

# DZone Zones

An always-on investment that drives highly qualified traffic to your website – filling your lead pipeline.

The top reasons developers visit DZone.com are to learn new things and find solutions to a problem. Zone sponsorship gives you a unique opportunity to increase product awareness when developers say they need information the most.

## WHY DZONE?

- The broadest and deepest portfolio of user-generated expert technical content in the industry.
- Attracts 2.6 million unique users per month, of which nearly 50% visit more than once a week.
- Unique traffic has grown 50% year-over-year.

## WHY SPONSOR A ZONE?

- Trusted, authentic user-generated technical content from experts and practitioners.
- High daily publishing volume drives audience growth and repeat visits.
- Exposure to an audience driven to seek solutions to existing problems.

Call to Learn More  
(919) 678-0300

## SPONSORSHIP INCLUDES

- Opportunity to shape the narrative around trending topics in a trusted end-to-end developer resource.
- Display and native ads published alongside Zone content to drive high-value traffic to your site.
- Sponsored resource links and curated content increase traffic and engagement.

## METRICS

- Ad impressions and clicks.
- Comparisons against DZone benchmarks.

## ZONE TOPICS

- Agile
- AI
- Big Data
- Cloud
- Database
- DevOps
- Integration
- IoT
- Java
- Microservices
- Open Source
- Performance
- Security
- Web Dev