

# DevOps Bulletin

The latest **DevOps** trends  
in your inbox every week.

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Sponsor Kit



# What We Do



DevOps Bulletin is a hand curated digest of must-read DevOps tutorials, books, podcasts, open-source projects and jobs.



It is the ideal place to advertise developer tools, technical courses, developer job sites and tech conferences. Ads go in the section they fit best for that week's newsletter, placing ads in the best possible context.



Things we share frequently get wider attention across social media and on our landing page (100k+ monthly website visitors) and on sites like Hacker News and Reddit.

# Our Audience



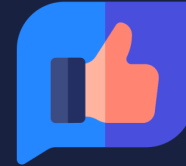
**80,000+**

subscribers



**57%**

open rate



**27%**

click rate

## Demographics & Stats

- ✓ Highly technical audience, primarily DevOps engineers, SREs, developers and C-levels.
- ✓ 40% United States, 10% United Kingdom, 10% Canada, 20% other EU, 20% other non-EU.
- ✓ 50% ages 25 to 34, 20% ages 18 to 24, 20% ages 35 to 44, 10% other
- ✓ Sponsorship ads get between 350 to 1200 clicks

# Subscribers from companies like



# Recent Sponsors



When You  
competing. When You  
highly recommended and a must  
as shifted my understanding and  
not necessarily becoming



### PROJECTS OF THE WEEK

increase  
organizations. They do  
structured projects  
tolerant solutions.  
top of the popular  
actions. You are  
[Read more »](#)



ins how your shell command works. It  
data from Fig (<https://fig.io>) and  
ns for hundreds of CLI tools like Git,  
and AWS - [Read more »](#)

#39: S3 Storage bill of almost \$100k/month

Join our **Discord**  
community and get help  
from **DevOps** leaders

JOIN DISCORD



### PODCAST/WEBINAR OF THE WEEK

Let's get stuff deployed!



This hands-on vi  
and ha

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Doc  
e R  
Read n

Rakesh Jain  
@devops\_tech

Kubernetes security  
A Thread

The company Ox4447 builds products to increase  
standardization and security in AWS Organizations. They  
this with automated pipelines that use well structured proje  
to create secure, easy to maintain and fail tolerant solutions.  
One of which is their VPN product - built on top of the popula  
OpenVPN® project, which has no license restrictions. You are  
only limited by the network card in the instance - [Read m](#)

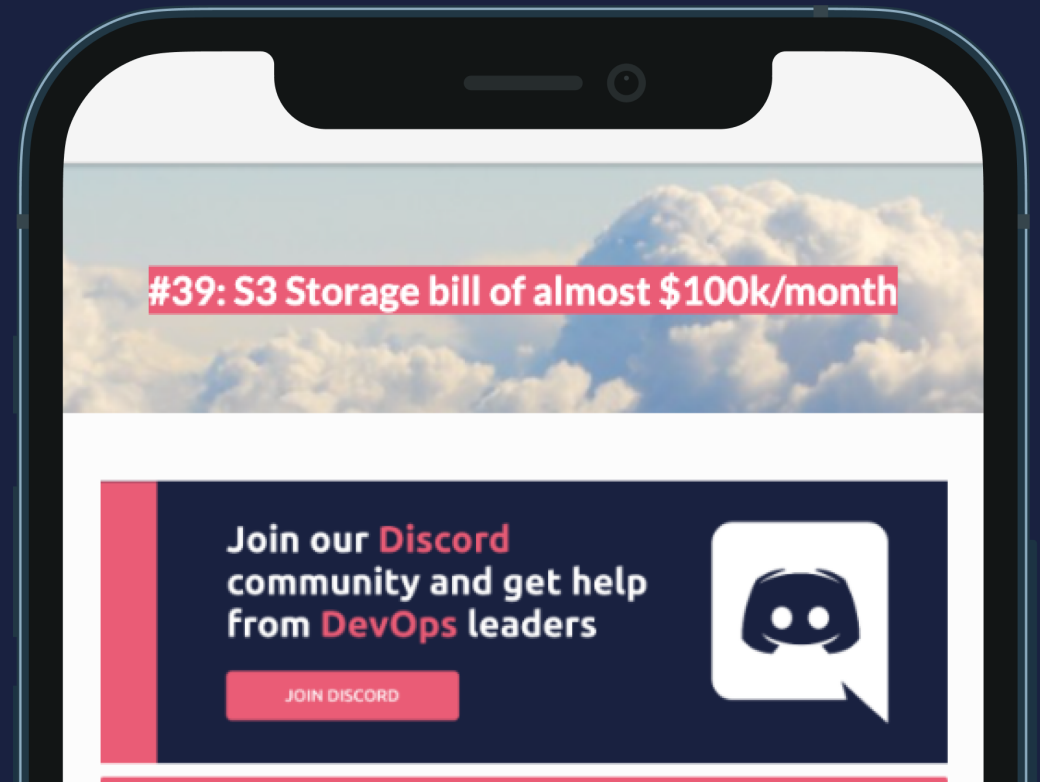


# Primary Sponsorship

You'll receive a sponsored ad spot at the top of newsletter (See "Discord banner"). We only accept one sponsor per issue to give our sponsor a dedicated space and avoid from overcrowding it for our audience.

The ad unit is limited to a banner. The cost is \$800 per issue with 3 issues minimum.

We are happy to assist you in writing ad copy that will fit the tone of the newsletter.

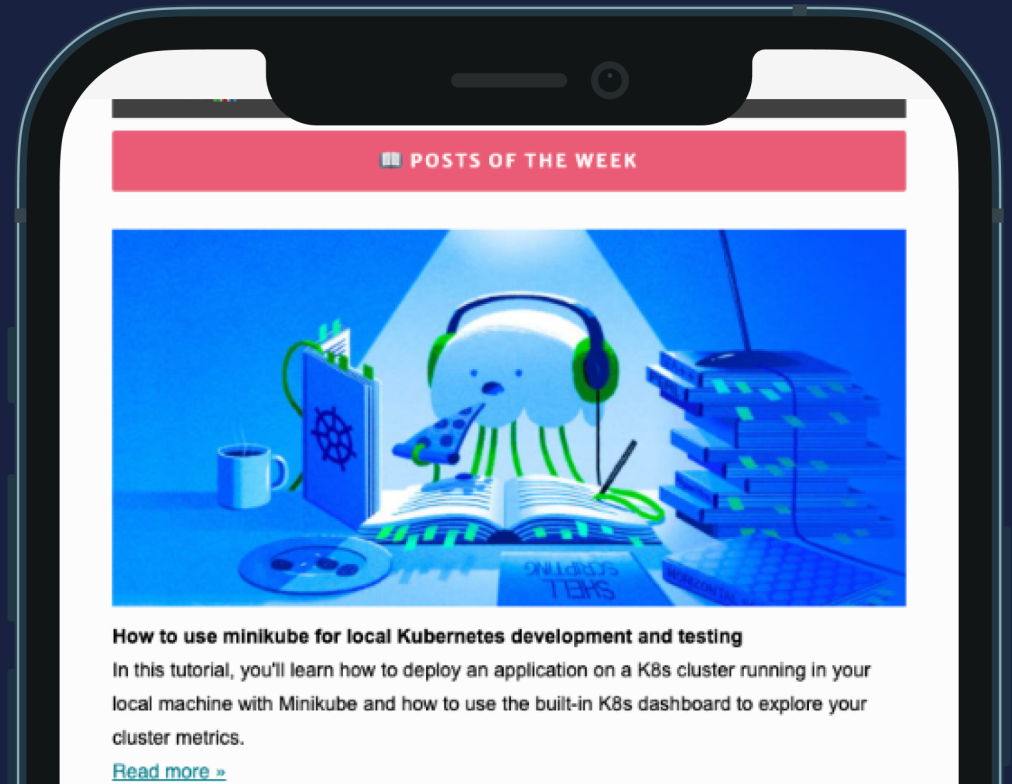


# "Post of the week" Spotlight

The main blog post of the week. It is highly encouraged to change copy and CTAs every week.

The ad unit is limited to a banner and 200 word description (optional) and CTA. The cost is \$500 per issue with 3 issues minimum.

We are happy to assist you in writing ad copy that will fit the tone of the newsletter.



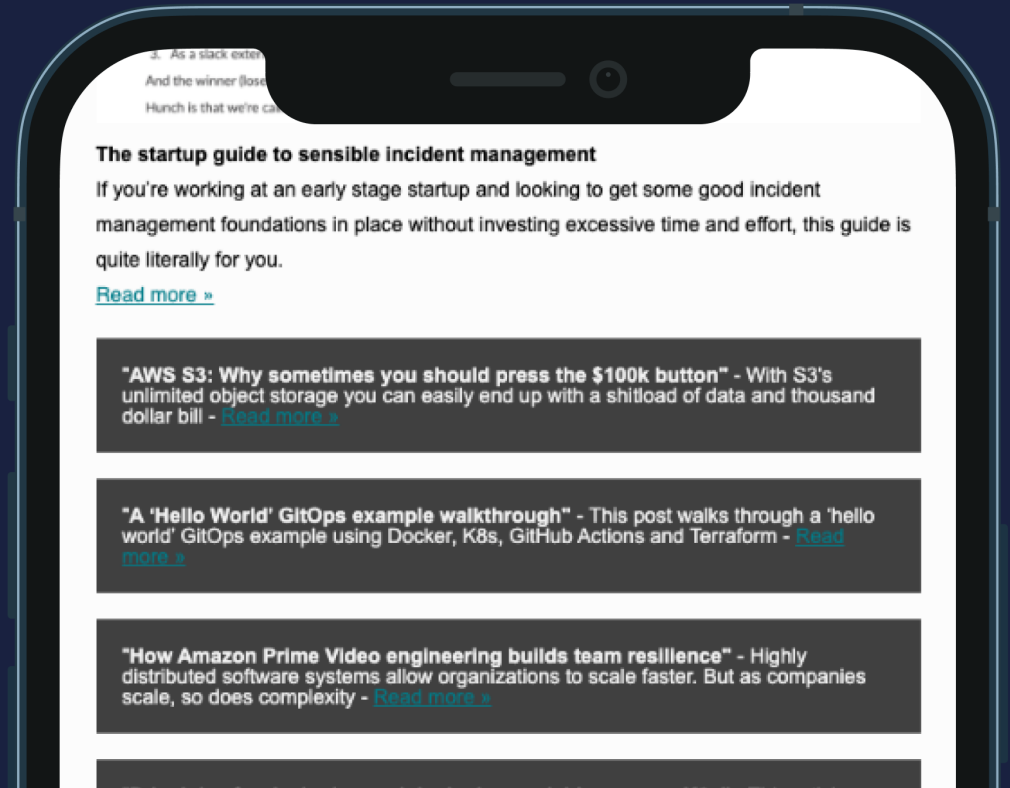


# Classifieds

Typically a headline, 50 word description and trackable link to the sponsor's blog post.

The cost is \$300 per issue with 3 issues minimum.

We are happy to assist you in writing ad copy that will fit the tone of the newsletter.



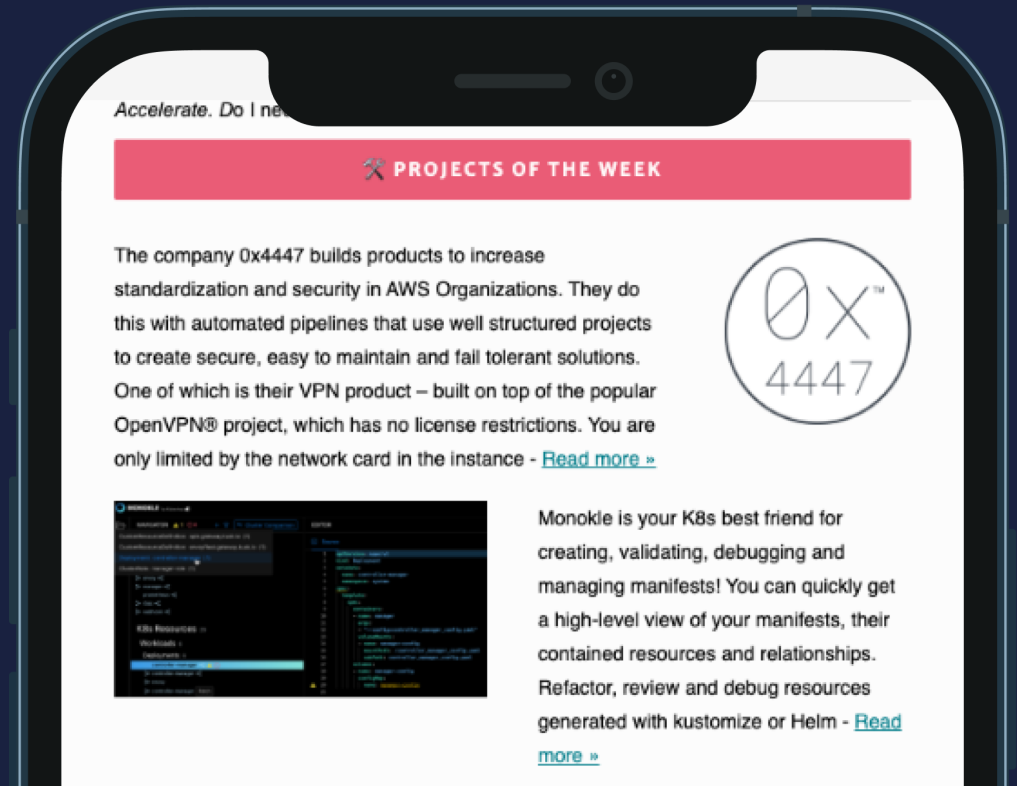
# “Project of the week” Spotlight

Ideal place for developer tools, platforms and open-source projects.

The ad unit is limited to a logo/image, 200 word description and CTA. The cost is \$400 per issue with 3 issues minimum.

Discounts are up to 40% for open-source projects.

We are happy to assist you in writing ad copy that will fit the tone of the newsletter.

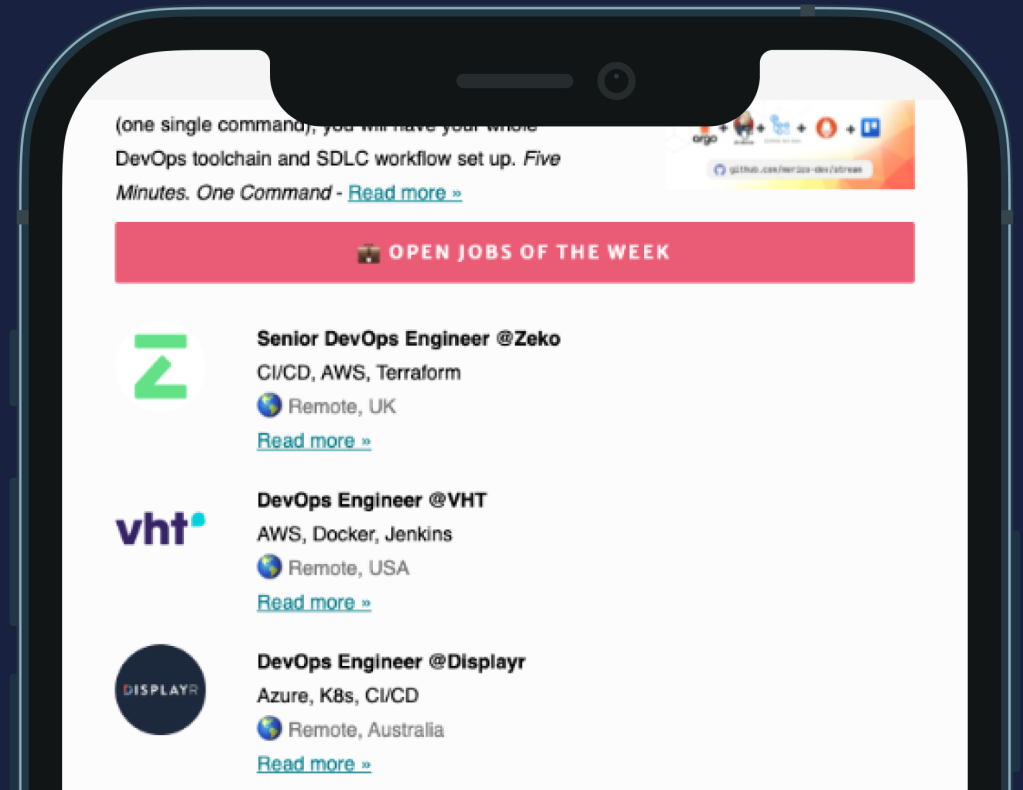


# Promote your DevOps/Developer position

The newsletter is trusted by hundred of remote leading companies such as MongoDB, Stripe, CloudBees, Docker and many others. Your job will also be shared on our job board\* (100k+ monthly website visitors).

The newsletter well-defined audience can increase significantly your chance of finding your next engineer!

Publish your job post for \$200 on [devopsbulletin.com/jobs](https://devopsbulletin.com/jobs).



# Questions?



**Hey, I'm Mohamed Labouardy**

**Publisher of DevOps Bulletin**

Reach out anytime with questions:



[contact@devopsbulletin.com](mailto:contact@devopsbulletin.com)



[@devopsbulletin](https://twitter.com/devopsbulletin)