

DevOps.com

Where the world meets DevOps

2019 Media Kit



DevOps.com is the flagship brand of MediaOps, the premier Global Media Platform for Technical Communities. In addition to DevOps.com, the MediaOps family of brands includes the following:

SECURITY BOULEVARD

Security Boulevard is the home of the Security Blogger's Network and now a leading site for content on the ever-changing world of security.



DevOps TV is DevOps.com YouTube channel. Featuring hundreds of 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.

CONTAINER JOURNAL

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 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.



The newest and most exciting video channel for the DevOps and Security world.



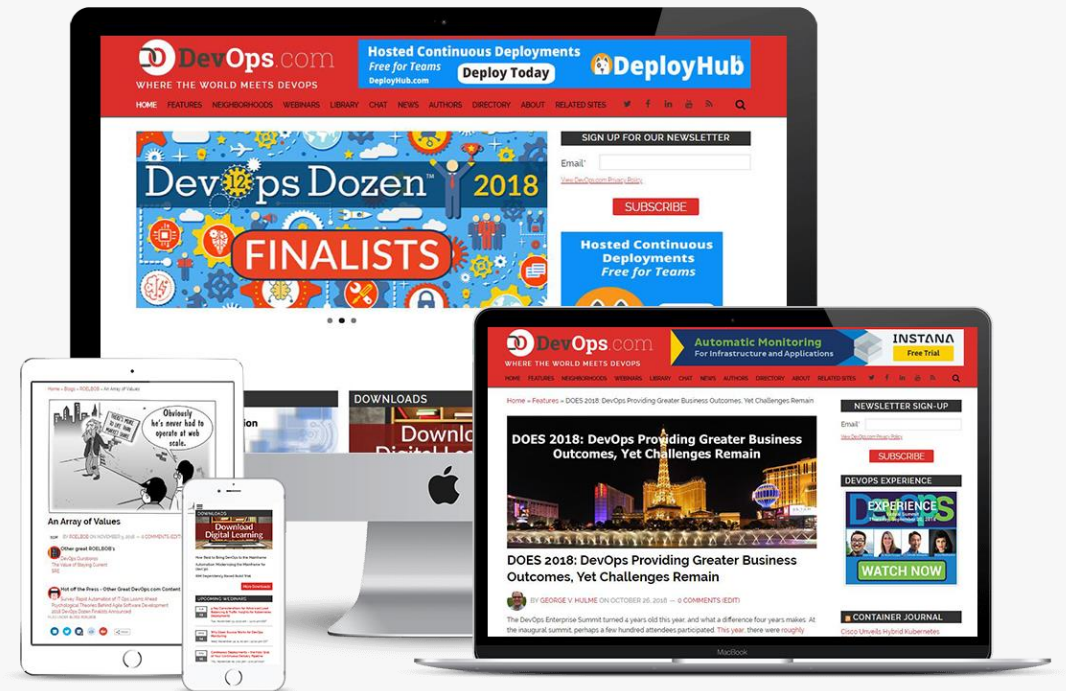
Physical & Virtual Events

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

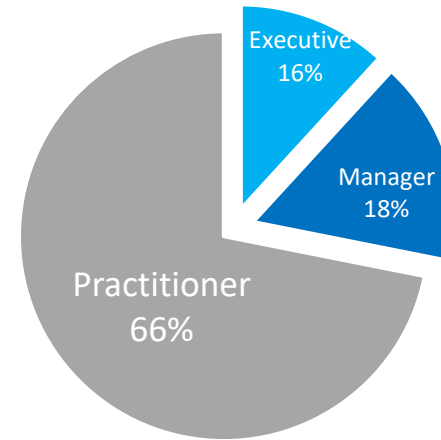
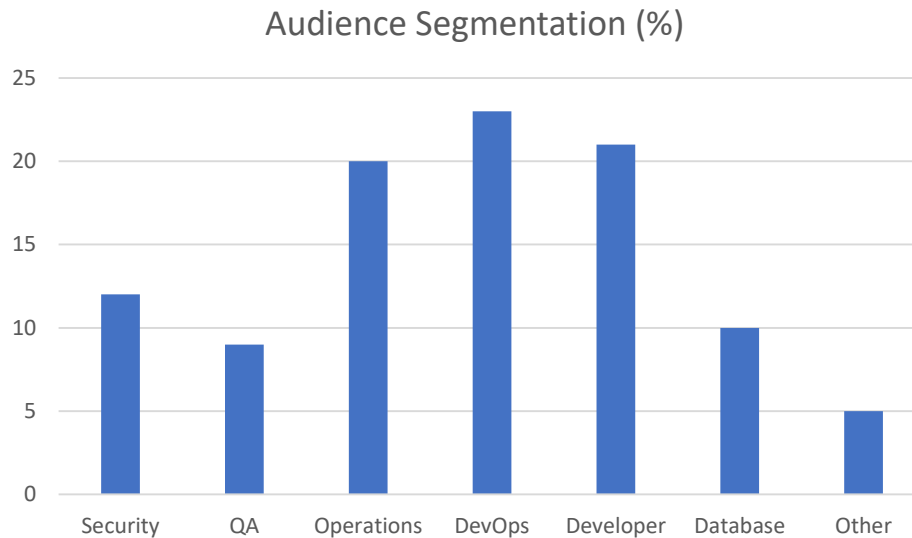
Editorial Mission

Since its 2014 launch, [DevOps.com](https://devops.com) has become the most indispensable media resource for DevOps teams and IT leadership by providing them with the vision they need to deliver value to their organizations. As the premier destination for all things DevOps, our editorial team provides the insights on the philosophy, tools, and practices that optimize business impact. Our readers are among the most important and influential in the industry.

[DevOps.com](https://devops.com) features the largest and most diversified amount of original DevOps editorial on the Web. This is why [DevOps.com](https://devops.com) is one of the top destinations for DevOps influencers, buyers, practitioners and leadership.



Audience



Growing Global Readership

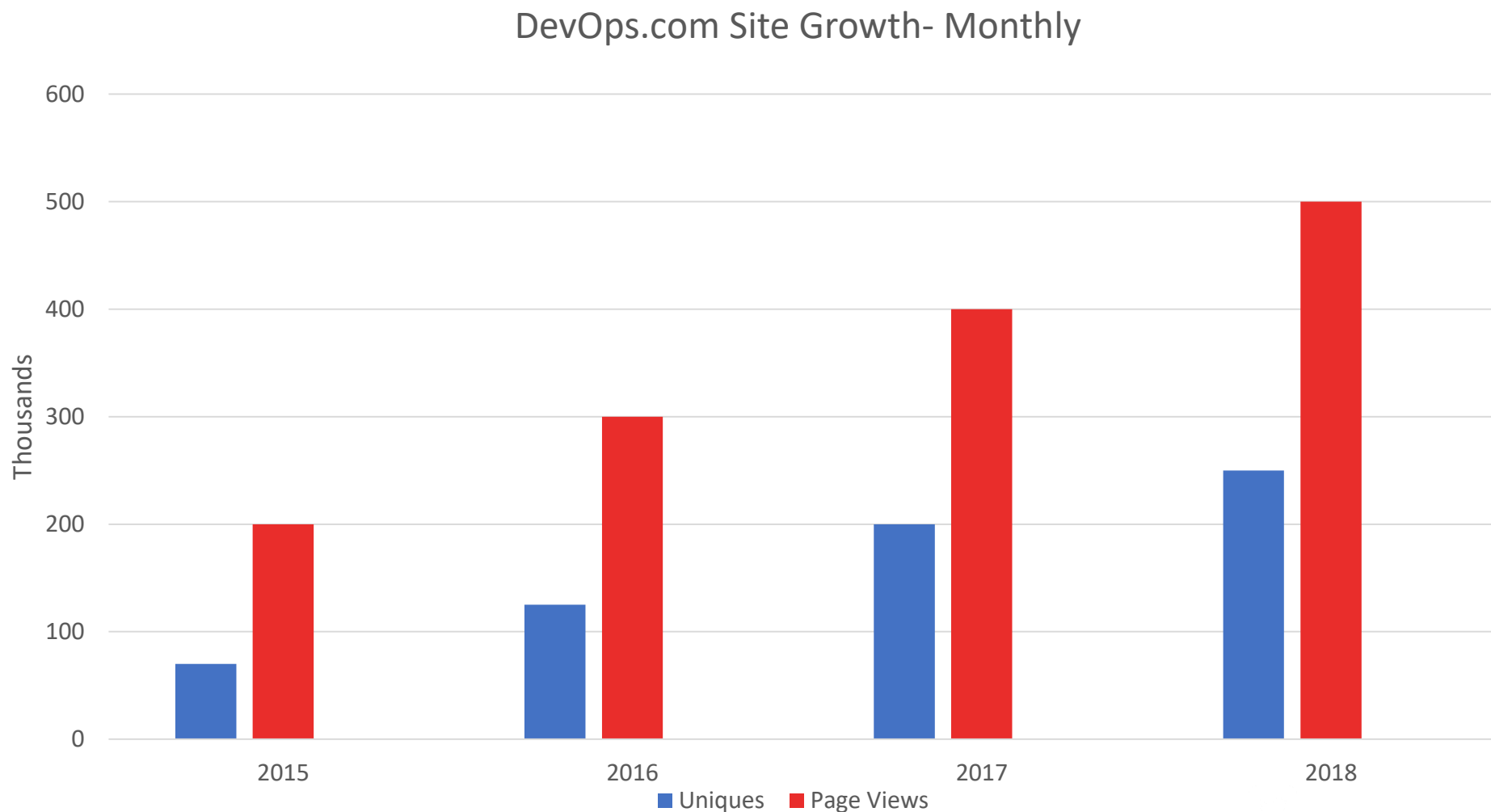
Country	Pageviews
United States	34.41%
India	17.42%
United Kingdom	6.36%
Canada	3.57%
Germany	2.64%
Australia	2.42%
France	1.92%
Netherlands	1.58%
Brazil	1.57%
Singapore	1.24%
Spain	1.13%
Israel	1.01%
Poland	0.99%
Sweden	0.93%
Italy	0.85%
Russia	0.78%
Ukraine	0.77%
South Africa	0.71%
Switzerland	0.69%
Indonesia	0.62%
Philippines	0.60%
Mexico	0.69%
Japan	0.63%
Hong Kong	0.61%

What Makes DevOps.com So Unique? It's our focus, content and capabilities- second to none.

- All content is original, not scraped from other people's blogs
- Not competitor/vendor owned/operated
- Strongest DevOps focused editorial staff, including thought-leading Editor-in-chief
- Producing physical and virtual events around the world with leading partners
- Custom Content Creation capabilities second to none
- Our DevOps.com webinars, DevOpsTV and DevOps Chats are leading new media outlets for the DevOps community

Growth

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



Reach

More and more industry professionals are turning to DevOps.com for their information.

Weekly Newsletter Subscribers

More than double the readership year-over-year

40,000
Readers- 2017

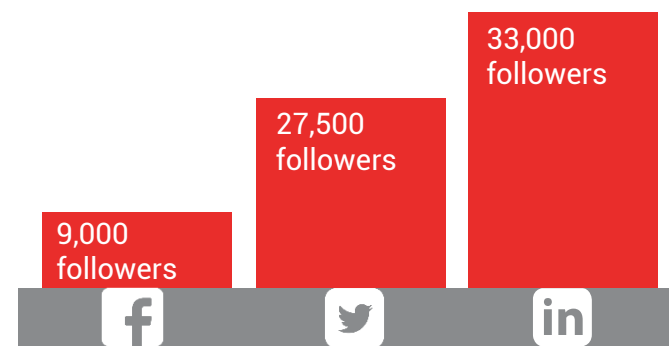


96,000
Readers- 2018



Social Media Influence

Continued growth in social influence



2019



<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>
Next-Gen DevOps and Their Impact on DevOps	Tools Market	DevSecOps	APM Market
<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>
Global DevOps	Leading the Transformation	DevOps for Database	DevOps Culture
<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
Continuous Testing	CD/CI/ARA Market	Mainframe DevOps	Alerting/Incident Response

Marketing Engagements

★ 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)

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.

💬 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.**

📈 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.

🎤 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.**

⚙️ Virtual Events

DevOps will be running a series of Virtual Events in 2019 geared to give sponsors a unique platform for success.

- [DevOps Experience](#)
- [Predict 2019](#)

📎 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.**

📖 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.**

💻 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.**

📄 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.

Custom Content



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.

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:
sponsorengagements@devops.com



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