



# MEDIA KIT 2013

Developer marketing  
**done right.**



## YOU NEED DEVELOPERS: WE HELP YOU REACH THEM

While software developers influence IT buys, they're an elusive and unique audience. We help tech vendors and advertisers like you, from startups to multinationals, build results-driven marketing programs especially designed to drive awareness and adoption of their developer tools, APIs and platforms. Developer Media is focused solely on software/app developers – it's in our name! We reach the market through over 400 influential dev-centric websites and blogs: the largest selection of quality, developer-focused media in the world.

## PUT OUR MARKET INSIGHTS TO WORK

Nobody knows devs better than us. With our unmatched reach, expertise and service, there's no better way to showcase your product or offer with the hard-to-reach software developer market. We understand what developers are looking for. We'll connect you with the right audience at the right time, and help you find your next customer!

## LEVERAGE OUR DEV CONNECTIONS

Developer Media reaches more software developers than any other media group. In fact, more than 90% of the world's developers and devops professionals visit Developer Media sites. We'll also put our lists to work for you: we have the most extensive email databases in the developer market, so we can put you right into the inbox of more developers than anyone else. With just one call to us, you'll be on your way to achieving the awareness you need to find more prospects for your product or platform.

## OUR NUMBERS\*

Unique monthly Developer Media site visits	23 M
Registered site members	9.5 M
Daily email subscribers (double opt-in)	677 K
Weekly newsletter subscribers (double opt-in)	702 K
Web dev newsletter subscribers (double opt-in)	195 K
Mobile dev newsletter subscribers (double opt-in)	134 K

## A QUALITY PARTNER NETWORK



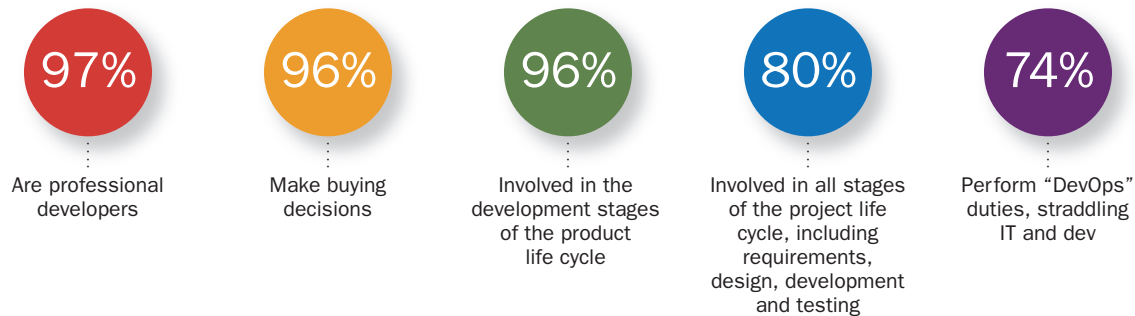
## COMPANIES LARGE AND SMALL TRUST US



## DEVELOPERS: AN ELITE COMMUNITY OF INFLUENCERS

We deliver developers working on cutting edge enterprise and professional projects in every market (cloud, storage, mobile apps, security, e-commerce, “big data”, dev tools and more). Our influential, hand-selected sites connect you to cutting-edge developers who have the budget and the authority to make technical buying decisions for their organizations.

### DEVELOPER PROFILE\*



### 2013 DEV PRIORITIES\*

- Mobile
- HTML5
- “Big Data”
- Multiplatform enterprise apps
- Web services/APIs

### DEVELOPER BEHAVIOUR\*



### DEVELOPER DEMOGRAPHICS\*

- 80% have a college/university degree (Bachelor's or greater)
- 65% are married or divorced
- 89% male, 11% female

\*Private survey data, Developer Media analytics, Comscore and DART statistics, Q3/Q4 2012

## MARKETING SOLUTIONS THAT WORK FOR YOU

As tech marketing experts, we'll help you achieve your marketing goals. Whether it's awareness, engagement or adoption. Developer Media's experienced team will plan and execute everything you need to make your developer outreach program successful, from targeted banner campaigns to custom multi-channel marketing programs spanning paid, owned and earned media. Just tell us your marketing goals, and we'll help you achieve impactful results - with flexible solutions, personalized service and proven experience.

## A FULL RANGE OF MARKETING SERVICES, SOLUTIONS AND TOOLS

newsletters banners  
whitepapers advertorials  
research syndication creative sponsorships  
custom social advice  
webcasts consultation media lists  
strategy



**A TRUSTED INFLUENCER  
NETWORK TO SHOWCASE  
YOUR MESSAGE**



## CUSTOM SPONSORSHIPS HELP YOU REACH TECHNOLOGY BUYERS



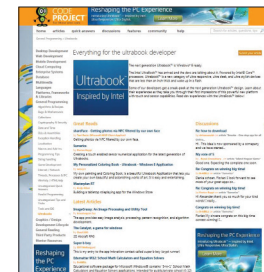
Launch packages  
make a big splash  
for your news



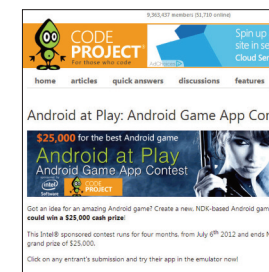
Proven media mixes  
yield the results you  
need



Product reviews  
delivers third-party  
credibility... plus  
promotion



Custom sponsorships,  
posts, campaigns



Contest sponsorships  
drive involvement



## THE DEVELOPER MEDIA ADVANTAGE

**“Developer Media is an involved, committed partner that gives us the highest quality leads, and the biggest bang for our publicity buck.”**

Aurigma Inc.  
Software Vendor

**“Developer Media helped us present our offerings, voice, and brand to the right audience and we especially like the diversity of campaigns/placements we were able to reach with this.”**

Clickatell Inc.  
Mobile Communications

**“The Developer Media marketing team is knowledgeable, creative, proactive, honest, and always up for the challenge to optimize placement and ROI.”**

Rackspace  
Hosting Solutions Provider

## WE DELIVER THE DEV MARKET

Developer Media has spent years designing the perfect combination of quality sites, unbeatable content, and trusted voices that resonate with the developer community. With unsurpassed reach and unlimited advertising opportunities, we put our experience to work for you to deliver the dev market.

## THE DEVELOPER MEDIA DIFFERENCE

- Most developer market experience in the industry
- Quality properties with quality content
- More sites, with more developers
- Global reach, in today's and tomorrow's markets
- Influential voices trusted by developers
- Industry-leading advertising platform: DART
- Continual campaign optimization
- A full line-up of dev-tested products

With just one marketing buy, Developer Media will make your world simpler, your job easier and your results better.

**CONTACT US NOW AND GET STARTED TODAY!**

Hundreds of sites



Influential voices



Industry-leading technology



Must-know research



Toronto • Boston • San Francisco • Salt Lake City • Los Angeles • Kansas City

Head Office:

250 Ferrand Drive, Suite 503  
Toronto, Ontario M3C 3G8

Tel: +1.416.849.8900

Toll free: +1.866.850.1520

[advertising@developermedia.com](mailto:advertising@developermedia.com)

[DeveloperMedia.com](http://DeveloperMedia.com)