

DZone Trend Reports

Annual, members-only content that puts you in the consideration set.

A Trend Report sponsorship exposes your product, subject matter experts, and expertise to the audience you want to reach – influencers and decision makers at tech and tech-enabled companies

WHY SPONSOR A TREND REPORT?

Leaders at tech and tech-enabled companies need insights into the future direction of technology and how developers are reacting to those trends. Trend Reports provide insights to help leaders read current market signals, anticipate future demand, and innovate to stay relevant – all compiled from an extensive developer survey and thought leadership articles on emerging topics.

WHY DZONE?

- The broadest and deepest portfolio of user-generated expert technical content in the industry.
- Attracts 29 million unique users per year.
- Unique traffic has grown 41% year-over-year.

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(919) 678-0300

SPONSORSHIP INCLUDES

- Logo placement on the front page of the report and thumbnail on landing page.
- List of global contacts who download the Trend Report.
- Two-page spread inside the report – suggested use is one full-page case study and one full-page ad.
- Promotion of Trend Report sponsorship in podcast series and in relevant Zone.
- Emails sent to 20,000 DZone targeted subscribers.
- Licensed asset for use in sponsor channels.

SAMPLE TREND REPORT TOPICS

- DevSecOps
- API Management
- Kubernetes and CI/CD
- Enterprise Blockchain
- JavaScript Frameworks
- Serverless
- Application Security
- Migrating to Microservices
- Kubernetes in the Enterprise
- Scaling DevOps