Media Kit: InfoQ sponsorships

QCon QConplus.com
QConferences.com

QCon

QCon plus

InfoQ InfoQ.com

InfoQ

InfoQ Continuum

C4 Media

ENgINEERING CULTURE
by InfoQ

THE InfoQ
PODCAST

Guides (Books & eMags)

The Architects’ Newsletter

InfoQ Live
live.infoq.com
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 (13 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 via exclusive eMags, custom webinars, and podcasts.
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, and prices start at $5,000/MO
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**

- Data Mesh
- Deep Learning
- Blockchain
- LinuxKit
- C# 8
- WebAssembly
- Autonomous Vehicles
- Holacracy
- Developer Experience

- Evolutionary Architecture
- Function as a Service
- Data Engineering
- IoT Platforms
- Chaos Engineering
- Java 11
- Rust
- Deliberate Culture Design
- Remote-Only Teams

- Microservice Architectures
  - Kubernetes
  - Event-Driven Architecture
  - Streaming Data Analytics
  - Immutable Infrastructure
  - Observability / Telemetry
  - ASP.NET Core
  - Building High Performing Teams
  - Pragmatic Agility
InfoQ Audience Demographics

**Audience (Registered Users)**
- **69%** Architect: Chief/Enterprise/Application/Systems & Dev Team Lead: Sr. Dev/Sr. Engr/Ops Engr

**Geographic (WW Visitors)**
- **37%** North America
- **39%** EMEA
- **17%** APAC
- **4%** South America

sales@C4Media.com
“The reason I recommend InfoQ is the strong overlap of both 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.” - Gremlin

“The InfoQ team have helped us to meet our lead objectives quickly by doubling our lead expectations for the quarter. The team is always helpful and provide timely, actionable insight to improve our content marketing efforts.” - WSO2

“The main reason that we had opted to go for InfoQ is to get more visibility for our application monitoring product among the Devops crowd, and InfoQ has definitely been one of our top mediums to get visibility among Devops users.” - Site 24x7

1.5 million unique visitors monthly

sales@C4Media.com
2021 Strategic Campaign Planning Map

**InfoQ LIVE**

Monthly 1 Day Virtual Events (beginning in February!)

- Exclusive sponsorship (only 2 sponsors per event)
- Includes sponsored panel discussion and landing page promoting your content to 250-500 attendees

**QCon plus**

May 10 - 28, 2021

- 3 week long virtual event with over 50 speakers and 1500 paying attendees
- Sponsored speaking sessions, hands-on labs, and landing page throughout duration of event

**QCon SAN FRANCISCO by InfoQ**

November 1 -5, 2021

- An in-person event! Hallelujah!
- More details to come!

- Over 1.6 million unique visitors monthly
- 275k Registered Users WorldWide
- 70% Architects, Engineers, Dev Team Leads
- 30% CTO, VP of Tech, Business Level Mgmt.

**InfoQ**

Guaranteed Leads from exclusive sponsorships like eMags and monthly custom webinars.

**InfoQ**

Aligning your content on relevant articles on InfoQ provides you with engaged leads and traffic from a highly valued audience of influencers and decision makers.

<<< Leads / Traffic Campaigns on InfoQ.com: campaign duration of 90 - 365 days >>>

Dates subject to change

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