We Are Developers!
powered by heise Developer

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

We Are Developers! 2023

We Are Developers! - The magazine for developers and those who want to become one.
Reach a top target group of more than 185,000 Heise subscribers from c’t magazin and iX. 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. WeAreDevelopers provides a developer platform on this topic, that simply matches perfectly!

We look forward to having you join us!

Tarik El-Badaoui  
Simon Tiebel

Sales Director iX  
Sales Director c’t

Sales Director - 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.

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%.

73% of c’t readers are interested in professional development.  
For 79% of iX readers, continuing education is generally relevant.

„I will be changing jobs or professions in the next 12 months“, say 92,000 c’t / 35,000 iX readers,  
45,000 c’t / 24,000 iX readers will complete a course of study, an apprenticeship and enter a profession.

Coverage per issue:  
c’t 879,000 readers / iX 237,000 readers!

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.*

Source: c’t - AWA 2023, * c’t readership survey 2019 n=1.740, iX readership survey 2022 n=1018
The announcement news for the e-magazine on heise Developer, iX.de and WeAreDeveloper reach the following coverage:

### heise Developer

**User traffic – September 2022:** 921,426 Page Impressions (Source: IVW)

**Coverage:** 224,000 Unique User (Source: agof digital facts 2021 / Nov.)

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

**heise Developer Online Channel:**
- heise Developer Newsletter: 4,800 subscribers

**heise Developer Twitter Channel:** 35,094 follower

### iX

**User traffic – September 2022:** 1,226,000 Page Impressions (Source: IVW)

**Coverage:** 191,000 Unique User (Source: agof digital facts 2021 / Nov.)

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

**iX Online Channel:**
- iX.de Newsletter: 20,000 subscribers

**iX Twitter Channel:** 27,434 follower

### 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)
Accessibility
"Practical accessibility in web development"

In two years, products that do not meet the requirements of the European Accessibility Act (EAA) will face consequences such as potentially significant fines. Web development is also affected by the law. However, accessibility should be seen as a continuous process rather than a one-time action. There should be a shift from working through checklists to an inclusive mindset. Existing tools and techniques can support developers on this path.

Maria Korneeva, freelancer

Rust
"Rust for the curious"

The modern programming language Rust offers a unique syntax for elegant code and provides a way for abstraction without overhead with the concept of traits. Rust employs the ownership memory model to ensure optimized memory management at compile time. Examples show how Rust uses both zero-cost abstractions and ownership to prevent data races.

Stefan Baumgartner, Freelancer

Lateral Entry
"Career Changers in IT: Dos and Don'ts"

Due to the severe shortage of IT professionals, a lateral entry into the IT industry is especially promising. After all, it doesn't always take a straightforward career path with training or studies to gain a foothold in this field. Qualities such as a willingness to learn, openness to change, analytical thinking and the ability to solve complex problems are helpful for a successful lateral entry. Hallie Barrows, a career changer herself, has some dos and don'ts for a successful career change in the IT industry in her article.

Hallie Barrows, LiveEO

AI-generated images
"When machines create art: AI-generated images with GANs"

AI-generated images are now widely available. Generative Adversarial Networks (GANs) continue to drive progress. These networks make it possible to generate realistic images by using a generator to create images and a discriminator to distinguish between real and generated images. How networks like these work and the technical challenges developers face when using AI-generated images is the topic here.

Timo Zander, Senacor Technologies
special supplement „We Are Developers!“

Place your services and of ers for the target group

- as advertisement
- advertorial (we take over the design)
- personal image advertisement
- classic job advertisement

Cover page

1/1 page Ad / Advertorial*

1/2 page Ad / Advertorial*

**  Trim allowance starting from bleed format:
plus 3-5 mm circumferential trim on all sides.

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

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Print run:
around 200,000 copies + digital distribution as e-magazine
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