Real Python

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.
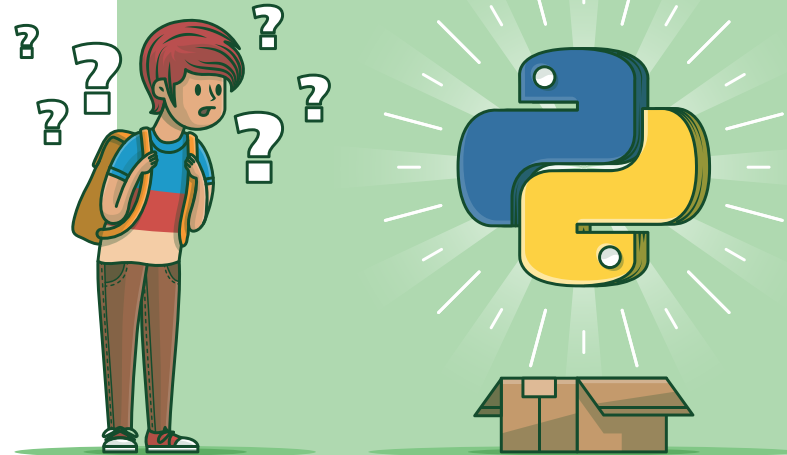
What's the Hype About Python?

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

PERCENTAGE OF STACK OVERFLOW QUESTIONS
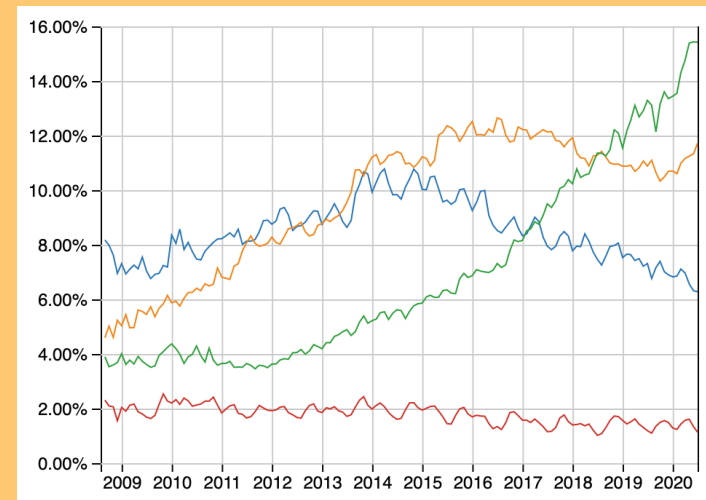
- ● Python
- ● JavaScript
- ● Java
- ● C

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:
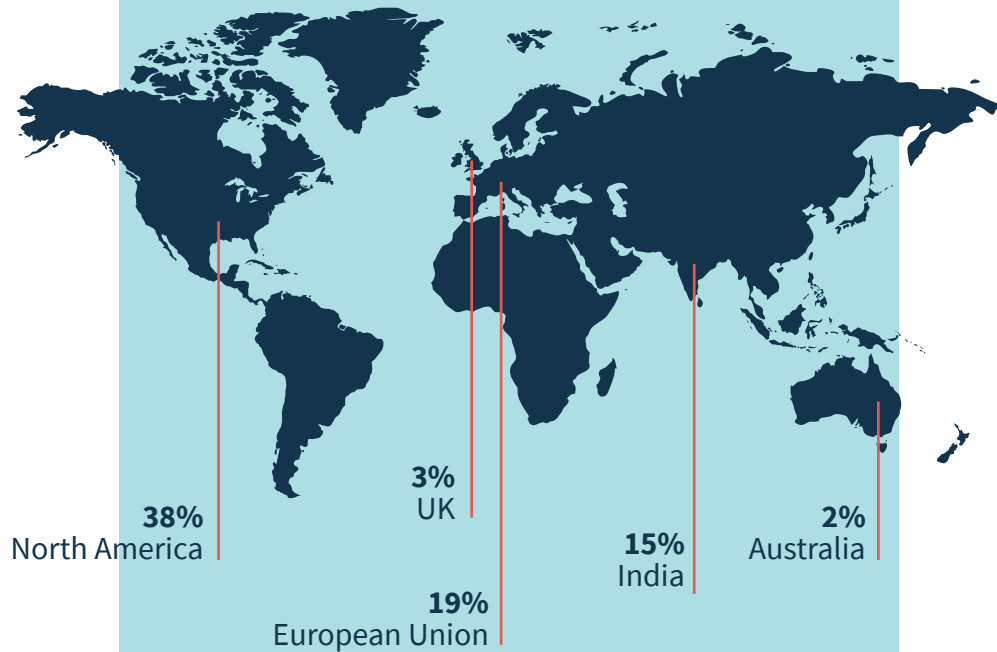
Email Newsletters

Display Advertising

Social Media

Podcasts
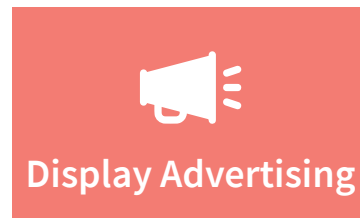
Say Hello to 3,000,000 Pythonistas

Audience Overview

LOCATIONS
Our readers and subscribers are distributed in over 165 countries. Here are the most common regions:

38% North America

3% UK

19% European Union

15% India

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
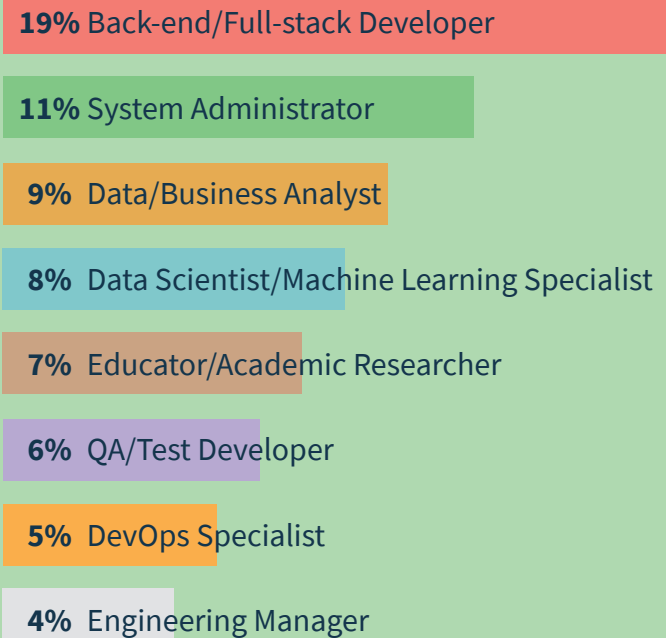
Reach Passionate Developers & Decision Makers

Audience Overview

Many of our readers and email subscribers are **passionate influencers & decision makers** in their day jobs and in the technology industry:
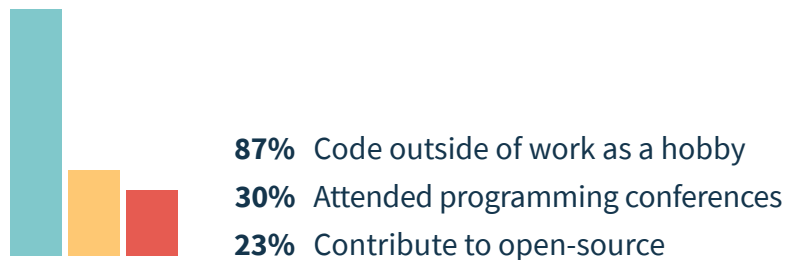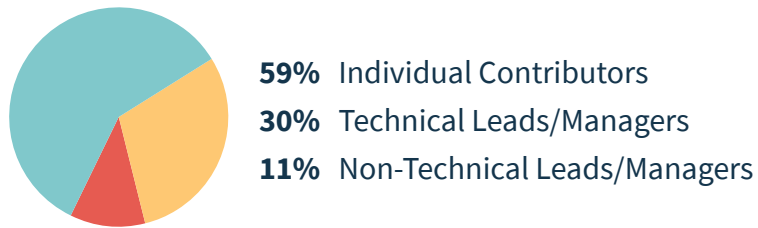
They **work at some of the world's leading technology companies**, such as Google, PayPal, Twitter, Microsoft, Nvidia, Mozilla, Red Hat, IBM, Accenture, Amazon, Cisco, Intel, SAP, VMWare.

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

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:

ANACONDA®

Scout APM

JET BRAINS

Hired_

Pulumi

MongoDB.

DataStax

Toloka

sonarsource™

Sentry

snyk

cdata

DATADOG

DigitalOcean

Coiled

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.
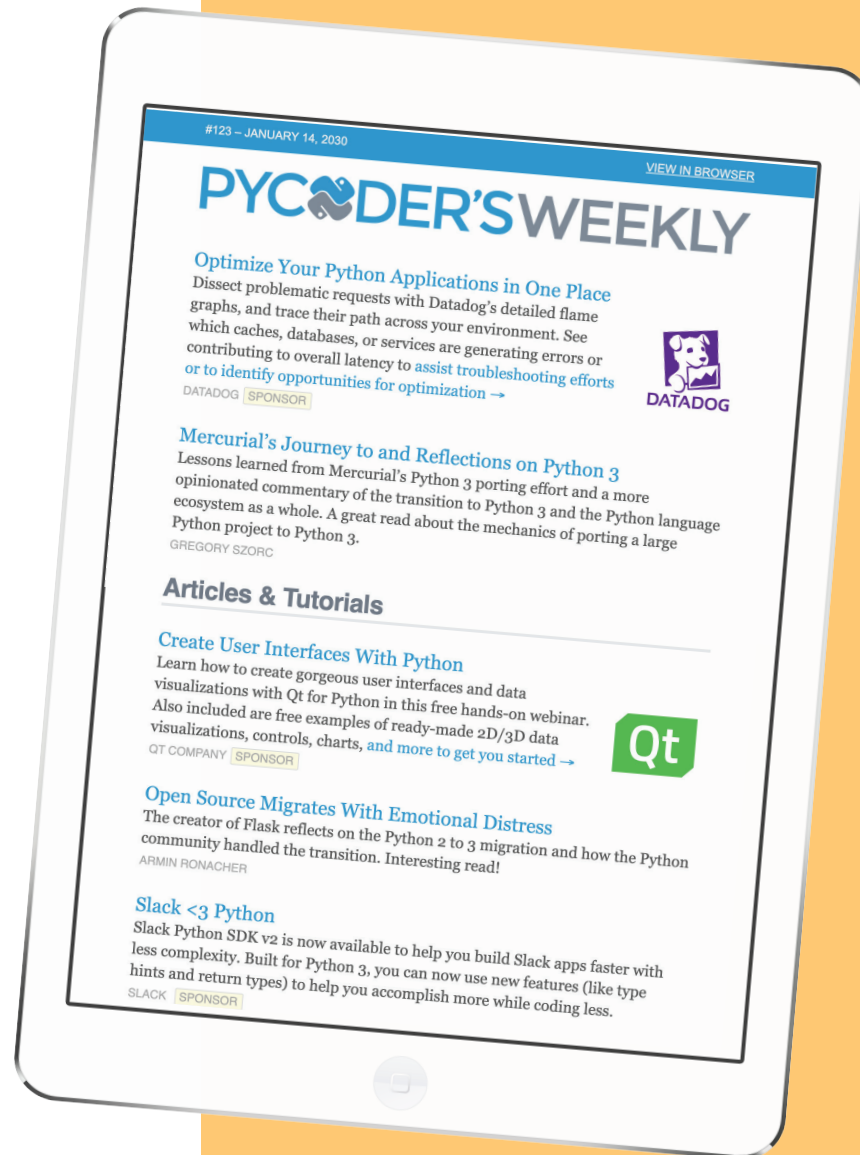
111,000 subscribers
as of August 2023

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

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.

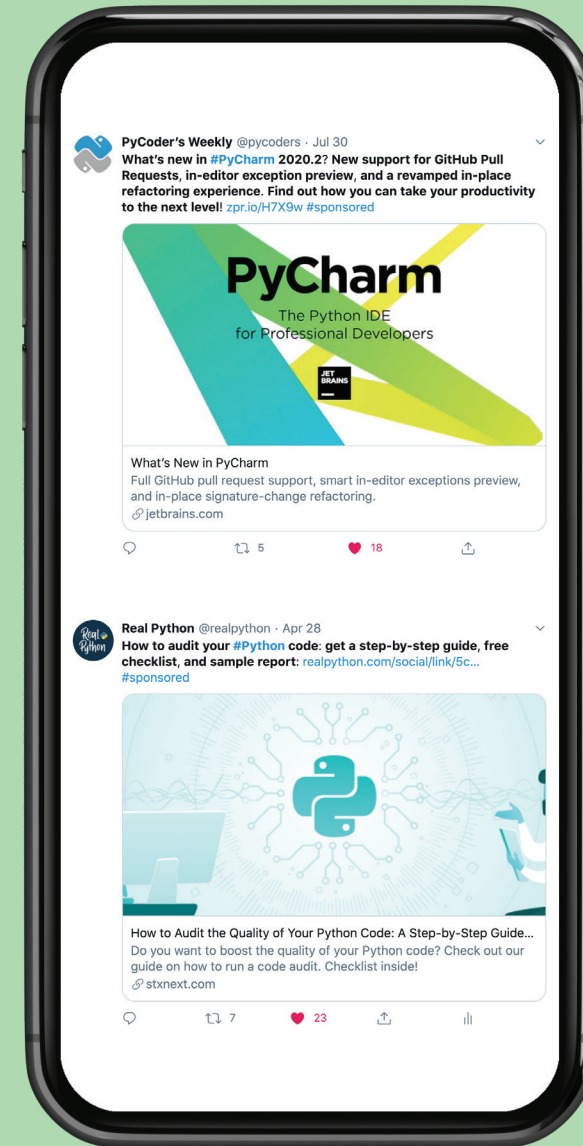**339,000 Twitter followers:**
@realpython, @pycoders

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.

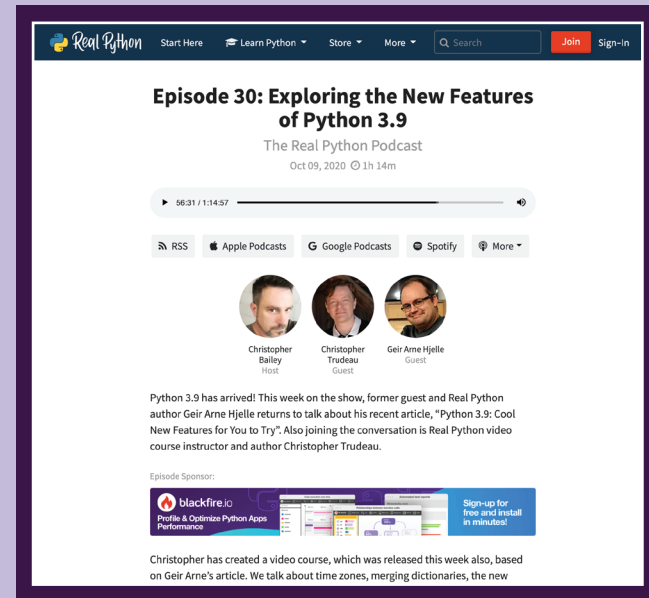**Ranks #1 for "Python Podcast"** on Google

71,000 Downloads per month

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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Director of Partnerships
reagan@realpython.com