

WeAre Developers

powered by heise developer

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Print + Digital

„WeAreDevelopers“ is a special
supplement in the
subscribed circulation of

ct +  + **Digital**

WeAreDevelopers 1/20

WeAreDevelopers - The magazine for developers and those who want to become one. Reach a top target group of almost 230,000 Heise subscribers with this combination (c't and iX Magazin). In addition to the print edition, the magazine is distributed as a digital edition to a large number of young developers (free and interactive PDF version). The digital edition is advertised via heise online, WeAreDevelopers and additional promotional activities. Thus 30,000 registered users of WeAreDevelopers get access to the digital version of the magazine, in addition 90,000 WeAreDevelopers followers are informed about the issue (incl. links) and 12,000 subscribers are made aware of the magazine directly via newsletter.

c't, iX and heise Developer have the readers and users you need - IT and software professionals, IT engineers, innovation managers - and a broad readership interested in IT and technology. The development potential slumbers within them. Awaken their developer genes from its slumber. WeAreDeveloper provides the perfect developer platform.

We look forward to having you with us!

Tarik El-Badaoui



Sales Director iX

Simon Tiebel



Sales Director c't

Our topics:

Why it's now is the best time to become a web developer

The article deals with technical topics such as Progressive Web Apps, Project Fugu and modern web interfaces.

Code quality

Just started in software development, first repository cloned, hardly any insight? This is how many newcomers feel when they are confronted with the realities of the software industry. Code quality is still poor in many companies, much to the chagrin of those who work with such code bases on a daily basis. In this article we look at how code quality can be an essential part of programming training and what lessons companies need to learn.

Management and commissioning of ML models using open source

In the past year, numerous frameworks were launched on the market with the aim of simplifying the commissioning of the models. The focus of the various frameworks ranges from data and model management to the deployment of the models on different cloud platforms. The article shows how a suitable selection of open source libraries can simplify the management and deployment of models.

Hacking

How the hacker mentality could become the most important skill in the 21st century.

Smart Contracts in Rust

Ethereum is the first public crypto currency that popularised the concept of Smart Contracts, and still the most successful one. However, the common programming language Solidity suffers from a whole series of systematic problems, which often lead to sometimes spectacular security gaps. A new generation of languages is about to make up for these shortcomings.

Quantum Computing

Quantum computers promise to radically change the technology of the future and turn RSA protocols upside down. Due to their quantum physical properties such as spin, superposition and entanglement, qubits can provide exponentially more computing power than bits - but what hardware, software and applications for business and science really stand behind these promises? Are quantum computers too complex and abstract? A clear no, general quantum computing applications range from financial markets, to medicine and security issues...

How Wire switched from JavaScript to TypeScript - migration tips

Development cycles are becoming shorter and shorter, and programming languages are also subject to continuous development. For the Wire collaboration platform, even exchanging a number of previously used programming languages paid off...

Young professionals in the development sector

Practice / Knowledge / Learning



IT / software development: **42 %** of c't readers read c't to acquire practical knowledge. ***80 %** read topics on software development in the iX.

Software Developer



51 % of c't readers work in IT / software development. Every third person is a software developer, every fourth project manager *

The typical iX reader works in IT / software development: **76 %**. And works as a software developer: **41 %**.

Age



They are well informed about current technical developments - this is said by **30%** of c't readers aged up to 29 and **44%** of 30-39 year olds.

Our readers - your target group



c't has a reach of **853,000** readers per issue!



87 % of c't readers are interested in continuing vocational training*.

For **92 %** of iX readers, continuing education is generally relevant.

85 % iX readers find job relevant information in iX.

c't contains interesting information for my job, say **68 %** of c't readers.*



Highly educated and with a university degree

60 % iX readers
37 % c't readers



„I will change my job or job in the next 12 months“, say **92,000** c't readers, **52,000** c't readers will study, finish an apprenticeship and start a career.



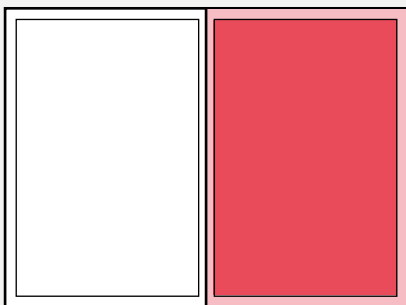
401.000 c't readers are fully absorbed in their profession and work hard for it.

Source: c't - AWA 2020, *c't readership survey 2019 n=1.740, iX readership survey 2019 n=1018

Place your services and offers for the target group

- as advertisement
- as advertorial
- as personal image advertisement
- as classic job advertisement

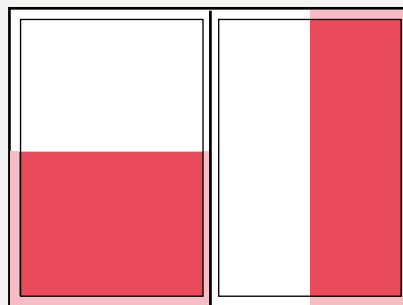
1 / 1 page Ad / Advertorial*



6,900 Euro

1) Type Area	185 x 232
2) Bleed**	200 x 280**

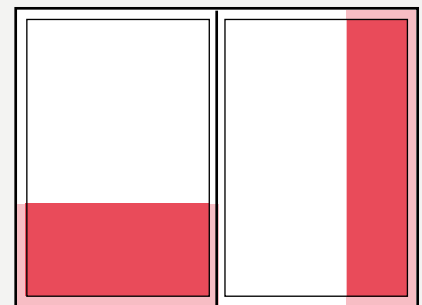
1 / 2 page Ad / Advertorial*



3,900 Euro

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1 / 3 page Ad



2,600 Euro

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All sizes: width x height in mm

** Trim allowance:
4 mm head, 4 mm gutter
3 mm face- and 3 mm foot

*Advertorial (text, image, logo),
number of characters on request

WeAreDevelopers 1 / 2020

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