Reach Millions of Tech Professionals

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

Developer Media is a multi-million member community of developers.

More than 250 Developer-centric websites, influencer blogs and projects

200 Million Page views per year
Why Developers Trust Developer Media

- 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 Developer Media

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
Developer Media Demographics

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

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

Developer Media connects your company with today’s most influential developers.
Developer Media Marketing Solution Summary

- Display Advertising
- Newsletters
- Dedicated Email Offers
- Special Native Ad Units
- Celebrity Podcast Sponsorships
- Practitioner Content Creation
- Content Integration
- Hanselman RSS Feed
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
• 250 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
Dedicated Email Offers

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
Special Native Ad Units

Position your company as a thought leader

- Special Native Ad Unit
  Included in section content

Enhanced visibility/discoverability
Celebrity Podcasts Sponsorships

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)
• John Papa / Real Talk JavaScript
• Jeff Fritz / Fritz & Friends
• James Montemagno / Merge Conflict
• Carl & Richard Campbell / .NET Rocks
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
Practitioner Content Creation

Digital Practitioner Marketing Campaign
Includes a mix of content that can be customized based on your content strategy

Tutorials
How-to’s written by industry experts

White Papers or Guides
High-level content for thought leadership

Public Documentation
Written by practitioners with the user in mind

Practitioner Product Overview
Increase awareness and build credibility

Blog Posts
Content for the technical audience
Engage your audience

- Promoted on the Daily Build
- Tweeted to CodeProject Twitter followers
- Live Q&A at end of article
About Developer Media’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
For more information, please contact:

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