Media Kit:
InfoQ & QCon sponsorships

QCon Plus
QConPlus.com

InfoQ
InfoQ.com

QCon
QConferences.com

C4Media
We help software development teams adopt new technologies and trends

Engineering Culture by InfoQ

The Architects’ Newsletter
Live.InfoQ.com

InfoQ Live

Guides (Books & eMags)
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 (15 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 QCon, via webinars, podcasts, online events and in-person events
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, starting at $5,000/MO
Technical focus

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

- Rust
- Cutting Edge Performance
- WASM
- eBPF
- Machine Learning @ Edge
- Project Loom
- Java 16
- Defi
- Federated Machine Learning
- Differentiated Privacy
- GPU/Vector Support for the JVM

- Software Ethics
- Service Meshes
- Microfrontends
- Multicloud Practices
- GraalVM (Compile to Native)
- Cloud Native Adoption (Success & Failures)
- Hybrid Work Strategies
- Serverless: Orchestration vs Choreography
- DevEx
- Org Hacking
- Security & Customer Trust
- Becoming a Better Developer
- Edge Architectures & Wins
- Finegrained Access Control / Zero Trust

- DevOps in Practice
- Chaos Engineering
- Remote Working / MWP Strategies
- SRE
- Observability / Telemetry
- React
- Kubernetes Strategies
- Operating Microservices
- API Ergonomics
- Reactive Architectures
- Continuous Delivery
- Streaming Systems
- Microservice Patterns & Antipatterns
- Modern Data Pipelines
- Backend as a Frontend
- Kafka
- Lean & Process Improvements

sales@c4media.com
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
Testimonials

“The engagement with InfoQ feels more of a partnership than a client/vendor relationship. The customer service that InfoQ provides is much greater than what you would typically find in an ad platform. They have taken much of the heavy lifting during the process and make standing up campaigns super easy. The wide variety of ad formats is also great as you aren’t stuck with just running banners that rarely generate leads. The lead volume and quality have been great as well.”

Read More…

- John Staudenraus, Digital Marketing Manager @ VMware

“I'd absolutely recommend advertising on InfoQ to a peer. In the enterprise technology space, there are a lot of different channel options -- but the thing that I look at most frequently when evaluating a new channel is the audience....The reason I recommend InfoQ is the strong overlap 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.”

Read More...

- Peter Zawistowicz, Director of Growth Marketing @ Gremlin
## InfoQ Topic Sponsorship Tiers Comparison

<table>
<thead>
<tr>
<th></th>
<th>Emerging</th>
<th>Core</th>
<th>Spotlight</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic Selection</td>
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2021 Strategic Campaign Planning Map

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

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.

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

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

QCon plus

May 2021

2 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

November 1 - 12, 2021

A two week virtual event
Sponsored speaking sessions, workshops, and content online, with 16 tracks and over 50 speakers

*sponsorships available

Dates subject to change

sales@c4media.com

<<< Leads / Traffic Campaigns on InfoQ.com: campaign duration of 90 - 365 days >>>
2022 Strategic Campaign Planning Map

InfoQ | LIVE

Monthly 1 Day Virtual Events
February 22nd
Summer Series:
June 21st
July 19th
August 23rd

Exclusive sponsorship
(only 2 sponsors per event)

Includes sponsored panel
discussion and landing page
promoting your content to 250-500
attendees

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.

QCon plus

May 9th-20th
November 29th- December 9th

2 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

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

QCon by InfoQ

London - April 3rd-6th
San Francisco - October 23rd-29th

An in-person event! Hallelujah!

More details to come!

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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 >>>

calendly.com/bethanyvananda

Dates subject to change
We help software development teams adopt new technologies and trends.
For more information, email me at Sales@C4Media.com.