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

- 4.1M 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 25k Twitter 15k YouTube 10k

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):

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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

Finally, no need to use external tools for writing parameterized tests in JUnit.
How to map JSON collections using JPA and Hibernate [via JVM space.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 [blog.sebastian-dischner.com]
- Switch Expressions Coming to Java? [maxsoftware.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]
Thank You

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