We Are Developers! 2024

powered by heise Developer

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

We Are Developers! 2024

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

T. El-Badaoui

Sales Director iX

Simon Tiebel

Simon Tiebel

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

heise Developer Online Channel:

User traffic – September 2023: 229,718 Page Impressions (Source: IVW)

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

heise Developer X (Twitter) Channel: 33,666 follower

heise Developer Newsletter: 4,800 subscribers

iX

iX Online Channel:

User traffic – September 2023: 565,187 Page Impressions (Source: IVW)

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

iX X (Twitter) Channel: 26,545 follower

iX.de Newsletter: 20,000 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

Planned articles

Update to .NET 8.0 (interview, cover story)

In November 2023, Microsoft released .NET 8.0 as the latest version with Long-Term Support (LTS), which will receive updates for three years. The new features include Blazor United, an additional area of application for the ahead-of-time compiler Native AOT and language features in C# 12.0, including Primary Constructors and Collection Expressions. In this interview, five experts share their opinions on the new functions and give tips on how to simplify upgrading.

Programming basics: Design patterns (working title)

Design patterns in programming are comparable to a modular IKEA shelving system. They are reusable code elements in object-orientated programming that offer solutions for typical problems. There are three basic types of design patterns: creation patterns, structure patterns and behaviour patterns. Each pattern has advantages and disadvantages. The article emphasises their importance for improving code quality, testability and maintainability in larger software projects.

Opportunities for career changers - How IT newcomers and first projects come together

The shortage of skilled labour is omnipresent in companies. Companies that have difficulties finding suitable applicants could find a promising solution by integrating career changers. The article describes the experiences of an IT consulting company that has developed a successful trainee programme for career changers over a period of almost ten years. Selection criteria, the selection process and the objectives of the programme are explained.

https://www.heise.de/hintergrund/Chancen-fuer-Quereinsteiger-wie-IT-Neulinge-und-erste-Projekte-zusammenfinden-9590255.html

Artificial intelligence - from co-pilot to autopilot (working title)

There are parallels between autonomous driving and software development when it comes to the use of artificial intelligence. Autonomous driving can be described in six stages, ranging from no automation to full automation. This concept can be applied to software development: increased automation has been taking place since the mid-2010s due to the rise of containerisation, cloud computing and DevOps. Recent developments in the field of generative artificial intelligence mean that a shift towards full automation from AI co-pilot to AI autopilot is foreseeable.

Place your services and offers
for the target group

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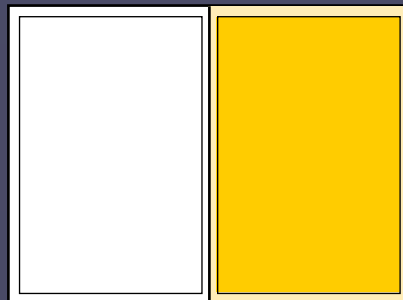- classic job advertisement

Cover page
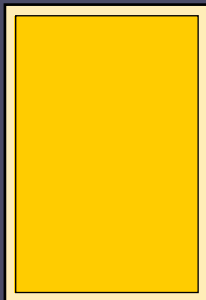
7,900 Euro

Bleed: 200 × 280**

1/1 page Ad / Advertorial*

6,990 Euro

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

1/2 page Ad / Advertorial*

4,190 Euro

185 × 116	90 × 232
200 × 139**	98 × 280**
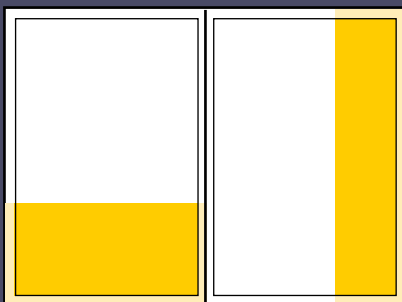
1/3 page Ad

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Type Area: 185 mm width x 232 mm height

All sizes: width x height in mm

*Advertorial (text, image, logo)

1/1 page Ad:
approx. 3,800 characters (incl. spaces as well as image and logo)
up to 4,800 characters (incl. spaces and logo)

1/2 page Ad:
approx. 2,200 characters (incl. space and logo)

We will be happy to send you sample pages upon request!

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

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

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

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Dates 2024

Issue 1 / 2024

On Sale:

iX-Magazin 04/2024
22 Mar, 2024

c't magazin 07/2024
22 Mar, 2024

Space close: **16 Feb, 2024**
Materials: **20 Feb, 2024**

INTERNATIONALE ISSUE,
**published for the
WeAreDevelopers World Congress**

Issue 2 / 2024 *(english)*

On Sale:

iX-Magazin 07/2024
28 June, 2024

c't magazin 16/2024
12 July, 2024

Space close: **08 May, 2024**
Materials: **15 May, 2024**

Issue 3 / 2024

On Sale:

iX-Magazin 12/2024
22 Nov, 2024

c't magazin 27/2024
29 Nov, 2024

Space close: **01 Oct, 2024**
Materials: **10 Oct, 2024**

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(German Issue)

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(German Issue)

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