Media Kit
2018
Our Audience

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

Top Locations:

- 25% North America
- 16% India
- 5% Germany
- 4% United Kingdom
- 3% Poland
Our Email Subscribers

Over **33K** subscribers to the Java Weekly newsletter

Email metrics

- 40% Email Open Rate
- 8% Click Rate

Our Email Subscribers

- Facebook **18k**
- 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%
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):

1. Spring and Java

   Finally, no need to use external tools for writing parameterized tests in JUnit.
   How to map JSON collections using JPA and Hibernate [madmichael.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 [infoq.com]
   * This Year in Spring – 2017 [spring.io]
   * Caching method results with JCache [blogs.sebastian-daschner.com]
   * Switch Expressions Coming to Java? [maxsoftware.blogspot.nl]

   Time to upgrade:
   * Spring Tool Suite 3.9.2 released [spring.io]
   * Spring Security SAML 1.0.3 RELEASE [spring.io]
   * Hibernate Validator 6.0.3 Final released [in.relation.to]
   * IntelliJ IDEA 2017.3 is here! [blog.jetbrains.com]
Java Weekly Newsletter - article placement (sponsorship message or banner):

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 {vadimmsna.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:
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