

We Are Developers!

powered by heise Developer

March, June & November 2022
Print + Digital

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

 +  + Digital

MAGAZIN FÜR
PROFESSIONELLE IT

We Are Developers! 2022

We Are Developers! – 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 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. Issue 2 / 2022 will be published before the WeAreDevelopers (WAD) World Congress (15 / 16 June 2022) and will be published in English to additionally address the participants of the WAD World Congress. Furthermore, the e-magazine will be distributed to the developer community worldwide for the first time!

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.



87 % of c't readers are interested in professional development*.

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



„I will be changing jobs or professions in the next 12 months“, say **86,000** c't readers, **42,000** c't readers will complete a course of study, an apprenticeship and enter a profession.



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 %**.



c't has a reach of **922,000** readers per issue!

85 % of iX readers find information relevant to their profession in iX.



c't contains information of interest to my profession, say **68 %** of c't readers.*

The announcement news for the magazine on heise Developer and iX.de have the following coverage:

heise Developer

heise Developer Online Channel:

User traffic – September 2021: 933,527 Page Impressions (Source: IWW)

Coverage: 177,000 Unique User (Source: agof digital facts 2021 / July - Sept.)

Target group: - Software developers, architects and engineers
- Project and team managers
- Software and IT consultants

heise Developer Twitter Channel: **35,212 Follower**

heise Developer Newsletter: **4,900 Subscribers**

iX

iX Online Channel:

User traffic – September 2021: 1,105,638 Page Impressions (Source: IWW)

Coverage: 197,000 Unique User (Source: agof digital facts 2021 / July - Sept.)

Target group: - ICT Professionals
- IT and system engineers
- IT security officers
- Network managers and many more

iX Twitter Channel: **27,217 Follower**

iX.de Newsletter: **5,000 Subscribers**

WeAreDevelopers (WAD)

In addition, the e-magazine is also distributed via the channels of our partner WeAreDevelopers (WAD):

WAD Social media channels: around **130,000 Subscribers**

WAD Newsletter: > **50,000 Recipients** – multiple times

WAD Social Media Boost

The two e-magazine issues 2021 were downloaded digitally **23,187** times at WAD. (Total period 2021)

Topics and authors of the June issue

Programming, TypeScript, JavaScript, web applications, web frameworks, Java development, DevOps, diversity, IT salaries, ...

New generations of web-frameworks are coming

We use the web as a way to deliver content to our users. Most of that content comes in the form of web applications, and most of these web applications are built with one of many popular web frameworks. While these web frameworks are diverse in their APIs and philosophies, they are very much the same in how they work and therefore the same in their limitations.

A comprehensive look at the core problems that web developers are running into, the current state of frameworks and an outlook into the future of web frameworks.

Miško Hevery is the CTO at Builder.io, where he is helping to empower anyone to create blazing fast sites. Previously he has worked at Google, where he created Angular, AngularJS and was co-creator of Karma. Before focusing on making the web better, he brought testing culture to Google and the world through his blog.

The State of Java

Since 1995 Java has been one of the leading programming languages, powering applications for a wide range of platforms. The current LTS version Java 17 arrived in September 2021, superseding Java 11 from 2018. To get an overview of the current state of Java, we interviewed some of the leading experts on the topic, including Sandra Parsick, Falk Sippach, Wolfgang Weigend, Daniel Strmečki, Tobias Modig, Ivar Grimstad, Adam Bien and Sandra Gerberding, on how they managed the transition and asked them for some of their personal highlights and insights.

Maika Möbus is an editor at heise Developer and iX magazine based in Germany. Before diving into the editorial area of tech, she studied Sociology with a focus on statistics and social structure.

How your bundle size affects the climate

Global internet usage and website size are increasing and that has a real world impact on our climate.

Have you ever thought about how climate change affects your work as a developer? As a developer, you can also contribute to slowing down climate change, by implementing some practices in your daily coding. The article explores how websites have changed in the last century, how programming languages affect energy consumption and what actions can be taken to mitigate that effect.

Roy is an entrepreneur, speaker and author from The Netherlands and, in his own words, wants to make the world a better place through tech'. He has been giving talks and trainings to developers worldwide on technologies like GraphQL, React and TypeScript. Most recently he wrote the book Fullstack GraphQL.

Introducing Gender Diversity in DevOps

DevOps facilitates everything between software development and IT operations, so is critical to the success of modern business. However, it remains an industry with exceptionally low levels of diversity and therefore mono cultures are common. This article explores how businesses can become more effective as they start to disrupt orthodox thinking and embrace alternative approaches to problem solving, thereby improving their inclusiveness and productivity.

Stefania Chaplin's experience within Cybersecurity, DevSecOps and OSS governance means she's helped countless organisations understand and implement security throughout their SDLC. Stefania is passionate about DevSecOps and cybersecurity, having spoken at many conferences including; RSA Conference, ADDO, OWASP, JavaZone, Women in DevOps etc. She is also an active member of OWASP DevSlop, hosting their technical shows.

IT Salaries

There is no right answer to the question of how much a software developer should make. While top tech hubs such as Silicon Valley pay average salaries of up to 120,000 USD per year, developers elsewhere might be working for only 30,000 EUR gross. This article explores the range of developer salaries all over Europe and gives an insight into which professional experience pays off the most, which programming languages are most in demand and the role of freelance developers in the salary range.

Barbara Oberrauter is a long-standing journalist in Vienna with a focus on career and HR topics. Her focus is primarily on the diverse opportunities that modern, digital working environments bring – and how companies and employees can ideally adapt to them.

Low maintenance types in TypeScript

TypeScript is a superset of JavaScript and introduces a syntax for static typing. TypeScript's ultimate goal is to formalise even the most versatile interfaces in JavaScript, a programming language so inherently flexible and dynamic. We as developers can make use of those typing constructs to create a set of low maintenance types: Static types, which are dynamic enough to update themselves if some conditions change.

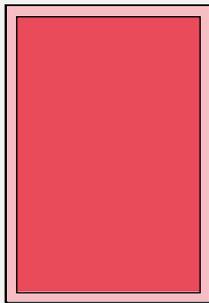
In this article, we want to take a closer look at depending types, which not only allow us to define what's happening right now, but which are suited for the things to come.

Stefan Baumgartner is an architect and developer based in Austria. He is the author of „TypeScript in 50 Lessons“ and writes for Manning, Smashing Magazine, and A List Apart. In his spare time, he organizes ScriptConf and DevOne in Linz as well as the local Rust meetup. Stefan enjoys Italian food, Belgian beer, and British vinyl records.

Place your services and offers for the target group

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

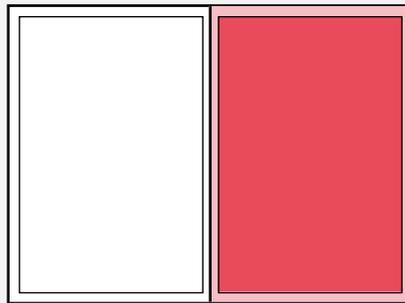
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7,900 Euro

Bleed**: 200 × 280**

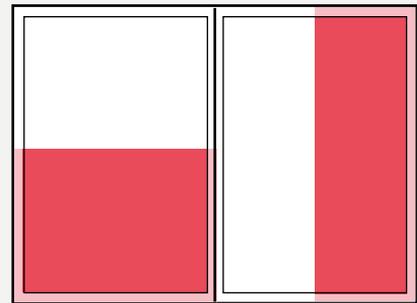
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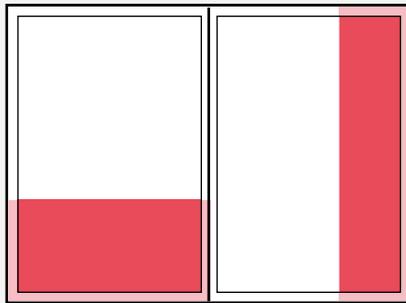
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200 × 139** 98 × 280**

1 / 3 page Ad



2,600 Euro

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

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