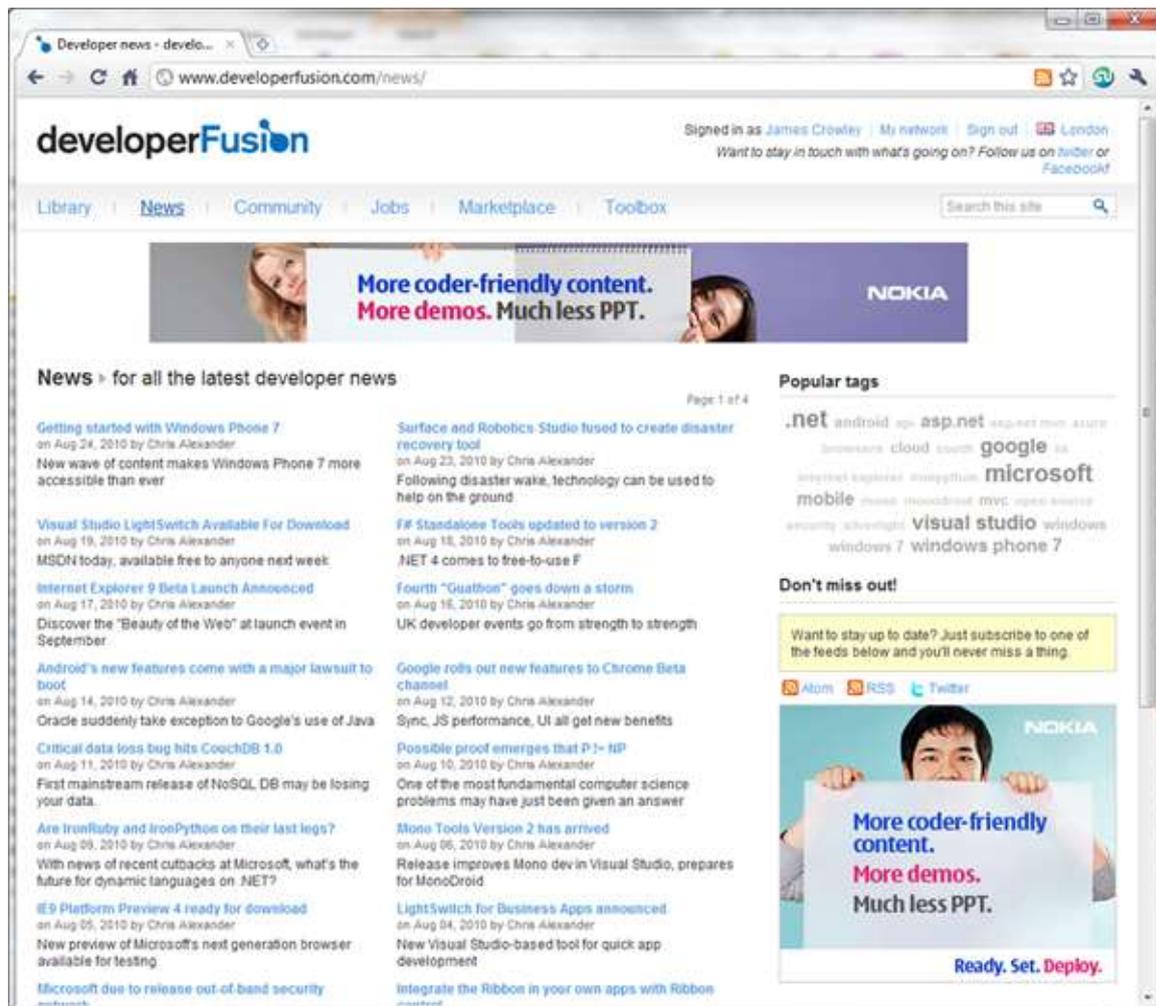


# developerFusion

## Media Pack 2010



# Introduction

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Developer Fusion started out life in 1999 and has now become one of the leading developer sites for Microsoft-related technologies, and the largest UK developer community site, with a worldwide audience.

Recognised by Microsoft as an outstanding community site, we're constantly working with our partners and members to provide a blend of high-quality content with additional services of benefit to our visitors.

## Audience

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### Traffic Figures

- » Over 2,500 pages of articles and sample code, viewed over 25 million times
- » 1 million page views per month
- » 400,000 unique visitors per month

### Newsletter

- » 50,000 opt-in Worldwide subscribers
- » 20,000 opt-in UK subscribers

### Country Breakdown\*

|                |      |
|----------------|------|
| United States  | 24%  |
| India          | 17%  |
| United Kingdom | 8%   |
| Germany        | 3%   |
| Canada         | 3%   |
| Australia      | 2%   |
| Netherlands    | 2%   |
| France         | 1.8% |
| Italy          | 1.8% |
| Sweden         | 1.4% |

\* Source: Google Analytics 2008

# Advertising with Us

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## Banner Creatives

We offer the standard range of banner advertising opportunities, including

468x60 and 728x90 Banners  
300x250 MPUs

We can perform geo-targeting if you are looking to target an audience from a particular country.

## Product Showcases

Get your products listed within our technology directories, with pages to showcase your company, and individual products, along with the option to publish accompanying white papers, and arrange an independent review of your product for publication on Developer Fusion.

## Newsletter Sponsorship

Gain access to our direct mailing list by sponsoring our bi-weekly newsletter, with the option of a direct mention in our editorial that week.

## Event Promotion

Promote your conference, training seminar or other events within our event listing page, with additional options for integrated promotion throughout the site.

## Job Vacancies

If you're looking to fill a job vacancy in your company, then look no further – through Developer Fusion you can access developers who are actively using our content in their every-day work; not ones that are out trawling the job sites.

## Featured Placements

For maximum exposure, we can display site-wide a featured product, event, or job advertisement in our left or right-hand navigation panels.

## Further Partnerships

We're always open to discussions on further ways we might be able to work together. Just get in touch.

# Contact Us

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For rates, a specific tailored proposal, or further information about the services offered by Developer Fusion, including product showcases and events, contact the following:

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