

MEDIA KIT Q2 2024 APRIL-JUNE



Reach Passionate Python Developers, Data Scientists & Machine Learning Engineers



Bringing “All Things Python” to One Place

What We Do



Real Python is a **leading provider of online Python education** and one of the largest language-specific online communities for software developers.

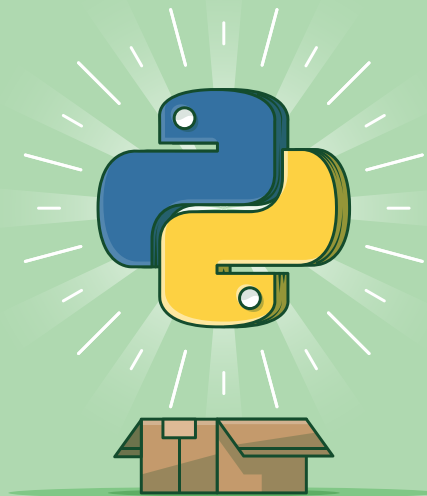


We publish **high-quality learning resources**, such as tutorials, books, and courses to an audience of 3,500,000 developers, data scientists, and machine learning engineers each month.



We deliver **highly engaged weekly email newsletters** to over 400,000 subscribers and host a popular Python podcast and job board. With millions of engaged impressions each month, our social media community is one of the most active in the Python development space.

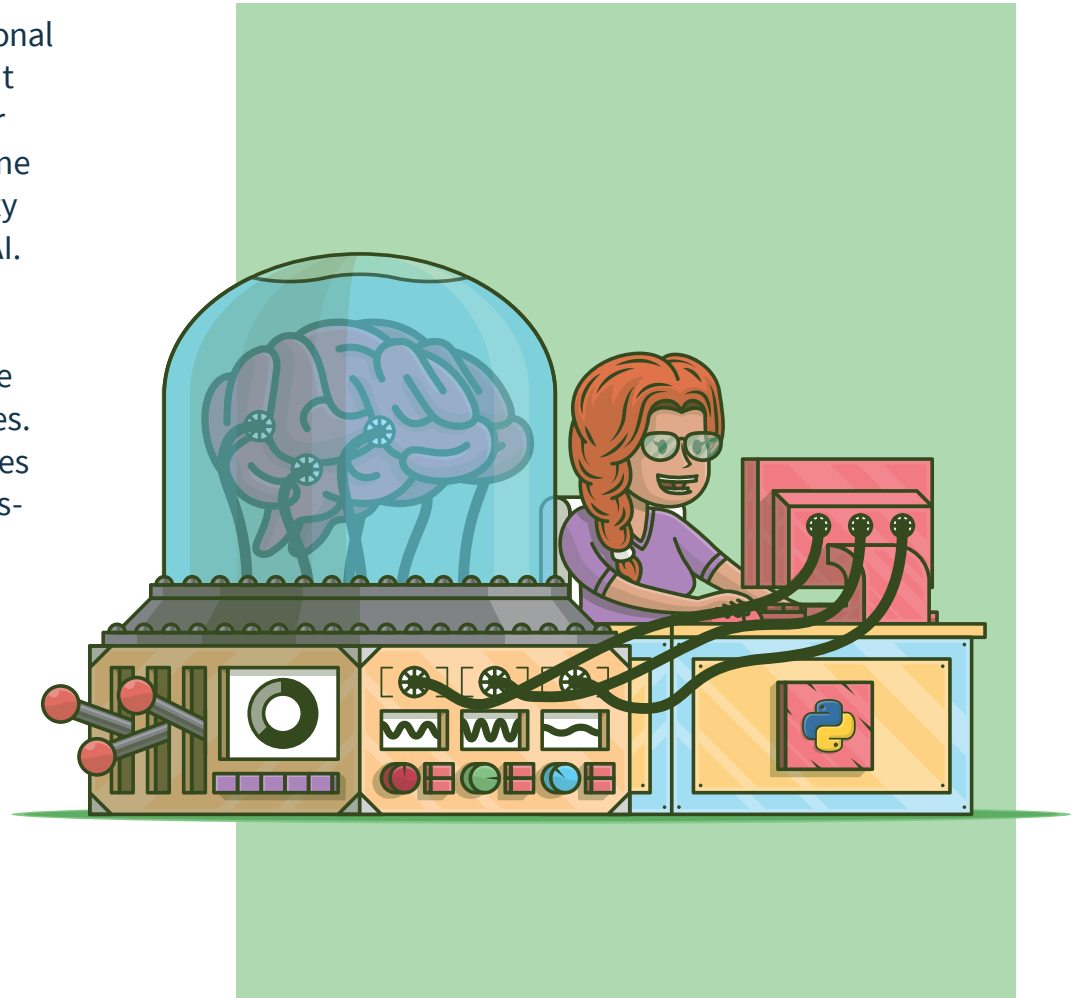
*Do you want to reach a growing audience of software developers who are keen to try new tools, services, and technologies?
We can help.*



The Language Powering AI

Python in 2024 and Beyond

- 1 AI's Go-To Language:** Python is the foundational language for artificial intelligence, making it essential for the future of tech. The popular TIOBE index ranks Python as the number one programming language due to its popularity and rapid growth, especially in the field of AI.
- 2 The Choice of Innovators:** Top AI-driven companies like OpenAI, Tesla, and Zoom use Python to develop cutting-edge technologies. Its easy-to-learn syntax and powerful libraries (like TensorFlow and PyTorch) make it indispensable for AI projects.
- 3 Rapid & Continuing Growth:** Thanks to AI's expansion, Python's popularity is soaring. It's the most sought-after skill in tech, driving innovation at leading companies. Its role in AI ensures Python will continue to lead among the most important programming languages.



Connecting You And Developers Directly

Sponsorship Opportunities & Channels

Our publications offer a variety of sponsorship opportunities to connect companies like yours to a growing audience of software developers who are keen to try new tools, services, and technologies:



Email Newsletters



Display Advertising



Social Media



Podcasts

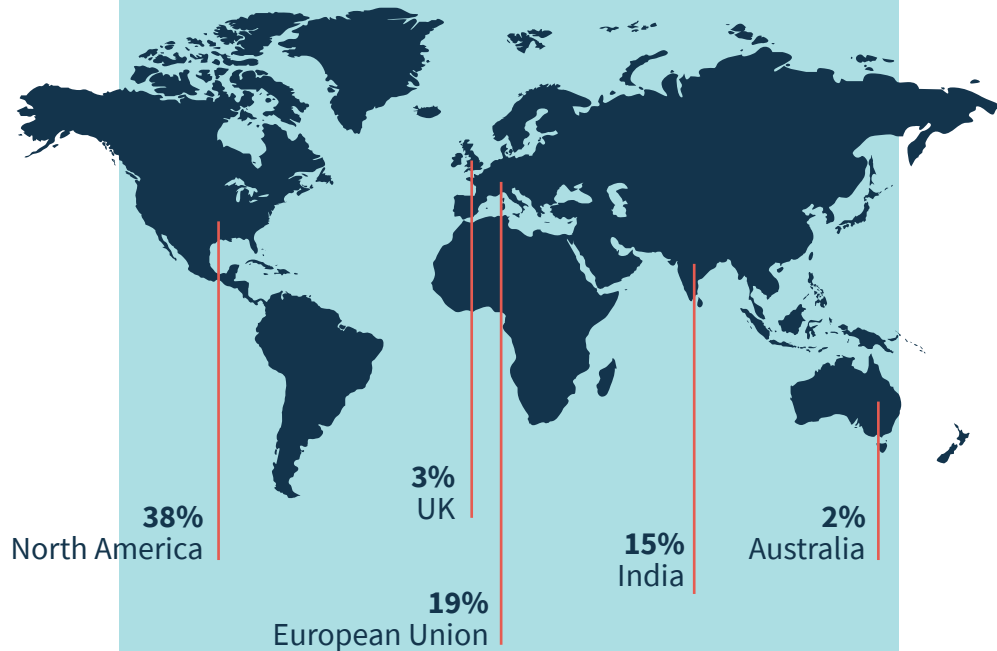


Say Hello to 3,000,000 Pythonistas

Audience Overview

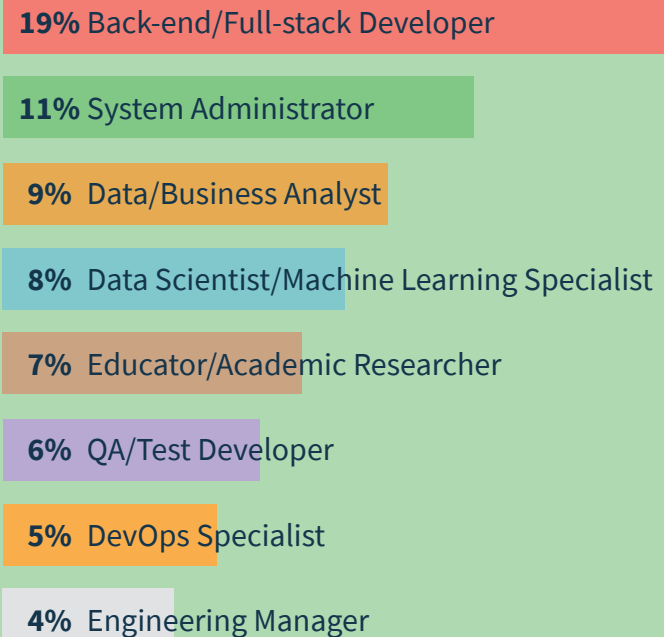
LOCATIONS

Our readers and subscribers are distributed in over 165 countries. Here are the most common regions:



JOB ROLES

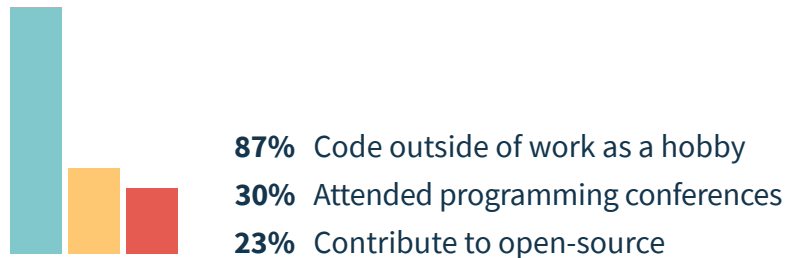
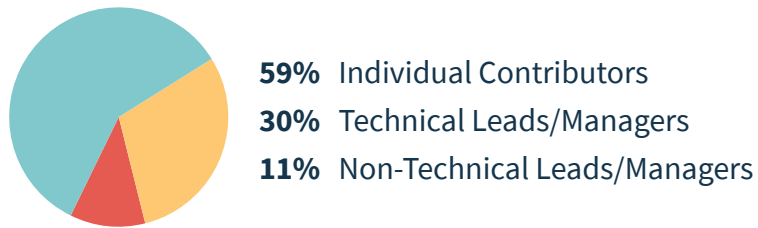
Here's a breakdown of some of the professionals you could be reaching:



Reach Passionate Developers & Decision Makers

Audience Overview

Many of our readers and email subscribers are **passionate influencers & decision makers** in their day jobs and in the technology industry:



They **work at some of the world's leading technology companies**, such as Google, PayPal, Twitter/X, Microsoft, Nvidia, Mozilla, Red Hat, IBM, Accenture, Amazon, Cisco, Intel, SAP, VMWare.

accenture

amazon

CISCO

intel

Microsoft

NOKIA

redhat

SAP

vmware

Google

Recent Sponsors

You're in Good Company

Our sponsors cover a wide range of the technology industry, including SaaS, infrastructure, data hosting, and recruitment. Here's a selection of companies we've worked with:



WHAT OUR CLIENTS SAY

"Vetterly has been running with Real Python and PyCoder's Weekly for 2+ years. We see a consistent volume of good quality leads come through our sponsorships every week. On top of that it's always a pleasure working with the team over there."

— **Alexis Clayman** Director, B2C Marketing at Vetterly

"Blackfire's core target group is developers. The Real Python/PyCoder's network offers us exposure to a highly qualified audience, and the team has been an amazing support in tracking KPIs and fine tuning campaigns. It is so far one of our best performing marketing channels."

— **Christophe Dujarric** Chief Product Officer at Blackfire.io

"Real Python and PyCoder's have proven to be reliable partners who have helped us reach both new and experienced Python users. We appreciate the quality of their content and the engaged audience they managed to bring us."

— **Dina Sesiunina** Internet Marketing Specialist at JetBrains

Sponsorship Opportunities

Acquire New Lifelong Customers



Real Python Newsletter

The Most Popular Python Email Newsletter

Our weekly email newsletter reaches the most loyal and engaged members of our audience of Python developers and data scientists.

Regular email list pruning ensures high deliverability, visibility, and engagement. Your sponsorship message and link appears alongside our organic content.



303,000 subscribers
as of February 2024



44.7% open rate
as of February 2024



62.3% of subscribers
opened one of the
last four issues



@realpython
over 239,000
Twitter/X followers



PyCoder's Weekly Newsletter

The Best Python News & Links via Email

One of the most established and trusted Python email newsletters. As leading publication since 2012 it keeps the global Python community informed about the latest news, articles, and events.

Regular email list pruning ensures high deliverability, visibility, and engagement. Your sponsorship message and link appears alongside our organic content.



109,000 subscribers
as of February 2024



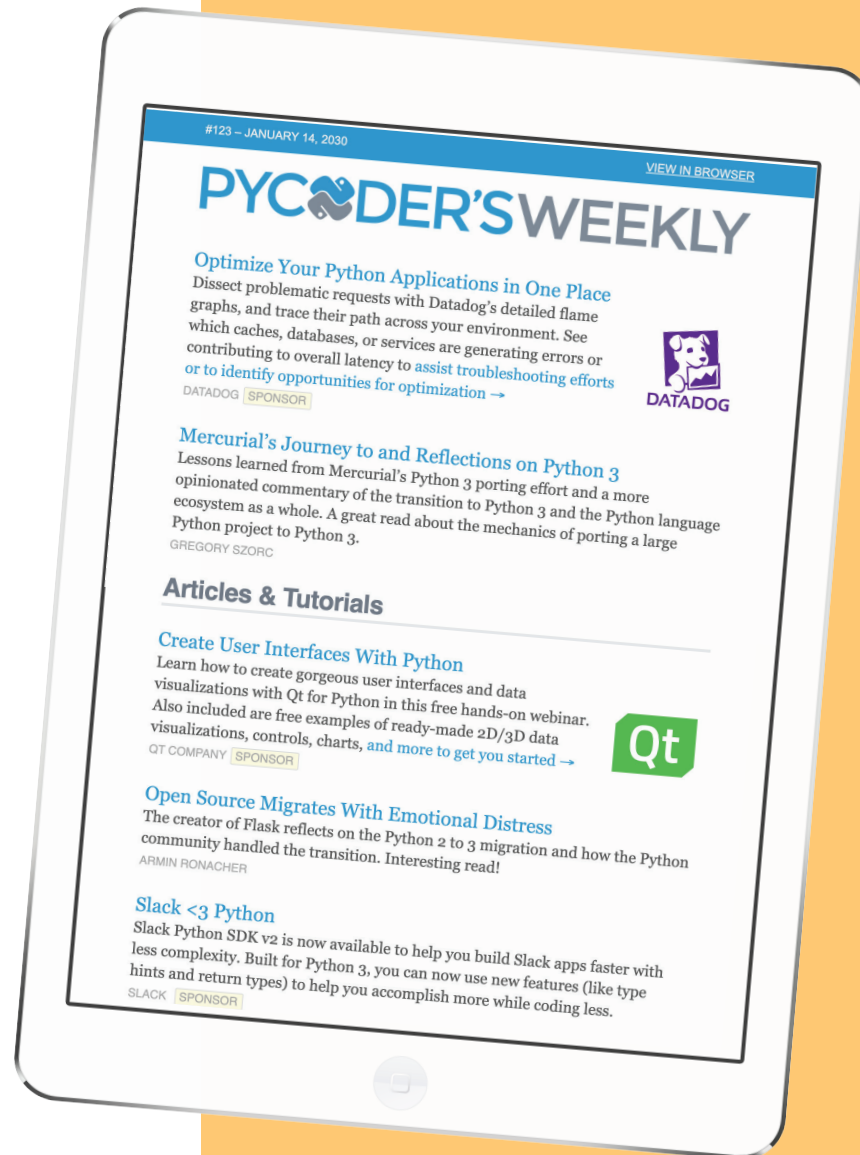
40.4% open rate
as of February 2024



56.1% of subscribers
opened one of the
last four issues



@pycoders
over 117,000
Twitter/X followers



Real Python Display Ads

Web Properties Catering to Python Developers

Display ads are served via our in-house ethical ads platform that is not affected by ad blockers and EU GDPR compliant, further increasing the reach of your campaigns.



39,500,000 impressions
per month



3,900,000 pageviews
per month



2,600,000 unique visitors
per month



57,800 clicks
per month

February 2024



Social Media Sponsorships

Connect With Developers Where They Like to Hang Out

Social media posts are a great way to reach Python developers in real time, strengthening your brand and online presence. We have one of the most active and highly-engaged social media audiences in the Python development space.



357,000 Twitter/X followers:
@realpython, @pycoders



123,000 Facebook followers:
realpython.com/facebook



202,000 LinkedIn followers:
realpython.com/linkedin



100,000+ engaged impressions
every day



Real Python Podcast

Connect With Developers via a Trusted Channel

The Real Python Podcast is a weekly podcast show with interviews, coding tips, and conversation with guests from the Python community. The show covers a wide range of topics including Python programming best practices, career tips, and related software development topics.



Ranks #1 for “Python Podcast”
on Google



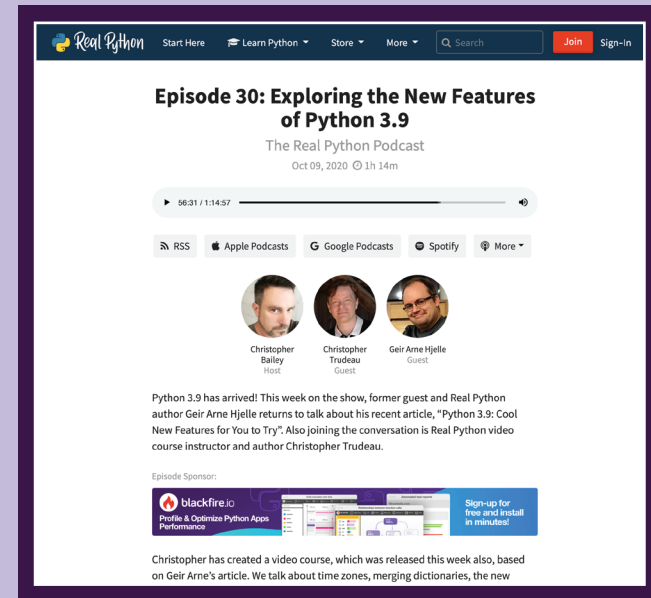
54,000 Downloads
per month



New episodes typically get
10,000–14,000 downloads
in the first 30 days



Episodes are also released on the
Real Python YouTube channel
with **185,000 subscribers**



Contact Us

Take the Next Step

Let us help you create marketing campaigns that will showcase your thought leadership, build brand awareness, and generate new leads for your sales pipeline:



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