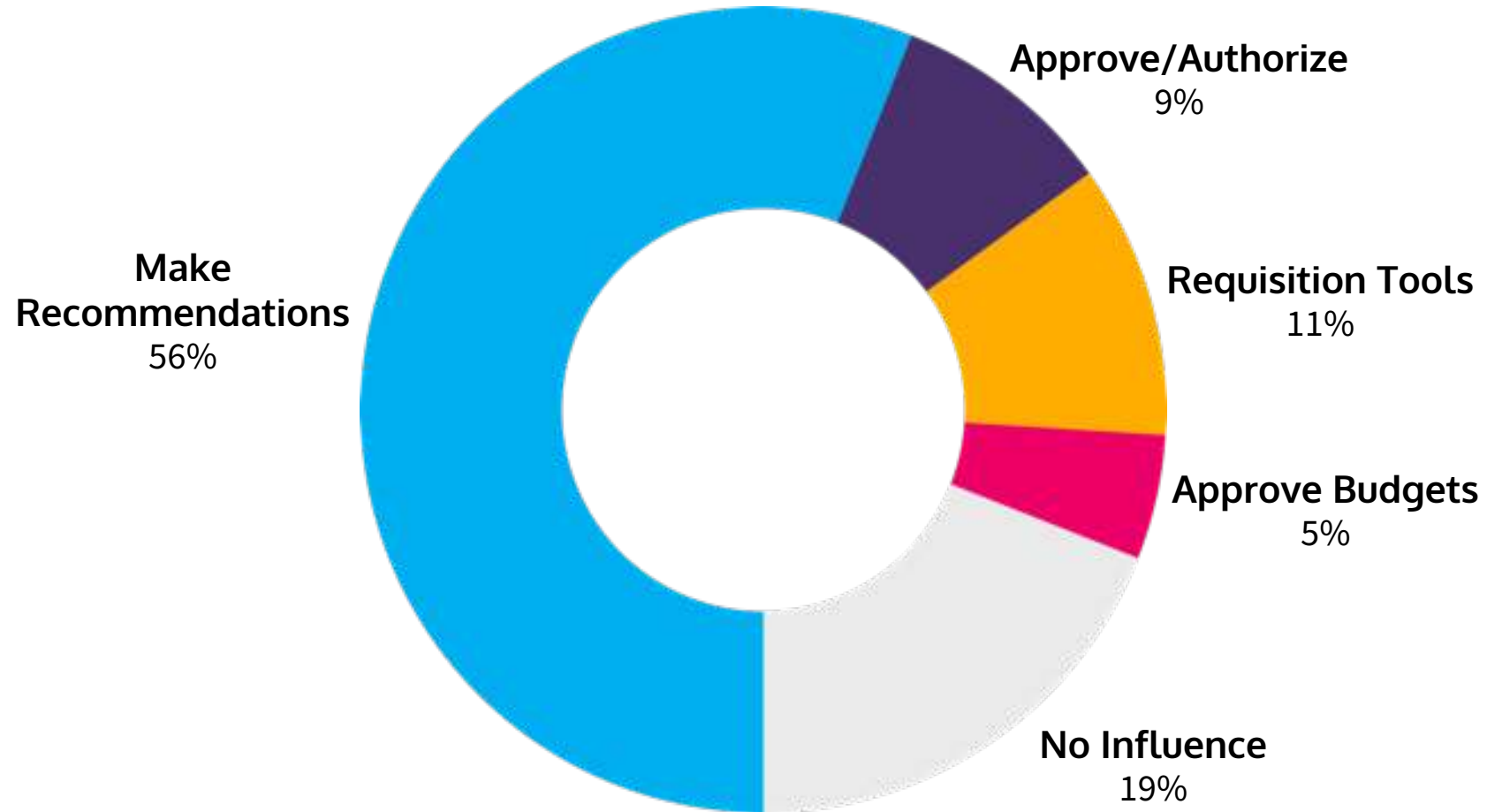
>75%

Masters or Ph.D.

30%



More than 80% Influence Purchasing



Our Solutions

DeveloperMedia connects your company with today's most influential developers

DeveloperMedia Marketing Solution Summary



**Display
Advertising**



Newsletters



**Content
Integration**



**Celebrity
Sponsorships**



**Dedicated
eBlasts**

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

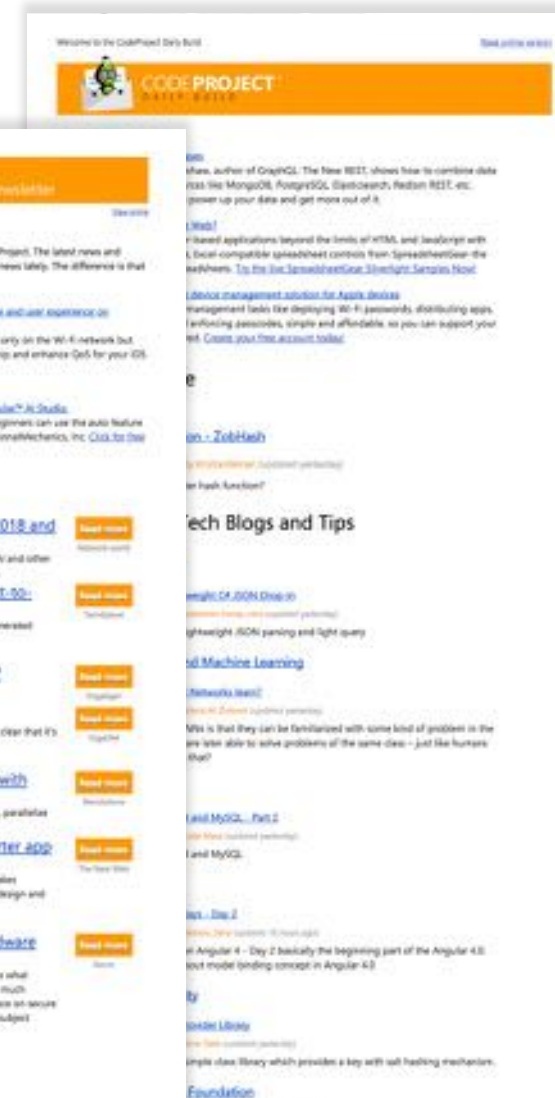
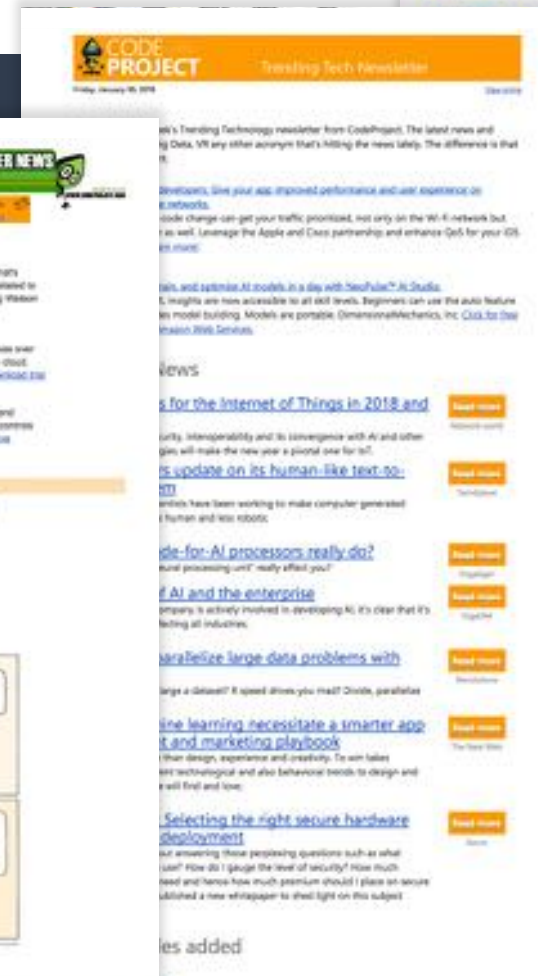
Newsletters

Delivered Daily

- Daily Build
- Daily Insider

Delivered Weekly

- Web Dev
- Trending Technology
- Mobile

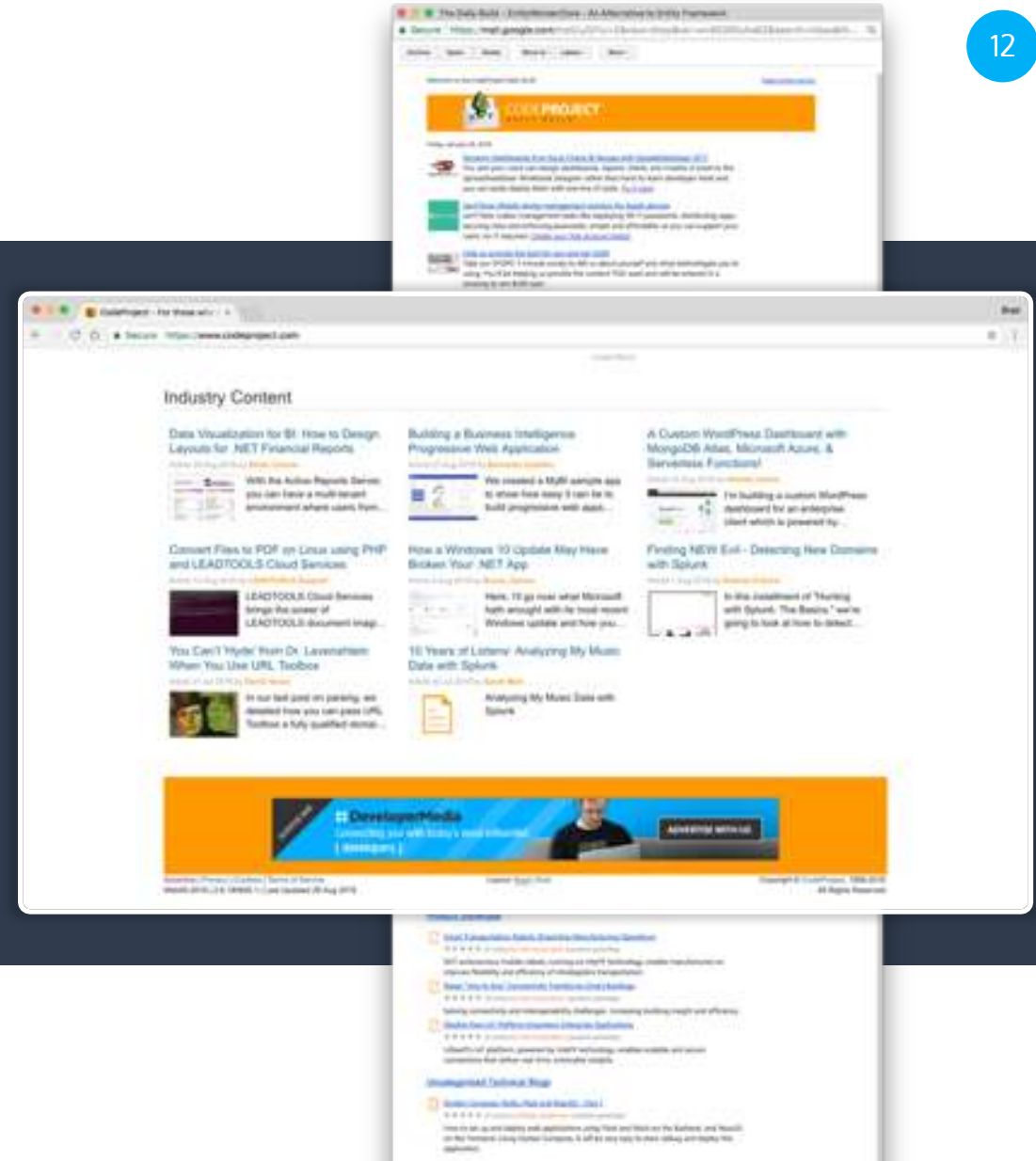


Content Integration

12

Engage your audience

- Promoted on the Daily Build
- Tweeted to CodeProject Twitter followers
- Live Q&A at end of article



Celebrity Sponsorships: Podcasts

13


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](#)

Dedicated eBlasts

Receptive audience

- Double opt-in subscriber base
- Recent engagement

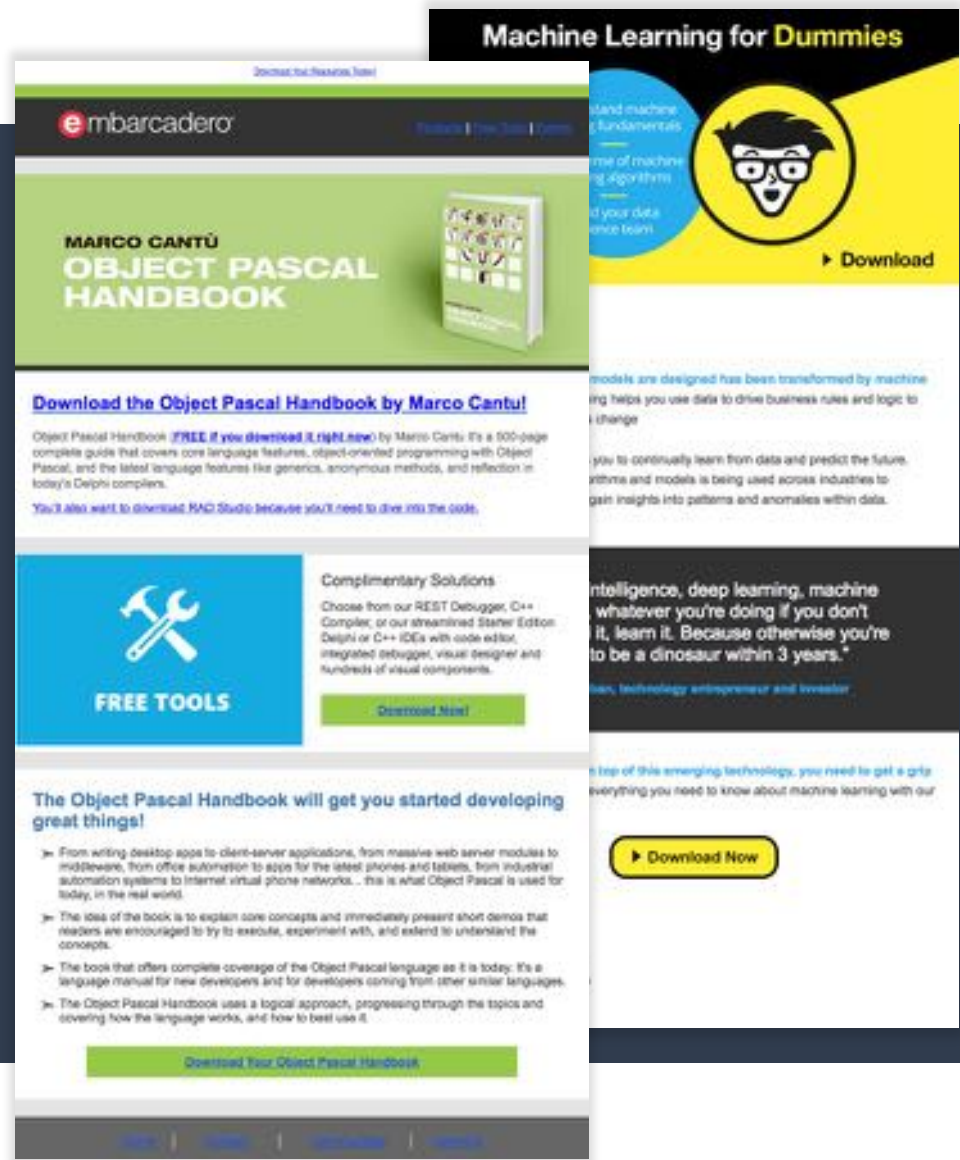
Higher CTRs/CRs

- Allows multiple links

Ideal for more complete message

100% share of voice to dedicated eBlast

Exclusive



About DeveloperMedia's Ad Serving Platform

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

DeveloperMedia

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Our Solutions:

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