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 395,000 subscribers and host a popular Python podcast and job board. With 3,000,000 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.
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 most popular programming language in the world.
   infoworld.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
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
- **19%** India
- **15%** 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:

**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.

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.

- **297,000 subscribers** as of October 2021
- **29.2% open rate** in October 2021
- **56.9%** of subscribers opened one of the last four issues
- **@realpython over 120,000 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.

- 101,000 subscribers as of October 2021
- 43.9% open rate in October 2021
- 55.7% of subscribers opened one of the last four issues
- @pycoders over 84,500 Twitter 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.

42,400,000 impressions per month
7,100,000 pageviews per month
3,200,000 unique visitors per month
93,255 clicks per month

October 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.

204,000 Twitter followers: @realpython, @pycoders
105,000 Facebook followers: realpython.com/facebook
94,500 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
- 60,000 Downloads per month
- New episodes typically get 9,000–11,000 downloads in the first 30 days
- Episodes are also released on the Real Python YouTube channel with 133,000 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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