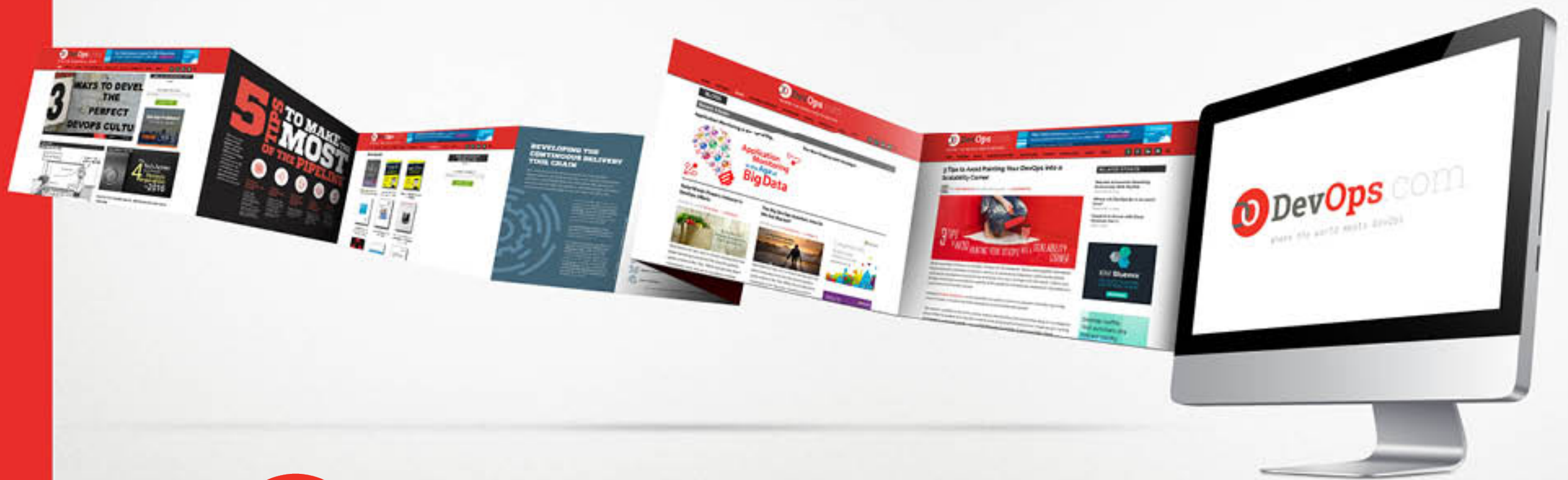


2017 Media Kit



Where the world meets DevOps



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Editorial Mission



Launched in 2014, DevOps.com has quickly established itself as an in-dispensable resource for DevOps education and community building. We make it our mission to cover all aspects of DevOps and related technology such as Agile, Lean, containers and we focus on the philosophy, tools, business impact, best practices and more.

Our site is the largest collection of original content related to DevOps on the web and one of the top online destinations for DevOps-related content. Our content includes in-depth features, bylined articles, DevOps TV and SoundCloud audio and video related content, blog posts, analysis reports, webinars and breaking news about the topics that resonate with IT readers interested in DevOps; teamwork through improved IT culture, continuous integration, automated deployment, agile development and infra-structure-as-code among them.

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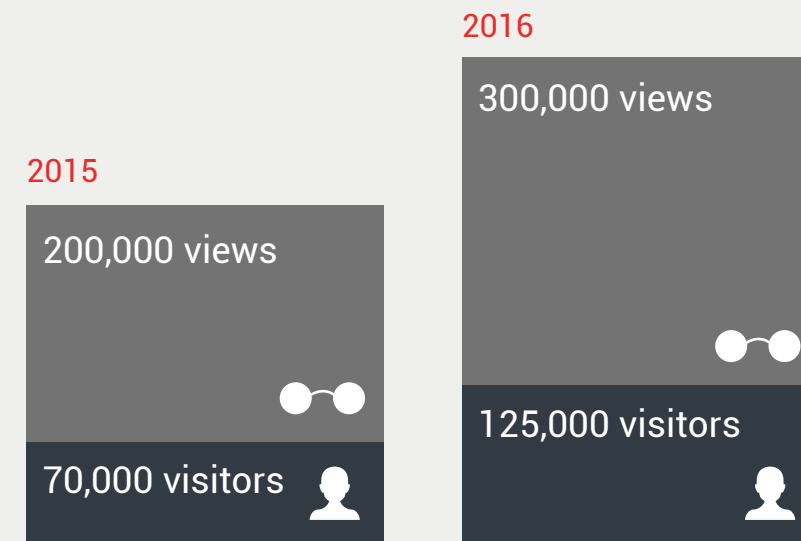
Reach

Our growth has been impressive so far, and it's not showing signs of slowing down any time soon.



Site Traffic

■ Unique Visitors ■ Page Views



2016 Total Site Audience Growth

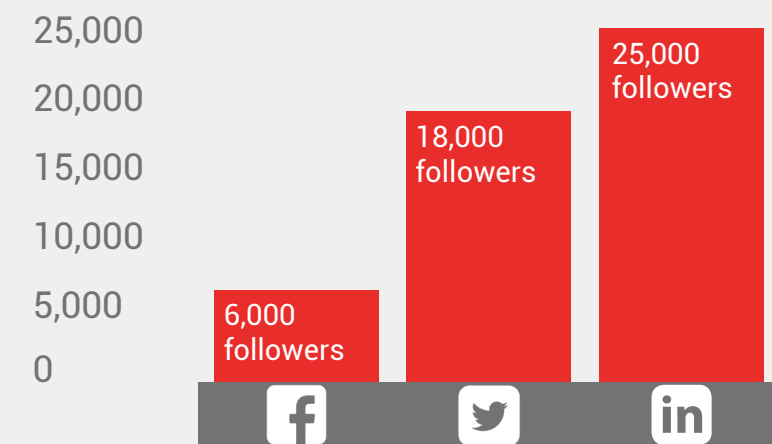
72%



Weekly Newsletter Readers



Social Media Influence



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Audience

*Interest in DevOps is
soaring because it works.*

DevOps Maturing Within Our Audience



30% have been dabbling in DevOps and have one or a few DevOps powered projects.

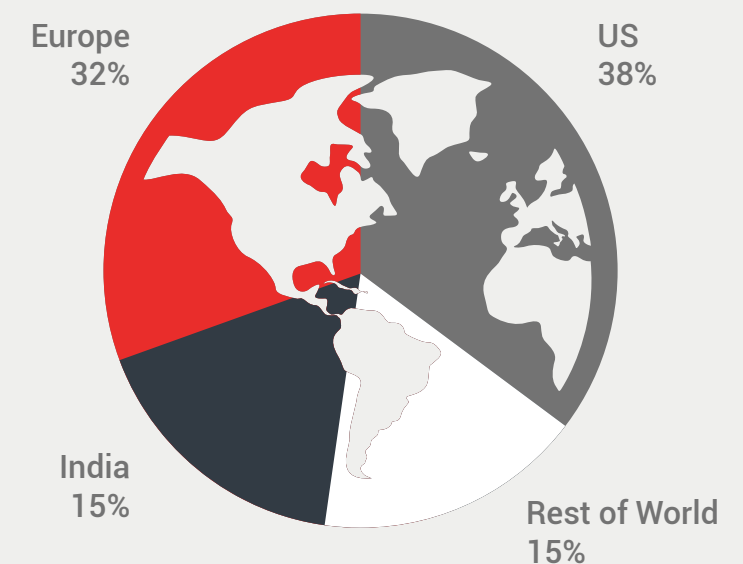
26% don't call it DevOps, but have DevOps-like initiatives and projects.

24% have been a DevOps org for some time and have adopted it throughout IT.

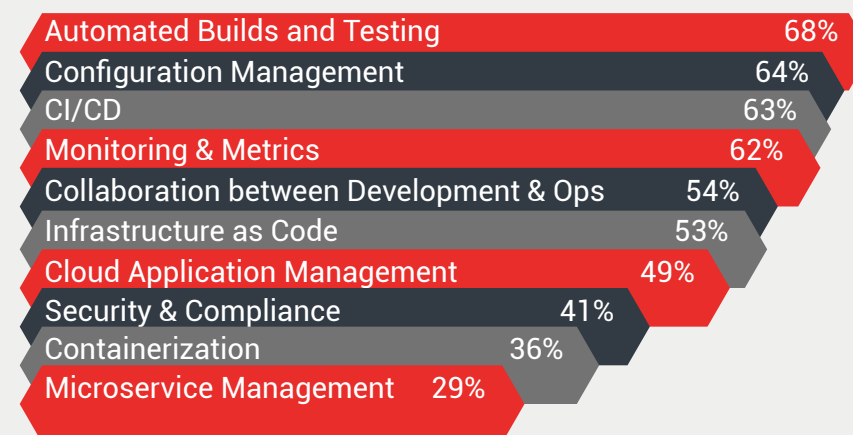
10% have not adopted DevOps yet but plan to in the next 12 to 24 months.

9% currently have no plans to adopt DevOps.

Global Readership



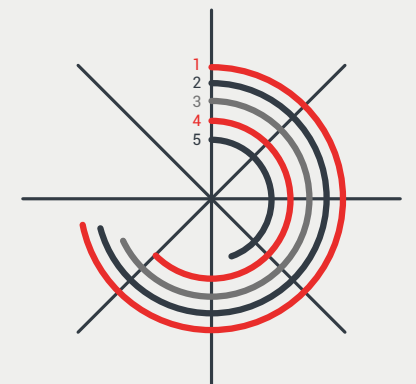
Our Readers Biggest Initiatives



Readers are Buying Relevant DevOps Tools

Audience planning investment in the following areas:

- 1 Version Control & Collaboration
- 2 Continuous Integration & Delivery
- 3 Cloud Application Management
- 4 Configuration Management
- 5 Container Platform



DevOps and continuous deployment is a relatively new concept, which means there is still significant untapped potential to grow the audience.

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About

DevOps.com is comprised of thought leaders who understand both DevOps and how to create compelling, informative content. The team behind DevOps.com has real-world experience in technology, cloud, online media, DevOps, IT and startups.

The DevOps.com Board of Advisors is made up of world-class talent, including:

Alan Shimel

Founder and Editor-in-Chief, DevOps.com

Martin Logan

CTO, DevOps.com

Brad Feld

Foundry Group

Rajat Bhargava

JumpCloud

David Cohen

TechStars

Sean Charnock

DH Capital and Co-Founder of SoftLayer

Dean Mann

DH Capital

Gene Kim

IT Revolution and DevOps Leader

Rich Mogul

Securosis

Tony Bradley

Bradley Strategy Group

George Hulme

Respected Technology Journalist

Ericka Chickowski

Respected Technology Journalist



DevOps.com is a MediaOps brand. [Learn more here →](#)

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DevOps.com is the flagship brand of MediaOps, a multi-disciplinary media and educational company that's dedicated to serving the high-performance IT community. In addition to DevOps.com, the MediaOps family of brands includes the following:



Inextricably tied with DevOps initiatives, containerization gives teams the ability to create immutable infrastructure for optimum flexibility and reliability throughout the development lifecycle. We track trends in the container world in this niche publication.



DevOps TV is DevOps.com YouTube channel. Featuring over 300 videos including our DevOps.com webinars and exclusive interviews from DevOps conferences around the world, DevOps TV is a great way to syndicate video content. As a YouTube channel it is optimized for both mobile and desktop play and is a fresh new way to reach our DevOps.com audience.



Our outstanding series of conferences offers DevOps wisdom from leading thought leaders, delivered in small, personalized settings around the globe.



The DevOps Institute brings enterprise-level DevOps training and certification to the IT market. Our hand-selected experts from the DevOps, the IT service management and IT training community have developed curriculum that will help organizations scale their workforce for DevOps' transformative power.



DevOps Chats are "fireside" podcasts featuring DevOps.com editor in chief, Alan Shimmel and leading luminaries and thought leaders in the DevOps industry. They discuss relevant topics on DevOps, Agile, microservices, containers and more. DevOps Chats are published on SoundCloud and iTunes, as well as being featured in posts on DevOps.com including a written transcript.



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Editorial Leadership

Alan Shimel *Founder and Editor-in-Chief*



An often-cited personality in the security and technology community and a sought-after speaker at industry and government events, Alan has helped build several successful technology companies by combining a strong business background with a deep knowledge of technology.

Charlene O'Hanlon *Managing Editor*



Charlene O'Hanlon is an award-winning journalist and editor in the business-to-business technology space. She has served as content director, executive editor and managing editor, and her articles have appeared numerous technology and telecommunications trade publications including The VAR Guy, CRN, PHONE+ (now Channel Partners) and Campus Technology News. Charlene graduated from the University of Arizona (go Wildcats!) with a bachelor's degree in journalism. An Arizona native, she currently lives in New York and misses the 80-degree winter days.

George V. Hulme *Contributing Editor*



George is an internationally recognized information security and business technology writer. For more than 20 years, he has written about business, technology, and IT security topics. His work has appeared in CSO Online, ComputerWorld, Network Computing, Network World, TechWeb and dozens of other technology publications.

Tony Bradley *Contributing Editor*



Tony is a respected authority on technology. He has authored or co-authored a number of books, including Unified Communications for Dummies, Essential Computer Security, and PCI Compliance. Tony's work has appeared in PCWorld, CSO Online, Forbes, TechRepublic, and other print and online media sources.

Ericka Chickowski *Contributing Editor*



Ericka has made it her specialty to explain how technology trends affect real people, engagingly and using plain English. Her perspectives have appeared in dozens of trade and consumer magazines, including Entrepreneur, CIO Insight, Dark Reading and InformationWeek.

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★ Micro-Sites

A Microsite is comprised of an individual page or a cluster of pages. Microsites are particularly useful if your business offers a variety of products or services and you want to highlight one segment for your customers. The Microsite ensures thought leadership in a particular discipline and can be a permanent place to showcase the product, or a temporary site during a product launch or promotion. **A Micro-site exists to cater to a very specific context.**

🎯 Display Advertising

From traditional direct-response CPM and CPC campaigns, to custom-built display options, DevOps.com has a solution to meet your branding needs. Site-wide, section-specific and newsletter ads are available in a variety of sizes and placements, including:

Leaderboard (728 x 90)
Button (125 x 125)

Sidebar (300 x 250)

😊 DevOps Cartoons

Cartoons have a business benefit that is indisputable. Cartoons can convey the benefits of service in such a way that they are not perceived as selling. **The reader will embrace a cartoon and remember it far longer than any value proposition presented in traditional formats.** DevOps.com will publish in the normal rotation on the Homepage.

📈 Premiere Webinars

Our editorial team will facilitate lively debate and discourse in our monthly premiere webinars, featuring DevOps practitioners and topics chosen by the DevOps editorial staff. **Attendees will be emailed a downloadable PDF report with summary highlights after the show. Sponsors will be mentioned briefly during the show and have the opportunity for branding within the PDF.**

The authenticity of this vendor-neutral approach offers a unique branding opportunity for sponsors hoping to contribute to the DevOps community and increase their profiles in the process.

💬 Editorial Surveys

Every quarter, we'll run a vendor-neutral survey to focus on important trends within the DevOps community, including perceptions about digital transformation, best practices within the enterprise and career trends and career trends amongst DevOps practitioners. **Sponsorship is a branding opportunity, with logo placement within the survey report and mentions during survey promotion.**

🗣️ DevOps Chat

From traditional direct-response CPM and CPC campaigns, to custom-built display options, DevOps.com has a solution to meet your branding needs. **Site-wide, section-specific and newsletter ads are available in a variety of sizes and placements, including.**

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Stack Analysis Reports

Our in-house reporters and analysts offer up comprehensive investigation of trends and tools that drive today's DevOps and continuous delivery transformations. **Multiple sponsorship levels are available for these reports.**

Webinars

Engage, educate and entertain readers in a multimedia format. Our traditional webinar offers sponsors the opportunity to work with editorial staff to come up with topics that matter to prospects. **DevOps.com will moderate the webinar and can facilitate recruitment of speakers.**

Editorial eBooks

Long-form editorial content in a graphical format, DevOps.com ebooks deliver in-depth insights into hot topics that matter to the DevOps community. Scheduled ebooks will deliver content based on relevant and timely topics determined by the editorial staff. **Display ads are limited to four sponsors. Single-sponsor ebooks also available on an ad hoc basis - you choose the theme and our journalists will find a story to fit it.**

Content Syndication

Extend the reach of your custom content through our whitepaper and custom content and syndication services. **Quarterly syndication campaigns are available for content at reasonable CPL rates.** Our team supports your reach through newsletter, social and site-wide support.

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Each month DevOps.com will explore a new topic that resonates with developers, practitioners and leaders interested in DevOps transformations. We also develop quarterly surveys, Premiere Webinars and ebooks.

DevOps.com



January

-  Application Performance Management
-  The State of APM



February

-  DevSecOps
-  Security at the Speed of DevOps



March

-  DevOps at the Enterprise
-  Scaling DevOps to the Enterprise



April

-  Continuous Delivery
-  The State of Continuous Delivery


May

-  DevOps Express
-  DevOps Express

June

-  Continuous Testing
-  State of Continuous Testing



July

-  Configuration Management
-  State of Configuration Management



August

-  DevOps Adoption
-  DevOps Market Penetration



September

-  DevOps Tools
-  DevOps Lab Review



October

-  DevOps Culture
-  Fostering a DevOps Culture
-  Fostering a DevOps Culture

November

-  NoOps
-  NoOps

December

-  Year End Review
-  DevOps Dozen Awards

ContainerJournal.com


Quarter 1

-  Container Stack (Ecosystem)


Quarter 2

-  Container Adoption Trends

Quarter 3

-  Container and Security

Quarter 4

-  The Future of Containers and Microservices

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 YOUTUBE LIVE

 EDITORIAL FOCUS

 PREMIERE WEBINAR

 SPECIAL REPORTS

 SURVEY

 DEVOPS DOZEN AWARDS

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Other Engagement Opportunities

DevOps.com strives to keep up with the pulse of DevOps community happenings. Sponsors are encouraged to participate in other activities and site features, including:

- **DevOps Jobs**
- **Business Directory**
- **Meet-Ups Calendar**
- **YouTube Live**
- **Twitter Chats**

Visit www.devopsconnect.com for more information.

DevOps Connect

Whether it's developers, ops gurus, security pros, QA testers or IT executives, DevOps Connect brings together IT practitioners of all stripes so they can share success stories, swap strategies and learn from each other's challenges. Engage with and support the community through your sponsorship.

Contact Us for Further Details

Contact us today so we can help you put together a plan that will grow your business and improve your profile within the DevOps community.

For more information, contact:

Parker Yates
parker@devops.com
845-951-6710

 <http://www.devops.com>

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 <http://www.facebook.com/devopsdotcom>

 <http://instagram.com/devopsdotcom>

 <http://plus.google.com/+Devopsdotcom/posts>

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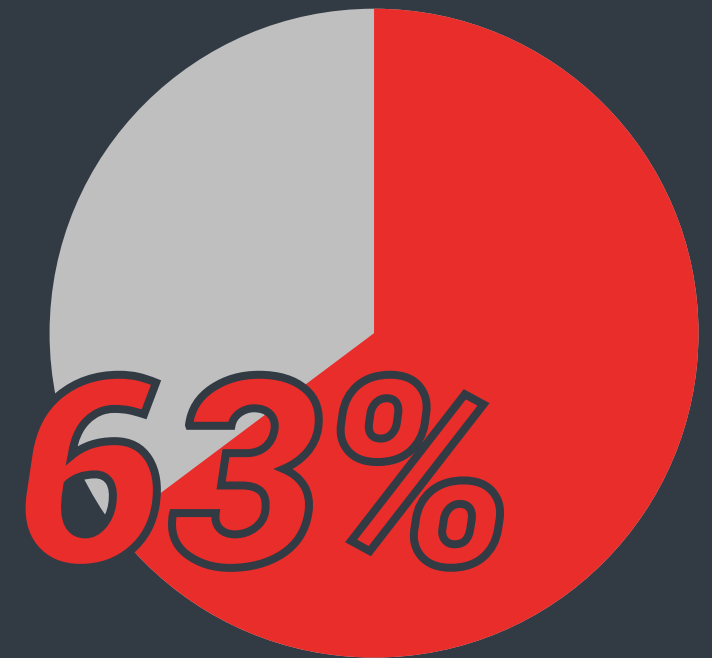
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To reach today's sophisticated tech buyer, content marketing is the most effective means of getting their respect. The challenge most organizations are confronted with is how to produce sufficient quantity and quality of content for use in their content marketing campaigns. DevOps.com has a proven solution. Our staff of writers, analysts, authors and graphic artists have created the quality content that your organization needs.

From ebooks, case studies and white papers to market research, analysis reports, custom video productions and infographics; we can produce content to your specifications under your own brand or we can co-brand if you desire. Our staff has the expertise and experience, having authored and produced content for the largest technology brands in the world for many years. Today's market dynamics demand that you prove to your audience that you understand their challenges and needs, as well as having a solution that benefits them. We have the ability to create the content for your organization that will achieve your companies' objectives.

An advantage to DevOps.com content creation services is our content syndication ability. Not only can we create great, on target content for you, but we can then distribute it to the DevOps.com worldwide audience of technically sophisticated potential customers. Utilizing the DevOps.com website, its long social media channels and our 35,000 plus mailing list, we can make sure your created content reaches the intended audience quickly. This powerful combination ensures that we can handle all your custom content needs to reach the DevOps market better and faster than anyone



of organizations today struggle with creating engaging custom content to execute their content marketing strategies.



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Whitepapers

A typical whitepaper describes a unique business challenge, then suggests potential solutions. Ideally the whitepaper will not only present the vendor's business case, but also contain information that provides value independent of the vendor. It is an effective tool for presenting a vendor's product or service to upper management and overcoming internal resistance.

Microsites

Microsites let you build a site within a site - establishing your own unique space with custom branding within DevOps.com. It can be a single page or a small cluster of webpages that focus on the challenges your products and services address, and provides an opportunity for you to market your solutions to the DevOps.com audience.

eBooks

An eBook is an effective way to demonstrate thought leadership and build brand reputation without boring the audience to death. A great tool to tell your story visually, eBooks are less dense and more magazine-like than the typical whitepaper. Present weighty topics in an accessible manner and use this as a tool for branding, demand generation, lead generation and market education.

Surveys

Custom surveys can help vendors conduct market research and disseminate information that will help prospect contacts make their case to upper management for new tools and platforms to help their DevOps journey.

More →



All of these demand and lead generation options are powerful components of an integrated campaign. Our team is prepared to help you develop a package tailored to your business needs.

Contact us today so we can help you put together a plan that will grow your business and improve your profile within the DevOps community.

For more information, contact:

Parker Yates

parker@devops.com

845-951-6710



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