

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!

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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.*

77 % 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 **93,000** c't readers, **47,000** 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: **70 %**. And works as a software developer: **42 %**.



c't has a reach of **946,000** readers per issue!

79 % 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 reach 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

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

Planned articles of the November issue

Typescript/JavaScript, Kotlin, cross-platform development, AI and machine learning (MLOps, Explainable AI, Relational Learning), Rust, digitisation in care (from the technical side), e-government (automated PDF creation in applications with CSS), stabilising code, asynchronous programming, C++, Cloud, Deepfakes

New algorithms for relational learning: What Deep Learning can't do

Feature Learning makes relational data usable for Machine Learning. This opens up a huge treasure trove of data with business potential for companies.

The idea of storing data in relational structures dates back to the 1970s. Today, relational data forms the backbone of every modern company. Mountains of corporate data pile up in databases, which can play a central role in making up for the AI deficit recognised by those in charge. But despite all the enthusiasm for innovation, it is important to remember that creating value from relational data with machine learning (ML) has so far only been possible with enormous effort. This is a circumstance that blocks even large companies from accessing machine learning and business applications with artificial intelligence (AI) ...

From Design to API:

Understanding and working with TypeScript's compiler

There is more to a compiler than simply translating from A to B. A guide to mastering the work with the TypeScript compiler and its API.

Those who do not regularly programme with low-level languages such as C++ rarely have contact with the inner mechanisms of a compiler. Even attending a university lecture on the topic of compiler construction rarely sparks passion for this sub-area of computer science. But strongly abstracted languages like TypeScript offer the chance to revise this picture: With the API of the TypeScript compiler tsc, you can follow its internal steps and even implement your own language features without diving into the shoals of wide-blank spaces and other parsing units ...

Kotlin Multiplatform Mobile:

Native app development with multiplatform technology

With KMM, native applications can be developed for different platforms, while always maintaining the business logic for the cross-platform apps.

In everyday life, the task often arises of developing a new application that must be available on different platforms. The choice is between a cross-platform framework and native development on all relevant platforms. Reasons against cross-platform development include a less than optimal user experience (UX) and poorer battery life. However, the native development of the product on each individual target platform causes high costs

and is not practicable in terms of later maintainability. The Kotlin Multiplatform Mobile (KMM) software development kit (SDK) offers a solution to this dilemma. It enables the native creation of apps using a common business code written in Kotlin. The business logic can then be integrated as a library in apps, on the web and on the PC ...

At the push of a button:

Create PDFs in applications with HTML and CSS module

In e-government and business applications, but also in correspondence, it is important to make data automatically available as PDFs. What is the best way to do this?

Making data automatically available as PDF or creating PDF documents for correspondence is a common requirement faced by developers of e-government and business applications. The data from different data sources and formats should be converted into a layout at the push of a button, according to the design specifications of the company or client, and integrated into their respective application or system environment.

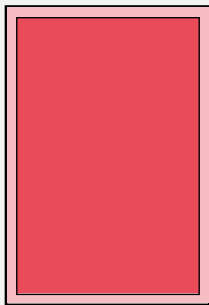
Other articles:

Macros in Rust
MLOps and explainable AI
...

Place your services and offers for the target group

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

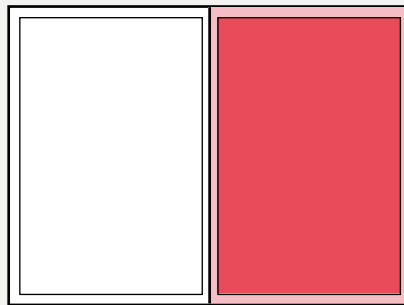
Cover page*



7,900 Euro

Bleed**: 200 × 280**

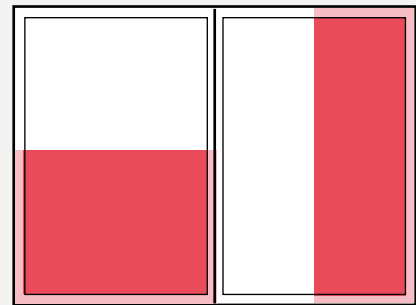
1 / 1 page Ad / Advertorial*



6,900 Euro

Type Area: 185 × 232
Bleed**: 200 × 280**

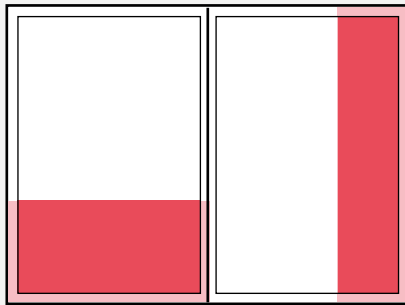
1 / 2 page Ad / Advertorial*



3,900 Euro

185 × 116 90 × 232
200 × 139** 98 × 280**

1 / 3 page Ad



2,600 Euro

185 × 82 58 × 232
200 × 108** 71 × 280**

Trim size: 200 mm width x 280 mm height
Type Area: 185 mm width x 232 mm height
All sizes: width × height in mm

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

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

Print run:
around **230.000**
copies plus digital
distribution as PDF version

Contact

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

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Materials: **15 Feb, 2022**

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published for the
WeAreDevelopers World Congress

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c't magazin 13/2022
04 June, 2022

iX Special 13/2022
09 June, 2022

Space close: **26 Apr, 2022**
Materials: **28 Apr, 2022**

Issue 3/2022

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19 Nov, 2022

iX-Magazin 12/2022
24 Nov, 2022

Space close: **06 Oct, 2022**
Materials: **11 Oct, 2022**



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