

iX DEVELOPER 2022



Modern programming languages

iX DEVELOPER: MODERN PROGRAMMING LANGUAGES

Rust, Go, Kotlin and TypeScript are outpacing top dogs like C++ and Java in various areas. At first glance, each has its own territory: Rust is close to the system, Go is suitable for concurrent applications in the cloud, Kotlin wants to replace Java and TypeScript JavaScript.

TOPICS

TypeScript

- General introduction
- Low-maintenance types with the TypeScript type system
- TypeScript module system
- TypeScript for (Svelte or) general frameworks
- Program the cloud with CDK and TypeScript
- APIs for the TypeScript compiler

Kotlin

- Kotlin for Java developers?
- JVM languages: Getting started with Kotlin (second edition based on iX 13 / 2020)
- Kotlin & machine Learning
- Functional programming in Kotlin
- Kotlin Mobile Multiplatform: Another cross-platform framework or a revolution?



Target group: Software developers • Software architects • Project managers • Team leaders • IT professionals

Rust

- Rust as a safe language: Ownership in Rust
- Rust in the IoT
- Asynchronous programming in Rust (on roadmap for Edition 2024) – status, plans...
- Rust and Machine Learning (Rust vs. Python ecosystem)
- Tokyo Stack, infrastructure in Rust
- Metaprogramming: Macros, your underestimated friend

Go

- gRPC
- Concurrency in Go
- Generics in Go
- Infrastructure in Go
- Supply chain security

Language diversity

- Languages for quantum computers (Qiskit, Cirq and Q#)
- Ballerina as an alternative to Go
- Data science languages in comparison: Julia vs. Python / R



iX Developer
„Moderne Programmiersprachen“
special issue from
Sept. 8, 2022

Target group: **Software developers • Software architects • Project managers • Team leaders • IT professionals**

The infotorial in the iX Special

(On sale: September 8, 2022)

Your exclusively designed advertising format in the iX Developer 2022!

The Infotorial visualizes your key message on a double page using graphics, icons or picture elements. Short texts about your technology, your products/ services complete the Infotorial and bring your offers to the readers in a new modern format. An HR-torial can also be placed if you want to present yourself as an employer to the readers.

Our IT readers are used to accessing information via a dashboard view and deriving a context for their daily work from the combination of images and text. This learned text-image combination is used here to convey your message to the reader in the shortest possible time.

mediadaten.heise.de/en/

YOUR ADVANTAGES:

Next to the 2/1 page 4c media area in the iX special (print + app), the offer includes the conception as well as the graphic implementation of your advertising material. In consultation with you, we will develop an infotorial and make it available for your further use after its publication.

**Your test offer for media +
conception one 2/1 page 4c:
Net: € 5,990**



Arbeiten bei Heise

„Die Heise Gruppe steht für hochwertige Medien und Informationslösungen im Online-, Mobil- und Printbereich. Zu unseren Medienangeboten gehören etwa: Computerzeitschriften wie iX und iX, innovative Apps und informative Internetauftritte wie heise online, sowie der medienbranchen-orientierten Spezial-Internetauftritte, im Bereich Veranstaltungsmarketing geben wir 120 Ausgaben von Das Örtliche, 35 Ausgaben von Gelbe Seiten und Gelbe Seiten regional und 17 Ausgaben von Das Telefonbuch heraus – als gedrucktes Medium, im Web sowie als App für Smartphones und Tablets.“

- Anbindung:** Egal ob mit Bus, Bahn, Auto oder Fahrrad: Heise ist bequem und einfach erreichbar.
- Events:** Sommerfesten, Public-Viewing, Weihnachtsfeier und Co.: Feiern Sie mit Ihrem Team und belohnen Sie sich für Ihre Arbeit!
- Sport & Gesundheit:** Profitieren Sie von unseren Kooperationspartnern und trainieren Sie kostengünstig in vielen Fitnessstudios und Schwimmbädern.

Heise Gruppe
Karl-Wiechert-Allee 10
30625 Hannover

- Weiterbildung:** Lebenslanges Lernen wird bei uns groß geschrieben: Wähle von internen sowie externen Schulungen und weiteren Angeboten machen Sie sich fit für heutige und zukünftige Herausforderungen.
- Flexible Arbeitszeiten:** Flexible, verschiedenen Zeitschemata, wie Gleitzeit oder mobiles Arbeiten ermöglichen Ihnen die perfekte Balance zwischen Job und Freizeit zu finden.
- Vermögenswirksame Leistungen:** Wählen Sie aus unseren vielfältigen Angeboten. So auch weitere: Wir unterstützen Sie zusätzlich zu Ihrem Gehalt mit einem Zuschuss.

www.heise-gruppe.de/ Heise Gruppe

DID YOU KNOW THAT ...

... **70%** of the iX-readers work in the IT-/Software development field, **42%** are software engineers, **15%** are system analysts, **23%** project managers and **36%** are system administrators?

... **more than every 2nd** reader says that he gets these information nowhere else?

... 63% of the iX-readers are **sole decision-makers / co-deciders on ICT purchases** and related services in the company?

... **more than 80%** believe in iX as a gatekeeper of future communication technology knowledge?

... **88%** appreciate the innovative and forward-looking issues of iX?

... **42%** of the iX-reader work in large companies with **more than 1,000 employees?**

... **44%** of the iX-readers are responsible for investing in networking hardware, **56%** for investing in developer tools, **54%** want to invest in server and **42%** in System tools?

... **41%** of iX readers use an average of **six applications** from the field of new technologies? Like containerisation, continuous integration/delivery and DevOps.

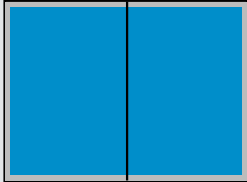
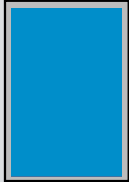



... **every third reader** plans high investments of 100,00 euros and more in the next 12 months?

Source: iX-readership survey January/February 2022, base n=1.018, *in the next 12 months

Target group: **Software developers • Software architects • Project managers • Team leaders • IT professionals**

RATES AND FORMATS 2022

Example for ads in 4c

2/1 pages	1/1 page	1/2 page	1/3 page	1/4 page
				
a) Type Area: 390 x 260 b) Bleed: 420 x 297*	a) 185 x 260 b) 210 x 297*	a) 185 x 128 90 x 260 b) 210 x 149* 103 x 297*	a) 185 x 84 b) 210 x 107*	a) 185 x 62 90 x 128 b) 210 x 80*
€ 6,540	€ 3,475	€ 2,050	€ 1,540	€ 1,180

All size: Width x height in mm *) Trim allowance for bleeds 3 mm bleed overall. BW ads and other formats on request!

Ad specials like loose inserts (€180 per thsd) or bind-ins (e.g. 2 pages €120 per thsd) **are effective attention catchers – let us know your favourite!**

DATES

Space close: 09 August 2022
Materials: 11 August 2022
On sale: 08 September 2022

KEY FACTS

Volume: around 140 – 160 pages
Print run: 25,000 copies

Attractive
combination
bundle with
heise Developer
online

- surcharge for cover pages: 25 %
- 15 % agency commission possible
- other formats on request
- all rates excluding VAT

Ask us about attractive combination bundles with iX, ix.de or the heise Developer Channel.

TARGETED RECRUITING



Your job advertisement in the special issue „Modern Programming Languages“.

With a print run of 20,000 copies, the iX Developer is a guide for software developers, software architects, project managers, team leaders and IT professionals.

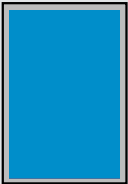
You can present your company as an attractive employer with an image advertisement in the respective topic area or you can draw attention to yourself with a specific job advertisement. **In any case, you can reach an exclusive target group, particularly interested in continuing to work in this area and staying on the ball.**

Job offers: Example for ads in 4c

Your contact for job offers: [Karl-Heinz Kremer](mailto:karlheinz.kremer@heise.de)

Phone: +49 6335 9217 0 • E-mail: karlheinz.kremer@heise.de

1/1 page



- a) 185 x 260
- b) 210 x 297*

€ 2,200

1/2 page



- a) 185 x 128
 - b) 210 x 149*
- a) 90 x 260
 - b) 103 x 297*

€ 1,500

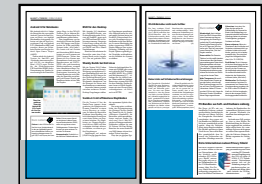
1/3 page



- a) 185 x 84
- b) 210 x 107*

€ 1,200

1/4 page



- a) 185 x 62
 - b) 210 x 80*
- a) 90 x 128

€ 900

All size: Width x height in mm *) Trim allowance for bleeds 3 mm bleed overall.
BW ads and other formats on request!

CONTACT

Let us develop ideas for your media plan together!

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