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

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

2. As of 2022, 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
- 15% India
- 3% UK
- 2% Australia

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

— 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 grouping 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
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**
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**
- **New episodes typically get 10,000–12,000 downloads in the first 30 days**
- **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:

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