

# PROMOTIONAL CAMPAIGNS WITH DEVEX

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## 2014 MEDIA KIT

Since our founding at the Harvard Kennedy School more than a decade ago, Devex has become one of the most widely-recognized and trusted brands in development. Serving as the largest international development community in the world, Devex connects **more than half a million individuals** to each other and to **1,000 of the leading development organizations** who use Devex services every day to source the best and brightest talent for their projects and organizations, and rely on the critical information and insight into development issues we provide to guide their organizational strategies.

## Get Connected with Our Community

Devex provides promotional opportunities for consultancies, NGOs, agencies, suppliers, and organizations looking to share their message with the larger global development community. Our platform, including our website and industry-leading publications, provide organizations with a unique and essential opportunity to communicate with our diverse yet targeted audience of development practitioners.

With an average of **200,000 unique visitors per month** to devex.com and **over 1 million subscribers** across our publications, we serve a growing global network of individuals waiting to be connected to your organization's thought leadership.

### Our customizable ad packages can include:

- Graphical Advertising on devex.com and in our newsletters
- Sponsored Articles
- Print Advertising
- Social Media Promotions and Strategy Planning
- Partnership Opportunities
- Events

We're happy to help you create an advertising package designed to fit your needs and maximize your budget. To get started, contact us at +1.202.249.9222 or [info@devex.com](mailto:info@devex.com).



*Our business has been through many changes over the last few years and having a partner like Devex to help us share our marketing message within the development community has proven to be invaluable. The various opportunities they provide as well as the expansive reach into this important community, make Devex an easy choice with which to do business.*

Rachel A. Bryant  
Director, Marketing  
Thomson Reuters



*Over the past year, TechChange has benefited immensely from advertising with Devex. We've seen enrollments in our online courses increase by 10-15% as a result of placements in the global newsletter. I would highly recommend Devex to anyone interested in advertising with them.*

Nick Martin  
Co-Founder &  
President  
TechChange



## Homepage ([www.devex.com](http://www.devex.com))

Our website receives an average of 1.8 million visits per month, many of those visits beginning at our homepage. A homepage ad will yield the broadest visibility on our site.



## Block Ad

Specifications:

- Size: 285x256 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



Devex hosts the most popular job board for international development employment opportunities receiving approximately 1,000,000 views each month.

Specifications:

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## News ([www.devex.com/news](http://www.devex.com/news))

Devex is a comprehensive and up-to-the-minute news source on international development around the globe. Providing commentary and analysis from leaders in the foreign assistance field as well as breaking news coverage and insight from top development reporters worldwide, this constant flow of real-time intelligence serves 200,000 monthly visitors to our News page alone and has drawn comparisons to Bloomberg's financial information service.



## Block Ad

### Specifications:

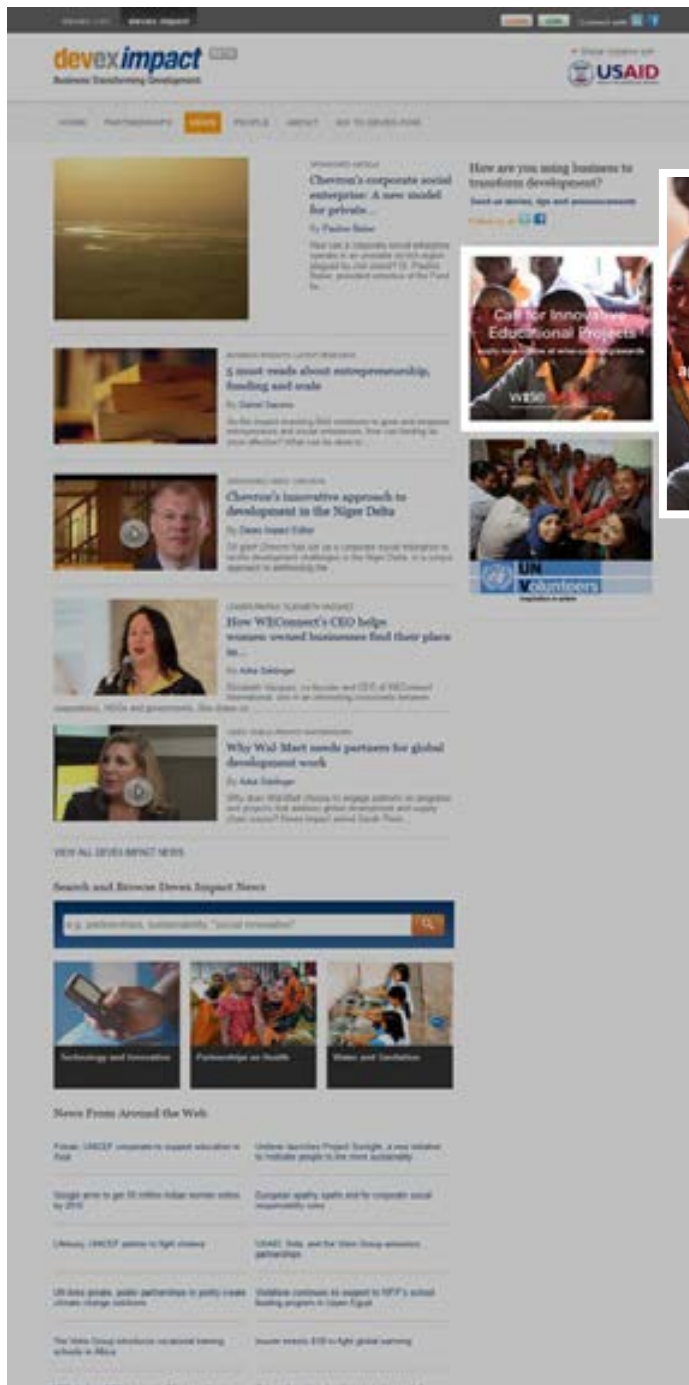
- Size: 285x256 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif

**eudevdays.eu**  
Closing panel  
27 November 2013  
16:15-17:45 CET  
Auditorium A



## Devex Impact ([www.devex.com/impact](http://www.devex.com/impact))

Devex Impact is a global initiative by Devex and USAID in partnership with top international organizations and private industry leaders. Here at the intersection of business and global development, companies, organizations and professionals connect to find the practical information they need to make an impact.



### Block Ad

#### Specifications:

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- Maximum File Size: 200K
- File Types: .jpg or .gif

# Newsire

Released daily, *Newsire* provides a comprehensive look at the day's top development breaking news, analysis and opinion. Approximate Circulation: 160,000 subscribers.



## Banner Ad

- Specifications:
- Size: 468x60 pixels
  - Maximum File Size: 200K
  - File Types: .jpg or .gif

## Sponsored Program Profile, Conference, or Announcement

- Specifications:
- Size: 250 words (max)
  - File Type: Text only (may include a small logo or photo sized to 192x144 pixels)



## Doing Good Newsletter

A weekly publication of career insights for aid workers and development professionals. Approximate Circulation: 306,000 subscribers.



### Tower Ad

Specifications:

- Size: 195x395 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



### Banner Ad

Specifications:

- Size: 468x60 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



### Sponsored Program Profile, Conference, or Announcement

Specifications:

- Size: 250 words (max)
- File Type: Text only (may include a small logo or photo sized to 192x144 pixels)





# Development Insider

This weekly newsletter includes intelligence, insights and executive-level guidance, for those on the leading-edge of development. Approximate Circulation: 129,000 subscribers.



## Banner Ad

Specifications:

- Size: 468x60 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



## Sponsored Program Profile, Conference, or Announcement

Specifications:

- Size: 250 words (max)
- File Type: Text only (may include a small logo or photo sized to 192x144 pixels)



GDB

Our flagship publication, this weekly newsletter is full of the latest buzz in global development that you need to know about. It is a definitive source for global development professionals. Approximate Circulation: 333,000 subscribers.



Tower Ad

Specifications:

- Size: 195x395 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



Banner Ad

Specifications:

- Size: 468x60 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



Sponsored Program Profile, Conference, or Announcement

Specifications:

- Size: 250 words (max)
- File Type: Text only (may include a small logo or photo sized to 192x144 pixels)



# The Friday Wrap-Up

This newsletter provides the latest contract award and shortlist announcements, leader profiles, and insider industry news. Approximate Circulation: 17,000 subscribers.



## Banner Ad

Specifications:

- Size: 468x60 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



A comprehensive list of the top international development, global health, and relief jobs. Approximate Circulation: 277,000 subscribers.

## Block Ad

- Size: 285x256 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif



This daily email alerts members to the latest international development procurement and grant opportunities. Approximate Circulation: 12,000 subscribers.



### Specifications:

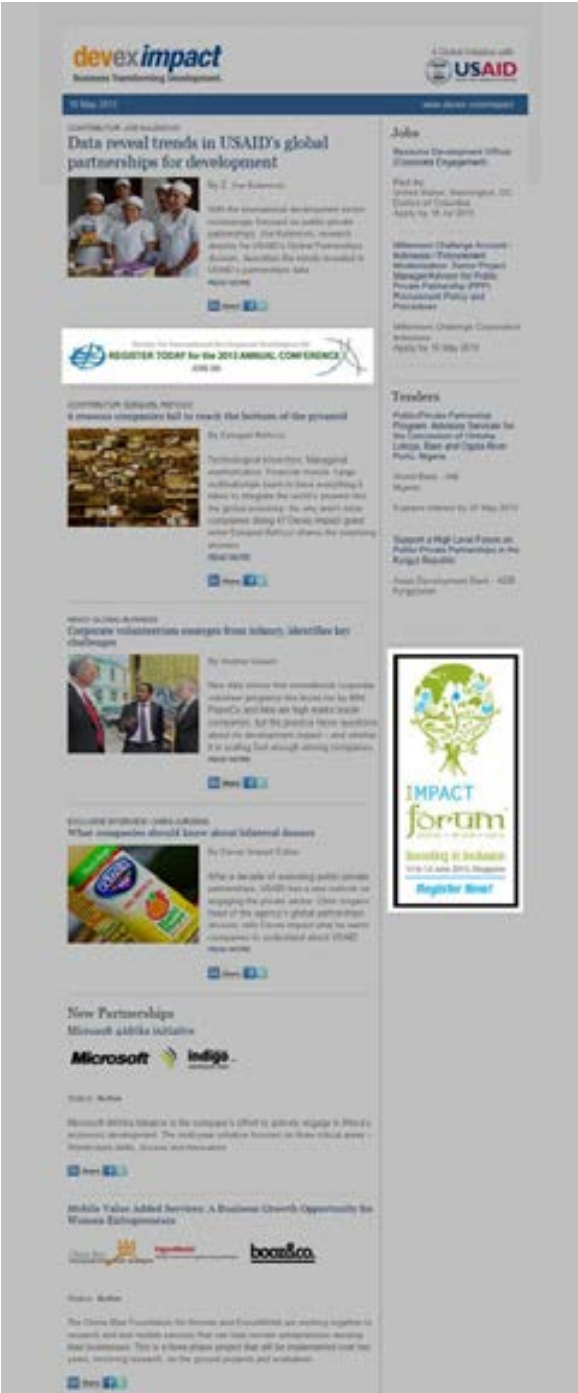
- Size: 468x60 pixels
- Maximum File Size: 200K
- File Types: .jpg or .gif





# Devex Impact

A bi-weekly publication providing crucial analysis and advice at the intersection of business and global development. Approximate Circulation: 2,500 subscribers and growing.



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## Tower Ad

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# Devex Executive Review

Each quarter we publish an issue of *Devex Executive Review*, our only print publication, which is designed specifically for our audience of senior-level executives and decision-makers within donors, companies, and NGOs working in development.

A hard copy of each issue of *Devex Executive Review* is sent to over 2,000 development leaders and is distributed online via email to our Executive Members.



## Sponsored Articles

A sponsored article with Devex gives you the opportunity to go beyond individual ads and really tell your story to the larger development community. Shed light on what makes your organization different, the impact it makes, the exceptional accomplishments it's produced, and more through an article featured front and center on the Devex homepage as well as integrated with breaking news content in our newsletters.

Sponsored articles are written by members of the Devex Editorial Team with your direct input on the goals and messaging of the piece, and of course, final sign-off before publication. You will also have continued access to the URL to distribute even after the article promotion term has ended for you to use as evergreen marketing content.



“Loyola’s sponsored article drafted by Devex professionals, was an excellent complement to our marketing efforts to bring international awareness to Loyola’s exceptional new rule of law degree program.”

Elisabeth Brookover  
Director of Communications  
Loyola University Chicago  
School of Law





## Social Media

Social media is all about engaging in meaningful conversations online, and we're in constant contact with our growing social community of over 112,000 individuals. Using [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#), and [YouTube](#), we keep a pulse on what development professionals are really talking about, and can help you influence the conversation by promoting your event, product or campaign on our channels. To make sure our social networks remain an integral source of information, we only share content we feel will be both valuable and relevant to our followers. Some of the types of content we like to share are:

- Articles
- Blog posts
- Op-eds
- Videos
- Photos
- Infographics

### Social Media Options Include:

**Single sponsored tweet:** If you've already developed digital content around your product, event or campaign, we will tweet it to our Twitter network.

**Sponsored job tweet:** If you'd like to get the word out about a position you're recruiting for, we will tweet the link to your posting.

**Cross-platform sponsored messaging:** If you've already developed digital content, we will work with you to build a customizable package of cross-platform promotional messaging, posting your content to three or more of our social media channels. All you need to do is provide a list of sample social media posts so that we can understand the voice of your brand, then we'll work to develop perfectly-crafted messaging to suit your target audience.

**Social Media Campaign:** We can work with you to develop a complete social media campaign (including editorial and/or multimedia content) around your product or event. Whatever your goals are, we will develop and promote the right content to amplify your message to the right audience.



Whether you'd like to launch a new idea, spread your message, build awareness of your organization, promote special projects and events, develop coverage of an issue, or share your latest innovation, we can partner with you to maximize your impact.

In partnering with Devex you have the unique opportunity to **connect your organization's thought leadership** to a **targeted audience** of development professionals and **build awareness** of your mission and latest innovations with the **larger development community** in ways that wouldn't be feasible anywhere else.

Helping members of the development community become more successful is at the core of our mission. That's why, as a partner, we work with you every step of the way to build customized campaigns and ensure you're able to **make your strategic vision a reality** using our platform as a catalyst.





## Video Interviews

Video interviews with senior development leaders are often among the most popular content on devex.com. Our correspondents are constantly bringing our community of global development professionals to the middle of the action at important development-focused events around the world, including European Development Days, the United Nations General Assembly and Clinton Global Initiative annual meetings, BCLC and more.

In addition to on-site video interviews at these major convergences, the Devex headquarters in Washington, D.C. is home to a fully equipped video studio where we we've hosted special guests from top development organizations such as RTI, USAID, and World Vision International. Video interviews are most often part of larger partnerships with Devex.



Looking for an actionable way to create buzz around an issue or your organization? Why not partner with Devex to host an event.

Most commonly we work with organizations interested in sponsorship opportunities for events being hosted by Devex, like our networking happy hours and career fairs held around the world. We are also open to co-sponsoring and hosting events in partnership with your organization. We can work with you directly on the logistics and planning as well as the content and promotional aspects of the event depending on your goals.

Additionally, we welcome opportunities to host sponsored events virtually to further your reach. This can include working with you on events like webinars, Google Hangouts, and Twitter town halls.





We're happy to help you create an advertising package designed to fit your needs and maximize your budget. Please feel free to get in touch with us at any time so we can work together to meet your promotional goals and grow awareness of the important work you're doing within the international development community.

**Call: +1.202.249.9222 | Email: [partnerships@devex.com](mailto:partnerships@devex.com)**



**Alan Robbins**  
Partner & Global Head,  
Membership & Alliances



**Jamie Bay Nishi**  
Director  
Member Services



**Corinne Gray**  
Associate Director  
Marketing & Communications



**Rolf Rosenkranz**  
Editor  
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**Alexandre Cabaret**  
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