

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 450,000 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.



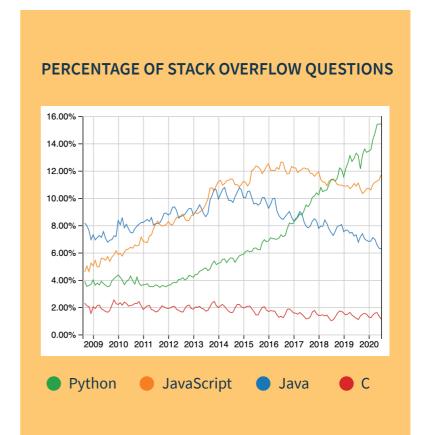
What's the Hype About Python?

The World's Most Versatile Programming Language

- StackOverflow lists Python as one of the fastest-growing programming languages and sought-after skill sets at leading tech firms.
- As of 2022, Python is ranked as the **most**popular programming language in the world.

 infoworld.com
- "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 datacrunching language of many scientists and mathematicians."

wired.com

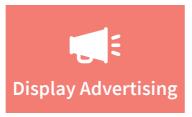


Connecting You And Developers Directly

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:











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

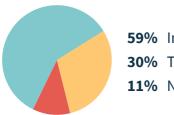
5% DevOps Specialist

4% Engineering Manager

Reach Passionate Developers & Decision Makers

Audience Overview

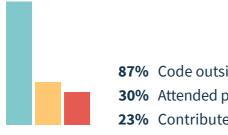
Many of our readers and email subscribers are passionate influencers & decision makers in their day jobs and in the technology industry:



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, 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:

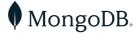






























WHAT OUR CLIENTS SAY

"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.

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.



345,000 subscribers as of August 2023



39.1% open rate as of August 2023



60.8% of subscribers opened one of the last four issues



@realpython over 220,000 **Twitter 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.



111,000 subscribers as of August 2023



40.1% open rate as of August 2023



56.4% of subscribers opened one of the

last four issues



@pycoders over 114,000 **Twitter followers**



Optimize Your Python Applications in One Place

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 ightarrow



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.



43,000,000 impressions per month



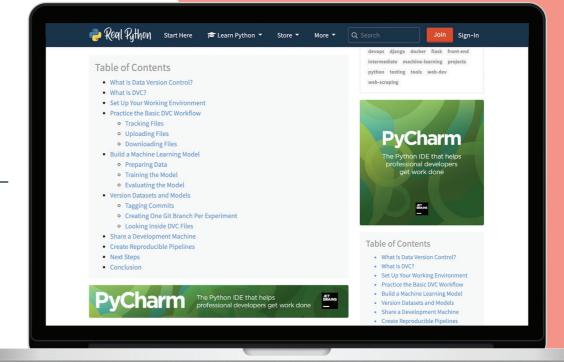
3,600,000 pageviews per month



2,600,000 unique visitors per month



45,000 clicks per month



August 2023



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.



339,000 Twitter followers: @realpython, @pycoders



119,000 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.



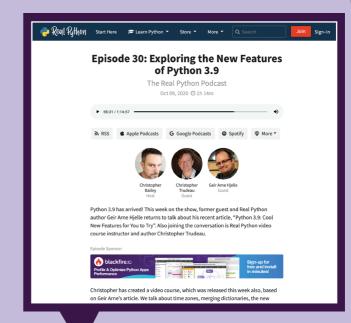
Ranks #1 for "Python Podcast" on Google



71,000 Downloads per month



Episodes are also released on the Real Python YouTube channel with 179,000 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 SHANTZDirector of Partnerships
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