

# We Are Developers!

powered by heise Developer

**Issue II/2021**

**Published end of November**

**Print + Digital**

„We Are Developers!“ is a special  
supplement in the  
subscribed circulation of

**ct** +  + **Digital**

## We Are Developers! 2021

We Are Developers! - The magazine for developers and those who want to become one. Reach a top target group of almost 220,000 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 GmbH 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 join us!

Tarik El-Badaoui

*T. El-Badaoui*

Sales Director iX

Simon Tiebel

*Simon Tiebel*

Sales Director c't

## Our readers - your target group



### 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 %**.



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

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



„I will change my job or job in the next 12 months“, say **86,000** c't readers,

**42,000** c't readers will study, finish an apprenticeship and start a career.



c't has a reach of

**922,000** readers per issue!

**85 %** iX readers find job relevant information in iX.

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



## Our topics in November:

### **Ethics and Artificial Intelligence: a new approach to AI systems**

Now that ML software will find its way into more and more areas of society, questions about the interpretability of ML systems or fairness and privacy are more burning than ever. What ethical and legal challenges do ML software developers face? What is the current legal (and what is the actual) state of affairs? How can software engineering for ML software work successfully and how can responsibility be integrated into this process? The topic is new, exciting and becoming more and more important, with most papers on it only appearing from 2020 onwards. For example, the dismissal of the well-known AI ethics researcher Timnit Gebru by Google caused a lot of furore. The article explains the concept of Responsible AI and looks at the current case law in the EU.

### **Acceptance tests in software development with Cypress, a practical example**

Writing tests makes it possible for developers to release high-quality software in the long term. High test coverage also ensures that future regression tests deliver meaningful results with little effort. The difficulty here arises from the perceived added value in daily work. The author uses a practical example to explain to the readers of his article how the Cypress framework works, shows how it can be integrated into an existing project and presents the structure of the tests as well as the implementation of a new test. The article is aimed at JavaScript developers who want to implement tests for their interfaces.

### **Software development with responsibility**

In the case of the Toniebox, a digital audio play cube for children that loads content directly from the internet, the developers wondered whether it was justifiable to include a microphone. They decided against it - a remarkable decision in a world of omnipresent Alexas (also in children's rooms and bedrooms). The product was nevertheless - or precisely because of this? - a commercial success. Employees who work on software bear enormous responsibility. Other examples: What if the code was written so badly that another team could not continue working on it? Or what if the implemented business cases are not tested? What if software falsifies test results from testing agencies? The article shows approaches that help teams to fulfil their role.

### **jQuery alternative Alpine.js: The Swiss army knife for dynamic web interfaces**

Inspired by declarative frontend frameworks like React or Vue, developer Caleb Porzio has been creating Alpine.js, a declarative, lightweight alternative to jQuery, since late 2019. With Vue-like syntax, it sees itself as the Swiss army knife for the most common front-end tasks web developers face. Thanks to this philosophy, developers using Alpine.js can often even do without a dedicated JavaScript file altogether. So whether Alpine.js will knock jQuery off its throne is questionable - but its rapid development and following make it an exciting alternative worth considering for interested developers.

### **Autonomous and assisted driving: Simulation-based testing of V2X communication with Vanetza**

V2X communication is a key technology in the mobility of the future through networking and automation. Simulation-based testing and real driving are essential in the approval process. DLR (German Aerospace Centre) is currently running projects on the future Advanced Driver Assistance Systems (ADAS), which are subject of this article. The article explains what V2X communication is and how software tests are used for safety in road traffic. A second focus is on the simulation framework Vanetza, which was actually designed by DLR for simulation in the railway sector. The author reports on her work on how the OpenScenario data format and Vanetza can be used to generate traffic scenarios for simulations. It is based on data from her practical and scientific project work.

### **How JavaScript tests become readable again. Tips and tricks from practice**

If developers use the wrong strategies, tests of JavaScript code quickly become unreadable and unmaintainable. There are many possibilities that have been tried and tested in practice that can help. Testing JavaScript code, especially in the frontend, is a widely discussed topic. Frameworks such as Jest and testing libraries already do a lot for developers, but it is still not easy to write readable and maintainable tests yourself. Common problems are code duplication, long lines that break several times and inaccurate selectors. The author introduces test methods and describes from the practice of a full-time tester how developers choose the right test type for their scenario. The use of matchers, CSS selectors, libraries and mock files has to be learned. The article shows tips and tricks that help with implementation and highlights how typical pitfalls can be avoided.

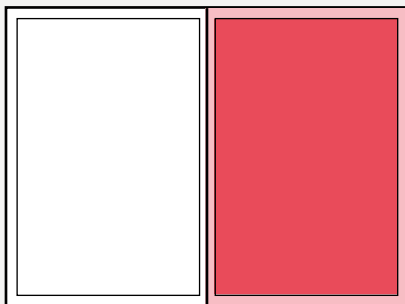
### **Developer Experience: Happy developers write better code**

The term „user experience“ (UX) is no longer unknown. It describes the experience of users while using software. But what about the developers who build the software? The Developer Experience (DX) is an important factor that should be taken into account in software development. DX adapts concepts from UX optimisation to the experience of developers. Content of the article is, on the one hand the presentation of the concept as well as a description from the subjective point of view of a JavaScript developer of how DX can be concretely improved.

Place your services and offers for the target group

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

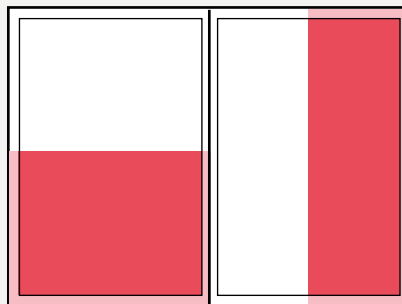
1 / 1 page Ad / Advertorial\*



6,900 Euro

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

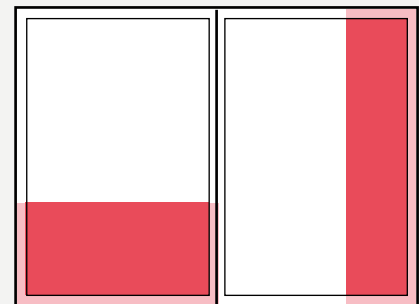
1 / 2 page Ad / Advertorial\*



3,900 Euro

- 185 x 116 90 x 232  
200 x 139\*\* 98 x 280\*\*

1 / 3 page Ad



2,600 Euro

- 185 x 82 58 x 232  
200 x 108\*\* 71 x 280\*\*

Trim size: 200 mm width x 280 mm height  
Type Area: 185 mm width x 232 mm height  
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

Cover page surcharge:

15 % on the 1/1 page price  
(= 7,935 Euro)

Print run:

around 220,000

copies plus digital distribution as PDF version

We Are Developers! 2/2021

Space close: 06.Oct.2021

Materials: 08.Oct.2021

On sale:

iX Magazin 12/2021: 18.Nov.2021

c't magazin 25/2021: 20.Nov.2021



Contact

Your personal contact person will be happy to send you an appropriate offer.

 Heise Medien

Karl-Wiechert-Allee 10 • 30625 Hannover • [www.heise.de/mediadaten](http://www.heise.de/mediadaten)

Combine Developer Print + Online  
and save 15% each

## Developer Online:

- AdBundle (Skyscraper, Leaderboard & MPU)
- Platzierung in Rotation auf dem ix & heise developer Channel
- AdImps: 50.000 /TKP 59.00 €
- Mediawert: 2.950,00 €
- Your special rate after deduction of 15% combination discount: 2.507.50 €
- We also grant you a 15 % discount on your print placement and desired format

Benefit from a 15 % combined discount on your Developer print and online booking if you place an online campaign on ix.de and [www.heise.de/developer](http://www.heise.de/developer) parallel to the publication period of the WeAreDevelopers! magazine!



### Leaderboard



### Leaderboard

## Contact

Your personal contact person will be happy to send you an appropriate offer.



Karl-Wiechert-Allee 10 • 30625 Hannover • [www.heise.de/mediadaten](http://www.heise.de/mediadaten)

## Contact

Michael Hanke

**Group Sales Director**

Phone: +49 [0] 511 53 52 167

E-mail: michael.hanke@heise.de

Tarik El-Badaoui

**Sales Director iX + Developer Conferences**

Phone: +49 [0] 511 53 52 395

E-mail: tarik.el-badaoui@heise.de

### World

Ellrik Freienberg

**Account Manager**

Phone: +49 ([0] 511 53 52 891

E-mail: ellrik.freienberg@heise.de

### Asia

Roberto Giordano

**Senior Account Manager**

Phone: +49 [0] 511 5352-817

E-mail: roberto.giordano@heise.de

### UK

Bastian Laudien

**Sales Director Digital**

Phone: +49 [0] 511 5352-743

E-mail: bastian.laudien@heise.de

### USA

Corven Krenke

**Junior Account Manager**

Phone: +49 [0] 511 5352-595

E-mail: corven.krenke@heise.de