Our Readers ... At a Glance

2.5 million pageviews each month

68% are returning visitors,
32% new visitors

93% desktop visitors,
7% mobile

Where our readers are coming from:

North America 25%
(Canada, United States)

Western Europe 22%
(United Kingdom, Germany, France, etc)

Northern Europe 12%
(Poland, Russia, Ukraine, etc)
Our Email Subscribers

Over **30K** subscribers to the Java Weekly newsletter

Email metrics

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

Our Email Subscribers

- **Facebook 14k**
- **Twitter 12k**
- **YouTube 7k**

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%**
Sponsorship Packages

Advertising Package - Level 1

Included:

• Site-wide fixed top placement (Sidebar)
• Java Weekly Newsletter line placement

Advertising Package - Level 2

Included:

• Site-wide fixed top placement (Sidebar or Ribbon)
• Java Weekly Newsletter line placement
• Java Weekly Newsletter banner placement

Note that we only accept a single, exclusive sponsor per week. Also note that all placement 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 line placement:

Java Weekly, Issue 197

1. Spring and Java

Also worth reading:

- IntelliJ IDEA 2017.3: Enhanced Support for Java EE, Spring Boot, and JUnit
- How to map JSON collections using JPA and Hibernate
- Managing randomness in Java
- Generating random values in Java
- Caching method results with JCache
- Switch Expressions Coming to Java
- Spring Tool Suite 3.9.2 released
- Spring Security SAML 1.0.3 RELEASE
- Hibernate Validator 6.0.7 Final released
- IntelliJ IDEA 2017.3 is here!
Java Weekly, Issue 197

Last modified October 7, 2017

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 [vaadin.javaee.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 [infocq.com]
   - >> This Year in Spring – 2017 [spring.io]
   - >> Caching method results with JCache [blog.sebastian-daschner.com]
   - >> Switch Expressions Coming to Java? [javanovice.blogspot.com]

   Time to upgrade:
   - >> Spring Tool Suite 3.9.2 released [spring.io]
   - >> Spring Security SAML 1.0.3.RELEASE [spring.io]
   - >> Hibernate Validator 6.0.2.Final released [in.relation.to]
   - >> IntelliJ IDEA 2017.3.2 is here! [blog.jetbrains.com]