



MEDIAKIT





Media about IT and tech in Georgia

The mission of dev.ge is to contribute to the growth of the community of Georgian tech and digital professionals.





We offer readers news, analytics, research, blogs, and job opportunities for the Georgian tech and digital professionals community.

Our goal is to support the growth of citizens' awareness about technologies in Georgia by following the standards of journalistic ethics. herewith provide techcommunity with quality information about the success and challenges of Georgian IT.

We share the values of the free market, freedom of speech, and tolerance, we are free from discrimination.



dev.ge is published by  
dev.media - an international  
media company.

dev.media was founded in 2008 and  
currently is based in Kyiv, Warsaw,  
and Tbilisi.

The owners of the company are the  
founder Artiom Kontsevoi and the  
company VP Capital, which invested  
in the publication in 2017.

Other projects of dev.media are:



2008



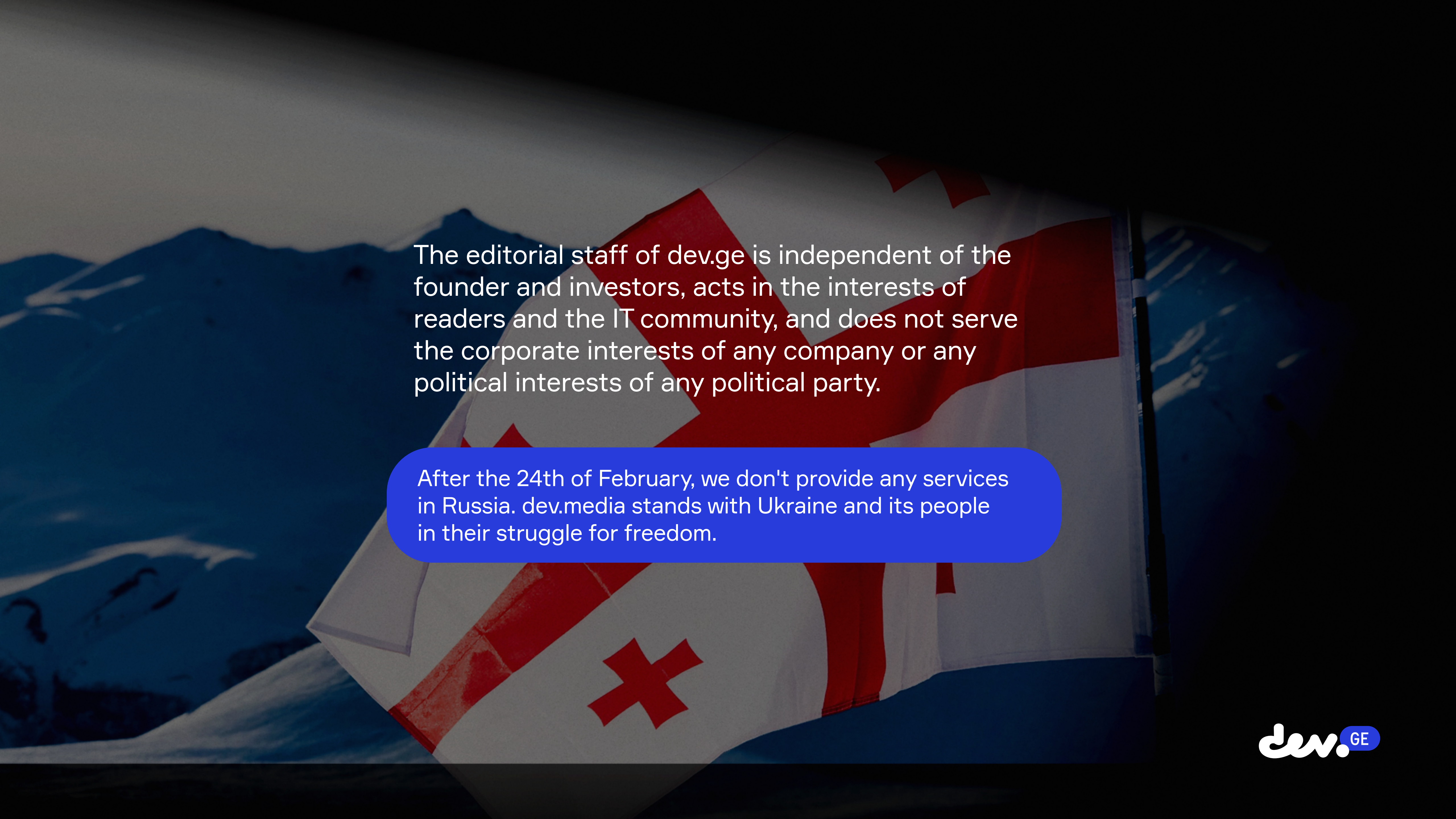
2021



2022







The editorial staff of dev.ge is independent of the founder and investors, acts in the interests of readers and the IT community, and does not serve the corporate interests of any company or any political interests of any political party.

After the 24th of February, we don't provide any services in Russia. dev.media stands with Ukraine and its people in their struggle for freedom.



# Content placement guide

Sponsored Content is by default published on the second position on the dev.by homepage.

Unlike advertising articles, sponsored content stays there after 24 hours since the publication as it moves down to lower positions.

An advertising article is a piece of content intended to grab attention and encourage interest in a particular product or service. It can appear in various formats such as: news, press releases, articles, analytics or brand-building content. Advertising articles can be either provided by the client or produced internally by our editorial team.





## Article

The client can be the central figure in a story or one of its participants, act as an expert or simply the initiator of a topic that's caught their attention. Our approach to developing the story will be shaped by the article's purpose and idea – we'll first begin by discussing them with the client, and then get the material ready. Article always stick to the facts and have no place for fiction, emotion and blatant advertising; they are reliable, useful and interesting for the reader. Such materials seamlessly blend into dev.by style and scope, which is why they read just as well as editorial pieces.

The article is also promoted on dev.by's social media: Facebook, Twitter, VK, LinkedIn.

\$810

## Promotional article

Upon request, our editors can suggest stylistic tweaks to the article and improve the heading to make it more attractive and clickable. Advertising articles are always placed on the fourth position.

\$400

## Sponsored article

Our editorial team can create an advertising article for you (this includes writing and editorial services). Photography and/or illustration services are charged separately. Consider a native sponsored post as an alternative to direct advertising.

Advertising articles are always placed on the fourth position of the homepage.

\$675

## Stress interview

Enough of employers grilling their candidates in job interviews! In this project, we'll go and interview your company for a change. Get you to open up about your plans, achievements and failures, salaries and overwork. Your job is to be honest in your answers, to the max. Our editors will take care of the final text.

The publication will be promoted on our social media (Facebook, Twitter).

\$725



## Company dossier

An article revealing company's unique personality, its expertise and experience. Dossier shows the most distinguishing facts to be proud of: projects, cases, non-standard solutions or a top-notch company culture. It helps find new talents, increase brand awareness, and build a stronger image in IT-community. The article is written by dev.by's editorial team and is placed on the homepage (a day in the first screen, then a day in a widget).

\$675

## Cards

Cards help readers quickly get the hang of a topic regardless of how difficult it is. Companies can cover a subject as clearly as possible in a card, or highlight their competitive edge. We first carefully study the matter, then single out the most important details and leave out the rest to create a concise picture for the reader. Cards contain short answers to key questions like what a thing is, how it works or who and why can possibly make use of it. Card take minimum time to read and give users maximum value.

\$675

## Quiz

A quiz can not only test readers' knowledge of a subject or broaden their horizons, but also tell a story or simply let them have fun. We can easily design quizzes of any difficulty level for our readers who enjoy intellectual challenges. They tend to engage with quizzes for longer and with greater intensity, and share them on social media.

\$725

## A firsthand look at IT professions

The series features articles written by experienced practicing professionals, with a personal take on tech jobs + answers to basic questions. Sponsored articles are always reliable, useful and engaging for the reader. Direct ads are a big no-no in this type of content. Partner info is put into the lead paragraph and into a prominent insert below the body of the article, including your open positions, if necessary.

These articles are actively promoted in our social media accounts and periodically reappear in the news feed.

\$810



## Superstory

A superstory is a classy longread which emotionally resonates with the brand and its values in a captivating and exciting way. For each project, we create a landing page with unlimited opportunities to integrate your brand, company or service. We take an extremely detail-oriented approach to working with media files such as images, photos, videos and audio. No limitations on the structure or make-up of the story. No trace of other companies like banners, brands or logos. This is a top-priority message fully focused on the narrative and its appeal to the reader.

The article is also promoted on dev.by's social media: Facebook, Twitter, VK, LinkedIn, as well as in Telegram news channel. Superstories work best as a «series» with several «episodes» rolling out one by one. The readers will regularly come across them on dev.by and our social media pages and travel from one «episode» to another within the landing page. Superstories reach at least 5K people.

WE CALCULATE THE PRICE FOR SUPERSTORY PROJECTS INDIVIDUALLY DEPENDING ON EACH CLIENT'S NEEDS AND PREFERENCES

## Social media promotion

Sponsored content comes out as a separate advertising post on dev.by's social media pages: Facebook, Twitter.  
Can be further promoted to boost outreach.

\$50

## Promotion in Telegram

Sponsored content is published as a separate advertising post on Telegram.

\$50

## Instagram story

Instagram stories represent a game-like interactive format. In 2 to 5 story slides, we ask subscribers to take a quiz/ vote/ play a game, etc., on a topic directly or indirectly related to the partner's business.

We'll come up with an idea and realize it together (but you can leave this bit of work to us, too).

The last slide introduces the partner and contains the relevant link.

\$50





**Giorgy Kostava**

Giorgy@dev.media

**Alisa Zelenkevich**

Alisa@dev.media