

We Are Developers! 2024

powered by heise Developer

heise medien

W>
WeAreDevelopers



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

ct

IX
MAGAZIN FÜR
PROFESSIONELLE IT

Digital



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



Sales Director iX

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.



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!



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%**.



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 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: IWW)

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: IWW)

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

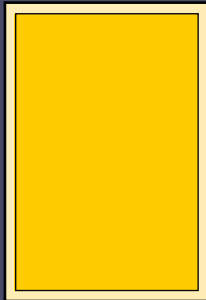
WAD Newsletter: > 50,000 recipients – multiple times

WAD Social Media Boost

Place your services and offers for the target group

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

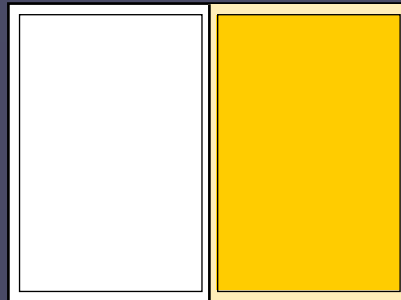
Cover page



7,900 Euro

Bleed: 200 × 280**

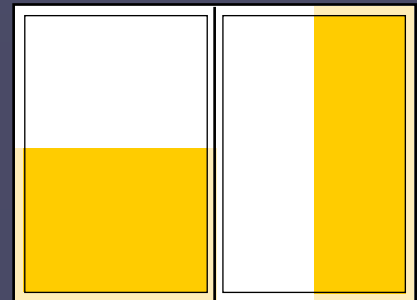
1 / 1 page Ad / Advertorial*



6,990 Euro

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

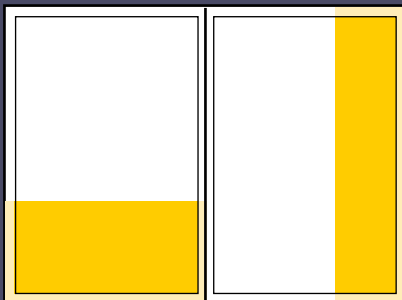
1 / 2 page Ad / Advertorial*



4,190 Euro

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

1 / 3 page Ad



2,990 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 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.

Karl-Wiechert-Allee 10 • 30625 Hanover • Germany • www.heise.de/mediadaten

special supplement „We Are Developers!“

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: **21 May, 2024**

Materials: **23 May, 2024**

Issue 3 / 2024

On Sale:

iX-Magazin 12/2024

22 Nov, 2024

c't magazin 27/2024

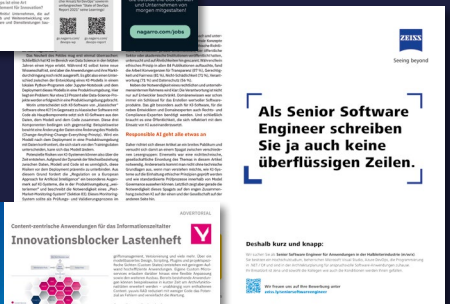
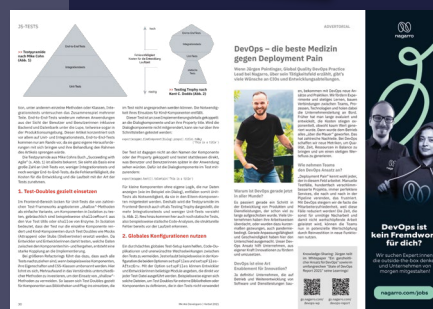
29 Nov, 2024

Space close: **01 Oct, 2024**

Materials: **10 Oct, 2024**

Download the
Edition 01/2023
(German Issue)

Download the
Edition 03/2023
(German Issue)



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