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

14M page views
28% new visitors
72% returning visitors
90% desktop
10% mobile and Tablet

Our Email Subscribers

Over 137K subscribers
Open Rate 46%
Click Rate 4%

Open Rate ~48%
Click Rate ~4%
Partner Click Rate 2.3%

Over 70K subscribers to the Java Weekly newsletter
Social Media Followers

Facebook 49k | Twitter 65K | YouTube 25K

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%

Working with Partners

We have four options of working with a Partner:

- Ads: Ad placements on the site
- Email:
  - in the Java Weekly newsletter or
  - in a dedicated, full-list email
  - in a targeted full send
- Articles: a partner article or series of articles
- Native Integrations: dedicated sections or blurbs embedded into existing articles
Ad Placements Examples

Sidebar top placement:

Java Weekly Newsletter - article placement (sponsorship message):

3. Comics

And my favorite Dilberts of the week:

>> Dilbert Is Not A Doctor [dilbert.com]
>> Lazy Wally Robot [dilbert.com]
>> Recommend A Good Microphone [dilbert.com]

4. Pick of the Week

Fauna reached out a while back about working together and I’ve been on a sort of “discovery journey” ever since with it 😊. I’ll definitely write more about their system as I use it.

Basically, Fauna is a flexible, easy to start with, transactional database delivered to you as a web-native API with GraphQL.

>> A look at Fauna [Sponsored]

And it’s serverless, which means we can move fast and scale up with basically no need for Ops. That’s pretty cool.

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Get in touch with me here