

# 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?

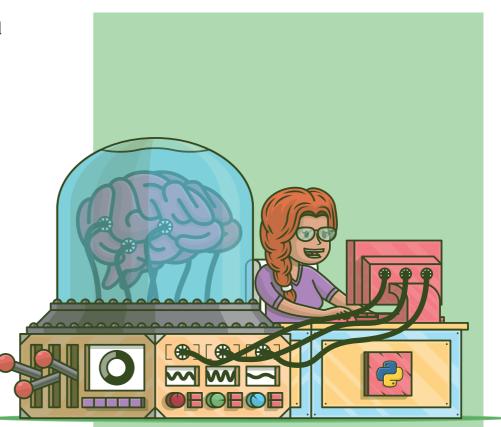
We can help.



# **The Language Powering Al**

### Python in 2024 and Beyond

- Al'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.
- The Choice of Innovators: Top Al-driven companies like OpenAl, 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 Al projects.
- Rapid & Continuing Growth: Thanks to Al's expansion, Python's popularity is soaring. It's the most sought-after skill in tech, driving innovation at leading companies. Its role in Al ensures Python will continue to lead among the most important programming languages.

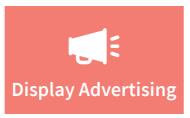


# **Connecting You And Developers Directly**

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:











### Say Hello to 3,000,000 Pythonistas

### **Audience Overview**



#### **JOB ROLES**

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

19% Back-end/Full-stack Developer

11% System Administrator

**9%** Data/Business Analyst

8% Data Scientist/Machine Learning Specialist

7% Educator/Academic Researcher

6% QA/Test Developer

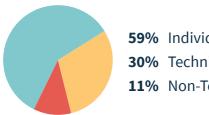
**5%** DevOps Specialist

**4%** Engineering Manager

### **Reach Passionate Developers & Decision Makers**

### **Audience Overview**

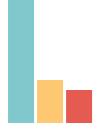
Many of our readers and email subscribers are **passionate influencers & decision makers** in their day jobs and in the technology industry:



**59%** Individual Contributors

30% Technical Leads/Managers

11% Non-Technical Leads/Managers



87% Code outside of work as a hobby

**30%** Attended programming conferences

23% Contribute to open-source

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.





















### **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

"Vettery 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 Vettery

"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

### Practical Recipes for Working With Files in Python

In this course, you'll learn how you can work with files in Python by using built-in modules to perform practical tasks that involve groups of files, like renaming them, moving them around, archiving them, and getting their metadata:

→ realpython.com/courses/practical-recipes-files

#### Want to Level-Up Your Python Skills? Sponsored

Write better code, debug faster, and become more productive with PyCharm, a tightly integrated IDE that understands your code and provides a complete set of tools to help you make it better.



→ Try PyCharm Now And Code Like a Pro! Free Trial.

# What Are Python Wheels and Why Should You Care?

In this tutorial, you'll learn what Python wheels are and why you should care as both a developer and end user of Python packages. You'll see how the wheel format has gained momentum over the last decade and how it has made the package installation process faster and more stable:

→ realpython.com/python-wheels



# **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



Dissect problematic requests with Datadog's detailed flame graphs, and trace their path across your environment. See which caches, databases, or services are generating errors or contributing to overall latency to assist troubleshooting efforts or to identify opportunities for optimization  $\rightarrow$ DATADOG SPONSOR



Mercurial's Journey to and Reflections on Python 3  $\,$ 

Lessons learned from Mercurial's Python 3 porting effort and a more opinionated commentary of the transition to Python 3 and the Python language ecosystem as a whole. A great read about the mechanics of porting a large GREGORY SZORC

### **Articles & Tutorials**

### Create User Interfaces With Python

Learn how to create gorgeous user interfaces and data visualizations with Qt for Python in this free hands-on webinar. Also included are free examples of ready-made 2D/3D data visualizations, controls, charts, and more to get you started  $\rightarrow$ 



Open Source Migrates With Emotional Distress

The creator of Flask reflects on the Python 2 to 3 migration and how the Python community handled the transition. Interesting read!

#### Slack <3 Python

Slack Python SDK v2 is now available to help you build Slack apps faster with less complexity. Built for Python 3, you can now use new features (like type hints and return types) to help you accomplish more while coding less.



### **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

🥐 Real Puthon Earn Python ▼ Store ▼ devops django docker flask front-en intermediate machine-learning projects Table of Contents python testing tools web-dev What Is Data Version Control? web-scraping · What Is DVC? . Set Up Your Working Environment · Practice the Basic DVC Workflow Tracking Files Uploading Files **PvCharm**  Downloading Files · Build a Machine Learning Model he Python IDE that helps Preparing Data aet work done Training the Model Evaluating the Model · Version Datasets and Models Tagging Commits · Creating One Git Branch Per Experiment Looking Inside DVC Files · Share a Development Machine **Table of Contents** • Create Reproducible Pipelines Next Steps • What Is Data Version Control? Conclusion · What Is DVC? Set Up Your Working Environment Practice the Basic DVC Workflow · Build a Machine Learning Model The Python IDE that helps · Version Datasets and Models • Share a Development Machine

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



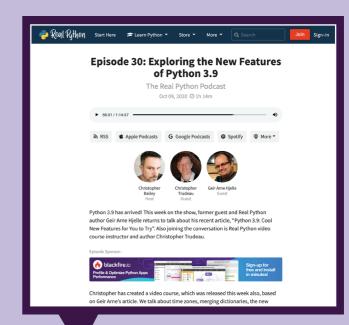
**54,000 Downloads** per month



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:



**REAGAN SHANTZ**Director of Partnerships
reagan@realpython.com

