

# DZone Guides

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

Guides provide a high-level, user-generated industry snapshot of trending technical topics. Guide sponsorships generate product awareness and let you help shape the narrative during product evaluation and consideration stages.

## 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 GUIDE?

Guides provide developer gate keepers with:

- Annual, members-only overview of trending technical topics.
- A curated list of relevant products and solutions.
- Current audience research insights.

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## SPONSORSHIP INCLUDES

- Logo on the cover and advertisement inside the Guide.
- Opportunity to provide a chapter.
- Inclusion in buyer's guide directory.
- Access to insights from audience research.
- Licensed asset for use in other marketing venues.

## METRICS

- High-intent leads.
- Comparisons against DZone benchmarks.

## GUIDE TOPICS

- Automated testing
- Big Data
- Containers
- Database
- DevOps
- IoT
- Java
- Microservices
- Security
- AI and Machine Learning
- Javascript
- Blockchain