

Media Kit: InfoQ & QCon sponsorships



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InfoQ Audience Demographics

Audience (Registered Users)

- **69%** Architect: Chief/Enterprise/Application/Systems & Dev Team Lead: Sr. Dev/Sr. Engr/Ops Engr
- **31%** Sr. Mgmt: VP/CTO/Dir/Tech. Proj/Ops Mgr & Agile Coaches, Consultants, Testers, Prod. Owners, UX Specialists and Business Analysts

Geographic (WW Visitors)

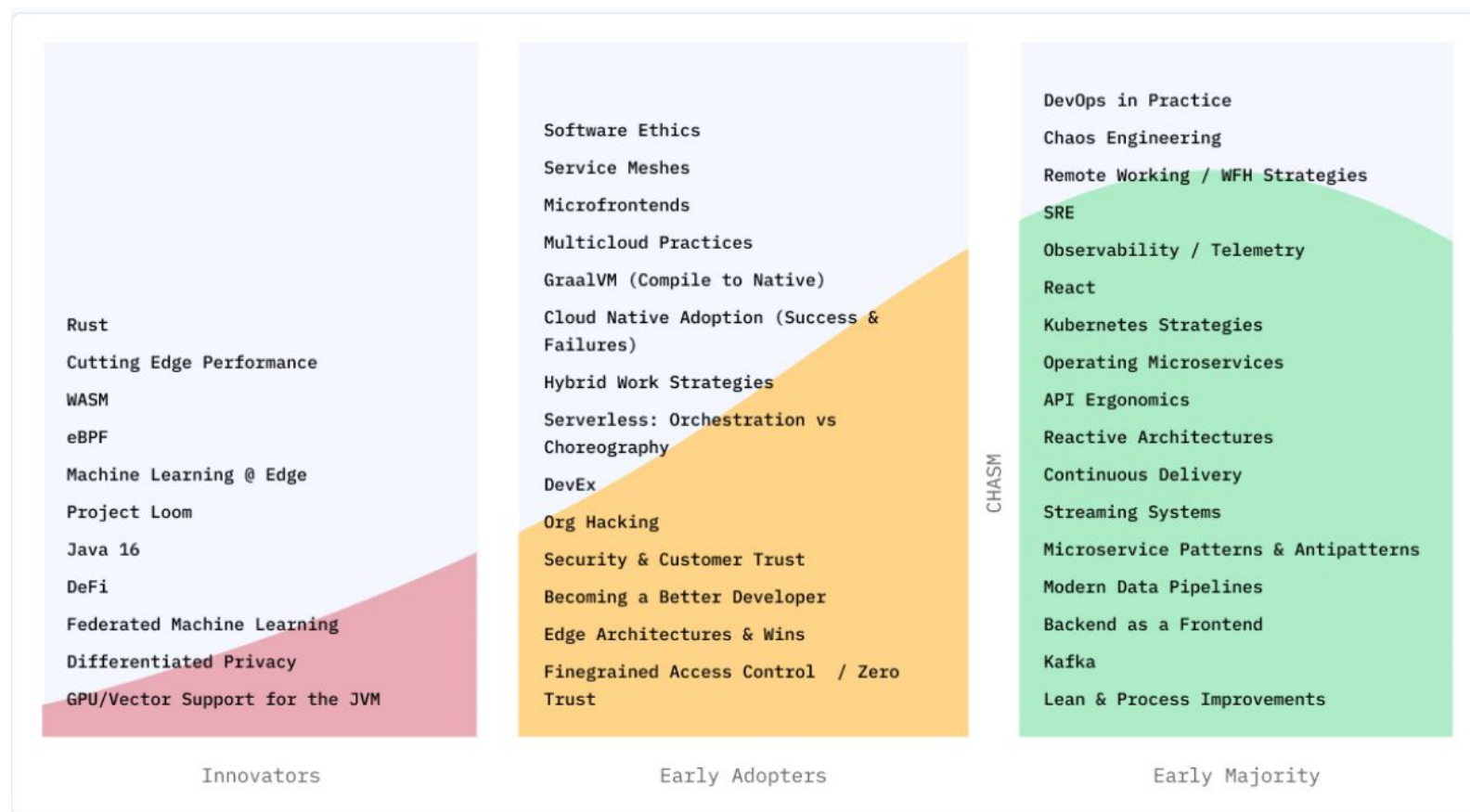
- **37%** North America
- **39%** EMEA
- **17%** APAC
- **4%** South America

Technical focus

Topics focused on the
Innovators and **Early Adopters**
in software companies:

- Talks driving Innovation and Change
- Patterns & Practices, not Products
- Implementable Ideas

Software Adoption Curve



Why advertise on InfoQ / QCon

1. Senior developer audience with decision-making authority
2. Qualified leads and brand-building via our events and online ad programs
3. High-value brand association with original content that is custom-curated and edited by professional software practitioners for professional software practitioners
4. Proven track record of thought-leadership in the software industry (15 years)



How we can help

1. We will provide high quality leads and/or traffic to your site
2. We can promote your brand/content to our audience with 24/7 online presence, targeted email blasts, and newsletter ads
3. We can position your company as a thought leader on specific topics on InfoQ and QCon, via webinars, podcasts, online events and in-person events
4. Strategic/custom programs that align with your marketing goals
5. Detailed, weekly reporting for continuous optimization and transparency
6. Campaigns run for 90+ days, starting at \$5,000/MO



Testimonials

"The engagement with InfoQ feels more of a partnership than a client/vendor relationship. The customer service that InfoQ provides is much greater than what you would typically find in an ad platform. They have taken much of the heavy lifting during the process and make standing up campaigns super easy. The wide variety of ad formats is also great as you aren't stuck with just running banners that rarely generate leads. The lead volume and quality have been great as well."

[Read More...](#)

- **John Staudenraus, Digital Marketing Manager @ VMware**

"I'd absolutely recommend advertising on InfoQ to a peer. In the enterprise technology space, there are a lot of different channel options -- but the thing that I look at most frequently when evaluating a new channel is the audience....The reason I recommend InfoQ is the strong overlap the strong audience and IT decision-maker profile, along with the variety of different ad formats and targeting options that aren't available from most content syndication and advertising outlets in this space." [Read More...](#)

- **Peter Zawistowicz, Director of Growth Marketing @ Gremlin**



[Home](#)

1.5 million unique visitors monthly

calendly.com/coryvansickle

The background of the slide features a collage of InfoQ magazine covers and article snippets. Visible titles include 'evSecOps PRACTICE', 'KUBERNETES PAST, PRE, AND FUTURE', 'ENGINEER CULTURE BY InfoQ', 'RELATED EDITORIAL CONTENT', 'Building Serverless Systems with Serverless, Event-Driven Java', 'AWS Lambda and Serverless Application Model (SAM) Implementation', 'Running Serverless Containers on Google Cloud', 'Obtain a holistic view of your application behavior and troubleshoot errors with Site24x7', and 'Tracing and Observability Guide: This Must Be The Trace'.

First Time Advertiser Program 2 Months

\$12,000 total (USD)

Program Goals:

- Highly contextual: readers see and request your white paper assets from within highly relevant, editorial content published on InfoQ
- Host your assets on InfoQ or direct people to your own custom landing pages
- Generate a pipeline of highly qualified leads using multiple assets, targeted emails, and newsletter ads over three months

Program Includes:

- **Two (2)** assets / links to site in Related Sponsored Content Section, contextually mapped to related content
- **Custom Email** - Sent to 10K subscribers on InfoQ Industry Notices list (5k per month)
- 2 InfoQ newsletter in-line ads, 2 Newsletter Promotional Lines of Text
- **Weekly Reporting** - Campaign performance and lead report
- *can only be used once, new InfoQ sponsors only

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Content Syndication Plus Program

**\$19,000 / Qtr
(USD)**

Program Goals:

- Highly contextual: readers see and request your white paper assets from within highly relevant, editorial content published on InfoQ
- Host your assets on InfoQ or direct people to your own custom landing pages
- Generate a pipeline of highly qualified leads using multiple assets, targeted emails, and newsletter ads over three months

Program Includes:

- **Two (2)** assets in Related Sponsored Content Section, contextually mapped to related content
- **Custom Email** - Sent to 15K subscribers on InfoQ Industry Notices list
- InfoQ newsletter in-line ads, **three (3)**
- **Weekly Reporting** - Campaign performance and lead report
- Three month campaign

Topic Sponsorships

Depending on your marketing objective(s) we offer five tiers of the Topic Sponsorship program:

Thought Leadership and Lead Generation

Create Awareness
Drive Traffic
Establish Market Position

Establish Thought Leadership
Solidify Market Position

Content Creation
Demand Generation
Editorial Support

Lite

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Emerging

Core

Spotlight

Premium

Topic Sponsorship Tiers Comparison

	Emerging	Core	Spotlight	Premium
Topic Selection	✓	✓	✓	✓
Related Sponsored Content	✓	✓	✓	✓
Related Sponsor Box	✓	✓	✓	✓
Podcast	✓		✓	✓
Microsite	✓	✓	✓	✓
Special Report		✓	✓	✓
Lead Guarantee		✓	✓	✓
Content Sponsorship			✓	✓
eMag			✓	✓
Architects' Newsletter				✓
QCon				✓
Duration	Annual or Quarterly	Annual or Quarterly	Annual or 6 month	Annual or 6 month



InfoQ Topic Sponsorship Emerging

\$21,000 / Qtr (USD)

Program Goals:

- Aligns your company, technology or solution with an emerging topic within InfoQ
- Draws a dotted line from the emerging topic to your messaging, positioning your company as a Thought Leader in an emerging market segment
- Builds trust and awareness, and is a strategic program designed to align and build credibility within a specific niche area

Program Includes:

- **One (1)** asset in Related Sponsored Content Section, contextually mapped to related content
- **Related Sponsor Box** - Your logo and description within your topic
- **15-second** pre-roll messaging on two InfoQ podcast series. Total of eight (8) InfoQ podcasts
- **Eight (8)** Content item sponsorships
- **A Microsite** on the main content pages for your selected topics
- InfoQ newsletter in-line ads, **two per month**
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)



InfoQ Topic Sponsorship Core

**\$26,000 / Qtr
(USD)**

Program Goals:

- Focuses on creating awareness and generating leads with alignment in editorial content that targets your key audience
- Ideal for companies with a steady lead generation objective within a specific topic area

Program Includes:

- **Three (3)** Related Sponsored Content assets contextually mapped to editorial
- **A Microsite** on the main content pages for your selected topics
- **Related Sponsor Box** - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to over 230,000 subscribers
- InfoQ newsletter in-line ads, **two (2) per month**
- **Two (2)** social media posts per month on @InfoQ Twitter account (48K Followers)
- **Lead Guarantee available**



InfoQ Topic Sponsorship Spotlight

**\$36,000 / Qtr
(USD)**

Program Goals:

- Associate with learning content and deeper engagement/content pieces that are unique and editorially focused
- Produce top of funnel leads as well as sales-ready leads

Program Includes:

- **Three (3)** “Related Sponsored Content” assets contextually mapped to editorial
- **A Microsite** on the main content pages for your selected topics
- **Related Sponsor Box** - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to 230,000 subscribers
- eMag sponsorship of <eMag Title/Topic> (**3 month**)
- **15-second** pre-roll messaging on one InfoQ podcast series. Total of four (4) InfoQ podcasts
- **Six (6)** Content item sponsorships
- InfoQ newsletter in-line ads, two (2) per month
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)
- **Lead Guarantee Available**

Program Goals:

- Designed for maximum impact and influence and receives priority to scheduling, sponsor opportunities and editorial alignment
- Dives deep into branding, awareness, demand generation, education, influence and thought leadership

Program Includes:

- **Three (3)** “Related Sponsored Content” assets contextually mapped to editorial
- **A Microsite** on the main content pages for your selected topics
- **Related Sponsor Box** - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to 230,000 subscribers
- eMag sponsorship of <eMag Title/Topic> (**3 month**)
- The Software Architects’ Newsletter, exclusive sponsorship: Native ad promoting your asset (either hosted on InfoQ for lead gen, or driving traffic to your landing page)
- **15-second** pre-roll messaging on one InfoQ podcast series. Total of twelve (12) InfoQ podcasts*
- **Fourteen (14)** Content item sponsorships**
- InfoQ newsletter in-line ads, two (2) per month
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)



InfoQ Topic
Sponsorship
Premium

***Custom Pricing**


InfoQ

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InfoQ Placement Examples:

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Facilitating The Spread Of Knowledge And Innovation In Professional Software Development



DevelopmentArchitectural Design

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1,058,920 Mar unique visitors

FEATURED:

StreamingMachine LearningReactive

NEWS

JEP 230: A New Microbenchmark Suite for JDK 12

MICHAEL REDLICH ON APR 17

Google Open-Sources GPipe Library for Faster Training of Large Deep-Learning Models

ANTHONY ALFORD ON APR 16

Google Announces the General Availability of Elastifile Cloud File Service for GCP

STEEF-JAN WIGGERS ON APR 16

Build a Monolith before Going for Microservices: Jan de Vries at MicroXchg Berlin

JAN STENBERG ON APR 15

1

InfoQ Content Syndication: **Related Sponsored Content (RSC) ad unit**

*Contextually aligned sponsor
content / links within relevant InfoQ
Articles*

*These ad units are on the site 24/7
for the full duration of the campaign*

RELATED SPONSORED CONTENT








Top 5 Git Security Mistakes

Despite its widespread use, many are still making critical security mistakes in how they use Git. We have compiled a list of the top 5 Git security mistakes along with some suggestions on how to keep your code and Git repos secure.


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-  [Free Product Owner Learning Path](#)
-  [Chaos Engineering: Finding Failures Before They Become Outages](#)


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2020 State of Database DevOps Report from Redgate

Redgate

-  [SRE Best Practices for Incident Management](#)
-  [Powerful Feature Flags in React](#)
-  [Data Modeling in Apache Cassandra: Five Steps to an Awesome Data Model](#)
-  [Serverless Security Explained](#)

InfoQ Branding and Reach: **Microsite** and **Related Sponsor Box**

Aligns your branding / message by topical focus across InfoQ

CONTENT IN THIS BOX PROVIDED BY OUR SPONSOR



An in-memory computing platform can add speed and scalability to your data-intensive applications



High Performance, Real-time Data Architecture for the Internet of Things

Learn how in-memory computing addresses the most common use cases and challenges associated with the real-time processing and storage of IoT-generated data.



A Machine and Deep Learning Primer

Learn how in-memory computing can make machine and deep learning faster, while reducing complexity and expense.



In-Memory Computing Options for Oracle Database Deployments

Learn more about in-memory computing options for your Oracle database deployment.

Introducing the GridGain In-Memory

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Free ebooks to design, deploy, and manage modern applications:



Cloud Native DevOps With Kubernetes

This full, complete O'Reilly book shows developers and operations staff how to apply industry-standard DevOps practices to Kubernetes in a cloud-native context.



Service Mesh for Microservices

Learn how a service mesh provides a configurable infrastructure layer that makes service-to-service communication flexible, reliable, and fast.



Microservices: From Design to Deployment

Learn benefits and drawbacks of microservices, whether it makes sense for your project, and how to apply it.

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- Product Comparison Report for Key-Value Stores
- When, Where & Why to Use NoSQL?
- A NoSQL Database Architecture for Real-Time Applications
- What Are The Most Secure Programming Languages

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[An In-Depth Look at the DevOps Toolchain.](#)

InfoQ Branding & Reach: Newsletter Ads and Special Report

***Newsletters go out weekly to over
250,000 readers***

***Special Reports are additional
Newsletters created exclusively
around a sponsor's topical focus,
and are exclusive sponsorships***

Spinnaker and the Distributed Monorepo

Jon Schneider presents a continuous delivery platform with application monitoring, automated canary analysis, and organization-wide code search showing how to identify and repair applications. (Presentation)



See what's new in DevOps including:

- The InfoQ eMag: DevSecOps in Practice
- What's New in Linkerd v2
- Seven Steps for Improving Cloud Security with Business Integration
- [And more...](#)



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High Performance, Real-time Data Architecture for the Internet of Things

This white paper explores how in-memory computing addresses the most common use cases and challenges associated with the real-time processing and storage of IoT-generated data. [Download Now.](#)



Development Latest Content

QCon SF 2018: Security Panel

The panelists discuss current security issues and ways to mitigate them. (Presentation with transcript included)



InfoQ Branding & Reach: Custom Email Blast

Dedicated emails with 100% of the message focused on your content / message

How teams can meet business demand to innovate and remain competitive

Download Now



In today's modern landscape of rapidly changing priorities and rising expectations from customers, IT leaders must discover new ways to streamline delivery of digital applications and systems. The pace of change in the market has reached a point where the need for velocity and rapid response is the new imperative.

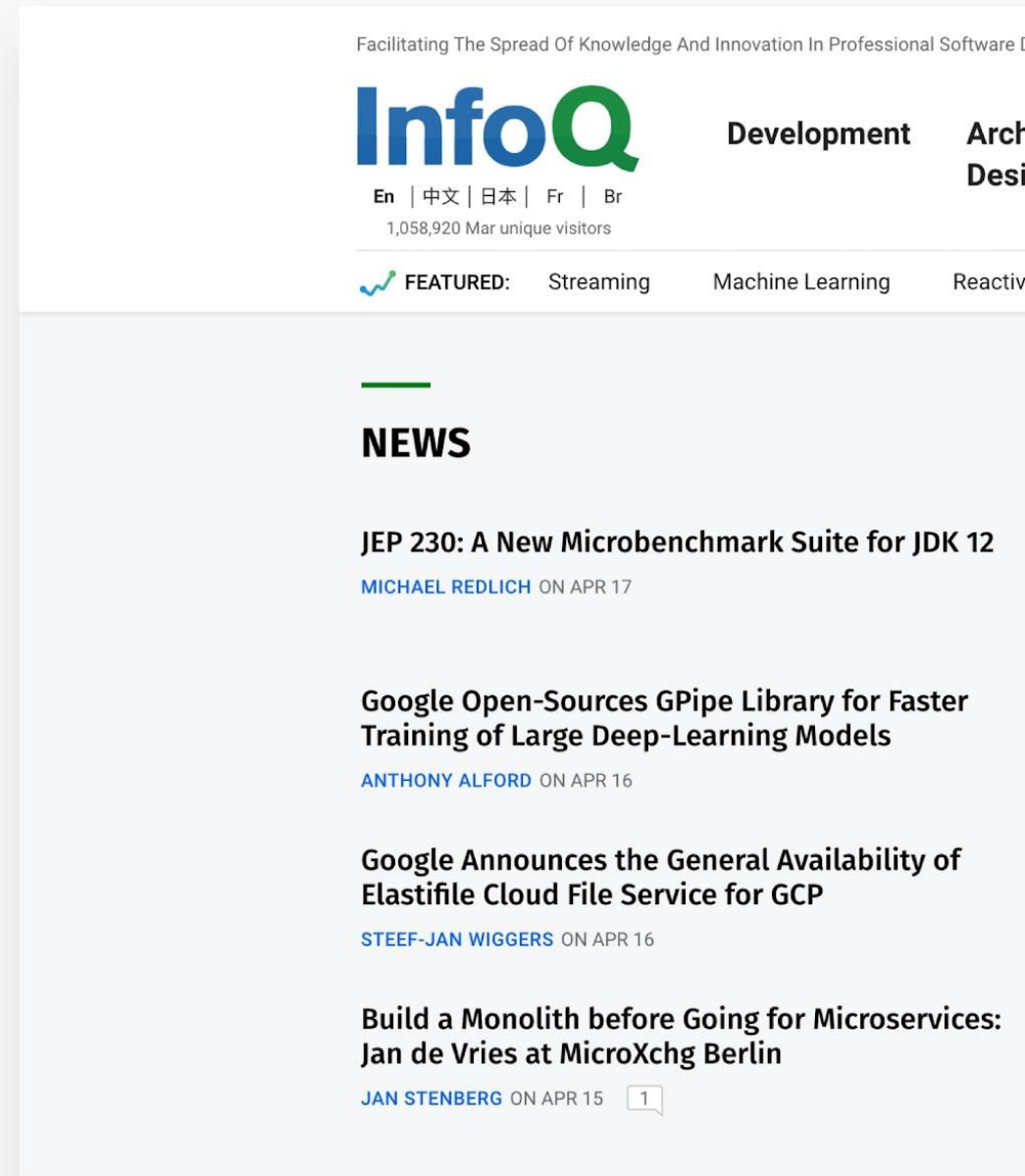
In an ever-changing technological landscape, the pace at which organizations release features can impact success. To remain competitive, organizations must reduce cycle time.

What you'll learn in this white paper:

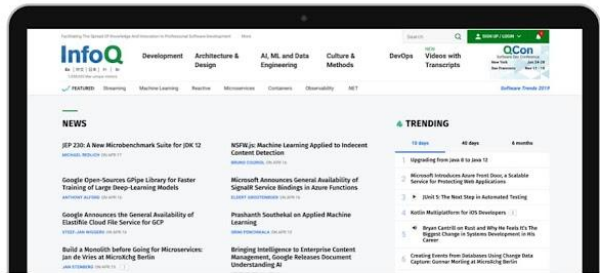
- The importance of cycle time
- Why you need a simplified toolchain

**We can customize and tailor
the programs to your
marketing objectives!**

Cory@C4Media.com



InfoQ



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We help software development teams
adopt new technologies and trends
For more information, email me at
Cory@C4Media.com



Architects' Newsletter

News

Google Expands Cloud BigTable Replication Capabilities Globally in Beta

Google announced the expansion of [Cloud BigTable's replication capabilities](#) in Beta, providing customers with the flexibility to make their data available across regions worldwide. The enhancements will allow

Minibooks and eMags

DevSecOps IN PRACTICE

The Three Faces of DevSecOps
DevSecOps is here to stay, as more vendors use the term. But what is it? A security solution that supports DevOps methodologies, or adapts to DevOps methodologies, or embraces the DevOps philosophy?

Five Lessons Security Can Learn from DevOps
New approaches in security are needed to address the challenges of DevOps. They must incorporate practices that rely on modularity, automation, standardization, auditability, and mirrored systems.

A Security Approach
DevSecOps

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