Baeldung publishes in-depth articles and tutorials in the Java ecosystem and general Web Development, with a strong focus on Spring, Spring Security and RESTful APIs. We also publish extensive guides on various Java libraries such as Jackson, the Apache HttpClient, Mockito, etc.

**Our Audience**

- **3.1M** page views
- **15%** growth rate
- **32%** new visitors
- **68%** returning visitors
- **93%** desktop
- **7%** mobile

**Where our readers are coming from:**

- **North America** 25%
  (Canada, United States)
- **Western Europe** 22%
  (United Kingdom, Germany, France, etc.)
- **Eastern Europe** 12%
  (Poland, Russia, Ukraine, etc.)
Our Email Subscribers

Over **35K** subscribers to the Java Weekly newsletter

Email metrics

- **40%** Email Open Rate
- **8%** Click Rate

Social Media Followers

- **Facebook 21k**
- **Twitter 13k**
- **YouTube 8k**

Our Readers - in depth

Demographics:

- **61%** of our readers finished college, **28%** graduate school
- **35%** are in managerial positions

Yearly household income:

- **0 - $50,000**: **19%**
- **$50,000 - $100,000**: **31%**
- **$100,000 - $150,000**: **24%**
- **over $150,000**: **26%**
Week Sponsorship Packages

Advertising Package - Level 1

Included:

- Site-wide fixed top placement (sidebar)
- Java Weekly Newsletter - article placement (sponsorship message)

Advertising Package - Level 2

Included:

- Site-wide fixed top placement (sidebar or ribbon)
- Java Weekly Newsletter - article placement (sponsorship message or banner)
- Java Weekly Newsletter - email placement (35k subscribers)

Note that we only accept a single, exclusive sponsor per week. Also note that all placements are native to the site, which means ad blockers have no impact on them.
Placements Examples

Site-wide fixed top placement (sidebar):

Java Weekly Newsletter - article placement (sponsorship message):
Site-wide fixed top placement (ribbon):

Java Weekly Newsletter - article placement (sponsorship message or banner):

Java Weekly, Issue 197

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by baeldung

Lots of interesting writeups on Java 9 this week.

Here we go...

1. Spring and Java

   **Sponsorship** [company.com]  [sponsored]

   Finally, no need to use external tools for writing parameterized tests in JUnit.

   How to map JSON collections using JPA and Hibernate [vadimkuscev.com]

   The open-source hibernate-types project makes it possible to map JSON collections.

   Managing randomness in Java [blog.frankel.ch]

   There are various ways of generating random values in Java - it’s crucial to know their pros and cons.

   Also worth reading:

   * [IntelliJ IDEA 2017.3: Enhanced Support for Java EE 8, Spring Boot, and JUnit 5](http://www.baeldung.com/intellij-idea-2017-3-enhanced-support-java-8-spring-boot-junit)
   * [This Year in Spring - 2017](http://www.baeldung.com/spring)
   * [Caching method results with JCache](http://www.baeldung.com/cache-result)
   * [Switch Expressions Coming to Java?](http://www.baeldung.com/java-switch-expressions)

   Time to upgrade:

   * [Spring Tool Suite 3.1.2 released](http://www.baeldung.com/spring-tool-suite-3.1.2)
   * [Spring Security SAML 1.0.3.RELEASE](http://www.baeldung.com/spring-security-saml)
   * [Hibernate Validator 6.0.2.Final released](http://www.baeldung.com/hibernate-validator)
   * [IntelliJ IDEA 2017.3.2 is here!](http://www.baeldung.com/intellij-idea-2017-3-2)
Thank You

eugen@baeldung.com