



TechnologyAdvice Announces The Acquisition of DZone.com

Nashville, TN, USA, July 14, 2023 — TechnologyAdvice, a leading B2B platform delivering advice and facilitating connections between business technology decision-makers and the world's best technology companies, has announced the acquisition of DZone.com, one of the world's largest online communities and a leading publisher of resources for software engineering and technology professionals.

“DZone’s talented team of editorial and tech professionals has joined our larger organization, with enhanced support and resources to take the DZone community and brand to the next level,” said Rob Bellenfant, CEO and Founder of TechnologyAdvice.

DZone has more than 2 million total registered community members and more than 1,500 active content contributors. DZone’s content empowers job functions involved throughout the software development life cycle, including developers, architects, IT Ops, testing, QA, project managers, data analysts, and more.

“The combined power of DZone and TechnologyAdvice brings an increased focus on helping DZone and TechnologyAdvice customers engage tech buyers where they are in their buying journeys across more than 20 owned and operated media brands,” said Zach Jones, CRO of TechnologyAdvice.

TechnologyAdvice’s core purpose is to create opportunities for its audiences, customers, team members, and communities. DZone and its curated thought leadership will join existing properties that cover software development in the TechnologyAdvice ecosystem, including Developer.com, CodeGuru, and DatabaseJournal.com. Together, these sites will further support the

company's ability to facilitate connections between business technology decision-makers and the world's best technology companies.

About TechnologyAdvice

Founded in 2006, TechnologyAdvice is a leading B2B ecosystem that includes a portfolio of 30+ digital media brands attracting an audience of more than 100 million business technology buyers. TechnologyAdvice helps business technology buyers make more informed purchase decisions and connects its audience of buyers with the world's leading B2B technology vendors and their products. For more information visit technologyadvice.com.

About DZone

DZone.com is one of the world's largest online communities and a leading publisher of knowledge resources for software & technology professionals. Every day, thousands of visitors come to DZone to join a collaborative environment that empowers developers and software professionals to share knowledge, build skills, and solve problems. DZone has more than 2 million members, thousands of resources, and a constant stream of new content that incorporates diverse opinions and inspires positive change through technology. For more information visit dzone.com.