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 3,000,000 developers, data scientists, and machine learning engineers each month.

We deliver highly engaged weekly email newsletters to over 330,000 subscribers and host a popular Python podcast and job board. With 5,600,000 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.
What’s the Hype About Python?
The World’s Most Versatile Programming Language

1. StackOverflow lists Python as one of the fastest-growing programming languages and sought-after skill sets at leading tech firms.

2. As of 2021, Python is ranked as the 2nd-most popular programming language in the world.
   redmonk.com

3. “Companies like Google, Dropbox, and Instagram all rely heavily on Python, as do countless smaller ventures. It also has a home in academia as the preferred data-crunching language of many scientists and mathematicians.”
   wired.com

PERCENTAGE OF STACK OVERFLOW QUESTIONS

- Python
- JavaScript
- Java
- C
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:

- **38%** North America
- **19%** European Union
- **15%** India
- **2%** Australia
- **3%** UK

**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

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

- **87%** Code outside of work as a hobby
- **30%** Attended programming conferences
- **23%** Contribute to open-source
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:

— Alexis Clayman Director, B2C Marketing at Vettery

— Dina Sesiunina Internet Marketing Specialist at JetBrains

— Christophe Dujarric Chief Product Officer at Blackfire.io
Sponsorship Opportunities
Acquire New Lifelong Customers
Our weekly email newsletter reaches the most loyal and engaged members of our audience of Python developers and data scientists.

We only accept one sponsor per issue for this type of sponsorship, guaranteeing maximum visibility. Your sponsorship message and link appears alongside our organic content.

- 244,000 subscribers as of January 2021
- 27.9% open rate in January 2021
- 54.3% of subscribers opened one of the last four issues
- @realpython over 94,100 Twitter 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.

- 95,400 subscribers as of January 2021
- 44.9% open rate in January 2021
- 54.7% of subscribers opened one of the last four issues
- @realpython over 75,200 Twitter followers
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.

- 21,100,000 impressions per month
- 6,000,000 pageviews per month
- 3,300,000 unique visitors per month
- 38,600 clicks per month

January 2021
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.

169,000 Twitter followers: @realpython, @pycoders

5,600,000 impressions per month on Twitter

1,500 clicks every day

102,000 Facebook followers: facebook.com/LearnRealPython
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
- **50,000 Downloads** per month
- **New episodes typically get 7,000–8,000 downloads** in the first 30 days
- **Episodes are also released on the Real Python YouTube channel with 102,000 subscribers**
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
Contact Us

Take the Next Step

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