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:

**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.

**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 TV**

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.

**DevOps Chats**

DevOps Chats are “fireside” podcasts featuring DevOps.com editor in chief, Alan Shimel 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.

**DevOps Connect**

Our outstanding series of conferences offers DevOps wisdom from leading thought leaders, delivered in small, personalized settings around the globe.
Since its 2014 launch, 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 features the largest and most diversified amount of original DevOps editorial on the Web. This is why DevOps.com is one of the top destinations for DevOps influencers, buyers, practitioners and leadership. Our growing and immensely engaged audience returns again and again for DevOps.com’s in-depth features, news articles, analysis, special reports, DevOps TV, DevOps Chats audio, and our highly-subscribed webinars. The experienced DevOps.com editorial team produces the finest, most persuasive custom editorial for the largest and most significant DevOps brands today.
What Makes DevOps.com So Unique? It’s our focus, content and capabilities- second to none.

- Solely focused on DevOps – CI/CD, Continuous Testing, ARA, DevSecOps, Automation, DevOps leadership
- 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
Reach

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

- **200,000 unique visitors, 400,000** plus page views per month and growing.
- **75,000+** subscribers
- **20,000+** twitter followers.
- **5k+** Facebook, **15k+** LinkedIn Groups
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
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.
Branding

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.

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.

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)
- Button (125 x 125)

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 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.

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.
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.
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**  
The State of APM

**February**  
State of Continuous Delivery

**March**  
7 Keys to Leverage Your Mainframe for a DevOps/Agile World

**April**  
DevSecOps

**May**  
Extreme IT Automation

**June**  
Continuous Testing

**July**  
Configuration Management

**August**  
DevOps Market Adoption

**September**  
DevOps Tools

**October**  
DevOps Culture

**November**  
No Code Revolution

**December**  
Year End Review/ Predictions

**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
Engagement + Events

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:

- 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:
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http://www.devops.com
http://twitter.com/devopsdotcom
http://www.facebook.com/devopsdotcom
http://instagram.com/devopsdotcom
http://plus.google.com/+Devopsdotcom/posts
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.

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 than 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 global mailing list, we can make sure your created content reaches the intended audience quickly.
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:
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