BRING YOUR PRODUCT OR SERVICE IN FRONT OF THOUSANDS OF JAVA DEVELOPERS THAT EMPHASIZE CODE QUALITY AND TESTING

AD MEDIA KIT

rieckpil

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https://rieckpil.de

Revision 2024-02-09

contact: blog@rieckpil.de

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TESTING SPRING BOOT APPLICATIONS MADE SIMPLE

ABOUT THE BLOG

The blog is all about tips & tricks, recipes, and solutions to accelerate the reader's testing success and make testing more joyful. Over the last five years, 150 high-quality blog posts have been published focusing on Java, Kotlin, Spring Boot, Testing, and AWS. On average, two new blog posts are published every month. You can find the entire list of articles here: https://rieckpil.de/all-posts/.

Besides the blog, I'm running an online academy with over **9.800 students, a Youtube channel with 5.000 subscribers, and a newsletter with more than 9.800 active subscribers.**

TARGET AUDIENCE

- Intermediate to Senior Java developers with a focus on code quality, maintainability, and well-tested software products
- Main blog categories: Java, Spring Boot, Testing and AWS
- Related topics: Docker, Java testing tools and libraries, Clean Code, TDD

TRAFFIC IN NUMBERS

72.500 Monthly Unique Pageviews

9.800 Mailing List Subscriber

Avg. 32,9 % Email Open Rate

Avg. 7,2 % Email Click Rate

95% Desktop Visitors

4% Mobile Visitors

33% Access from Apple Devices

35,4 % Returning Visitors

ABOUT THE AUTHOR

- Main content contributor: Philip Riecks
- Freelance Java Software Developer from Germany
- Working in the IT industry for over 10 years
- International conference speaker
- Co-Author of "Stratospheric - From Zero to Production with Spring Boot and AWS"
- Author of "30 Testing Tools and Libraries Every Java Developer Musr Know"
- Course instructor of "Testing Spring Boot Applications Masterclass"

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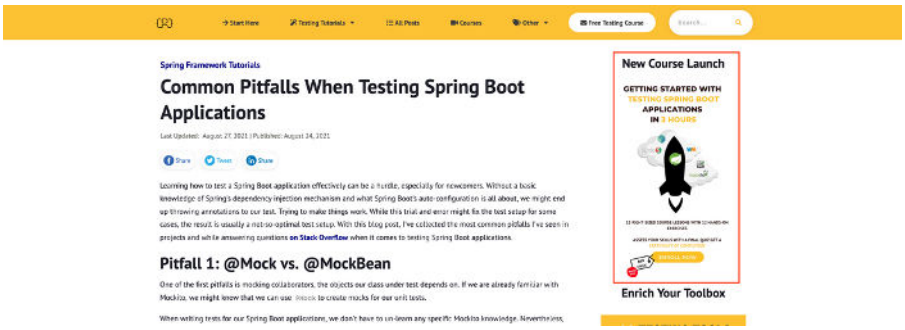
BLOG OFFERINGS

All ads will be displayed for all blog posts. Multiple sizes are supported and the final price depends on the booked duration (one month is the minimum), exclusiveness, and format size. A/B testing of different images is possible.

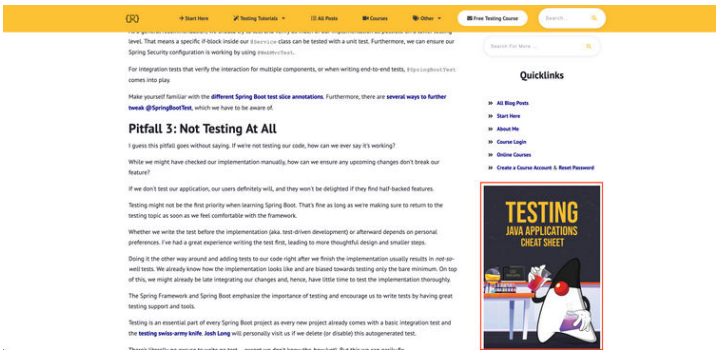
You'll receive an impression/click report after the campaign is finished.

Sample article: https://rieckpil.de/java-development-on-an-apple-m1-a-one-year-review/

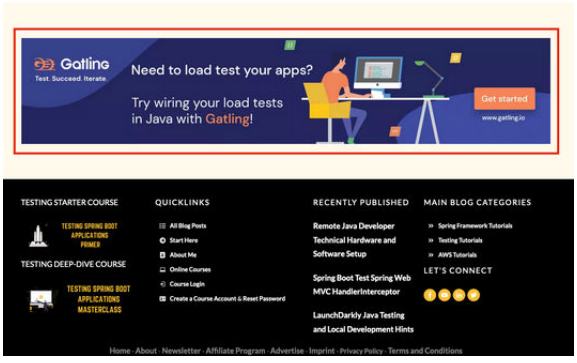
1. Sidebar Top Large (310x425px)



2. Sidebar Middle Medium (310x280px)



3. Landscape Bottom Extra Large (1250x250px)



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NEWSLETTER OFFERINGS

1. Featured Monthly Newsletter Update

Place your logo, a message of up to 120 words, plus a URL to sponsor a monthly newsletter update. Full example here.

All newsletter subscriber will receive this email at the beginning of a month and the email will be re-sent to non-opener after 2-3 days

Updates and News for May

Hi fellow subscriber,

Thanks a lot to those who attended the Spring I/O conference and reached out to me. My talk ***How fixing a broken window cut down our build time by 50%*** was a great success, and I really enjoyed speaking at the **Spring I/O conference in Barcelona**. This was my first talk at a conference.

My talk was about the journey of removing @DirtiesContext on top of an AbstractIntegrationTest. I shared many Spring Boot testing tips & recipes in this talk and emphasized the importance of good & maintainable tests using the broken windows theory. The slides are **available on Speaker Deck**, and the recording will be uploaded to YouTube in the next weeks.

The sponsor for this month's newsletter update is **Diffblue**.

diffblue
AI for Code

Diffblue Cover provides a new way for Java developers to build and maintain software.

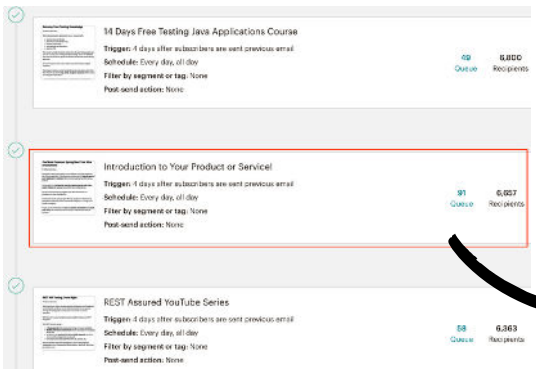
Cover uses the **power of AI to automatically write Java unit tests**, so that developers don't have to do all the work.

Cover automatically delivers high unit test coverage **up to 180x faster with a fraction of the usual effort,** allowing you to change legacy code with confidence, shift unit testing left to catch regressions earlier, and spend more time on interesting problems instead of tedious, repetitive work.

» **Try Diffblue Cover now to see what it can do.**

2. Dedicated Email in an Evergreen Automation

Feature an entire email in the main evergreen automation that all newsletter subscribers join and introduce your product or service.



Stop Writing Unit Tests and Do More Interesting Stuff

Hi fellow subscriber,

There are certain things you're unlikely to hear from a Java developer. Like: *"I'd love to spend lots more of my time writing unit tests!"*

The opposite is usually true. Even though we all know unit testing is important, maybe even critical, most of us see writing the actual tests as a pretty boring, repetitive task.

Which it often is, no matter how critical. And there are so many more interesting problems just waiting to be solved.

Enter **Diffblue Cover**.

Cover helps developers by using code to write code. More specifically, its AI technology uses existing Java bytecode to automatically write and maintain a set of associated unit regression tests, so that developers don't have to do all the work.

Cover can write the same amount of unit tests in **8 hours** as a developer could in **a full year**. And the output is not only complete, it's human readable. Like this, which Cover wrote in a couple of seconds:

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CONTENT OFFERINGS

1. Ghostwrite Technical Articles

We write a testing-related article for your blog.

2. Guest Post on our Blog

We publish a relevant article on our website.

3. Webinars

We give a talk or introduction to a testing-related product within your webinar.

4. Video creation

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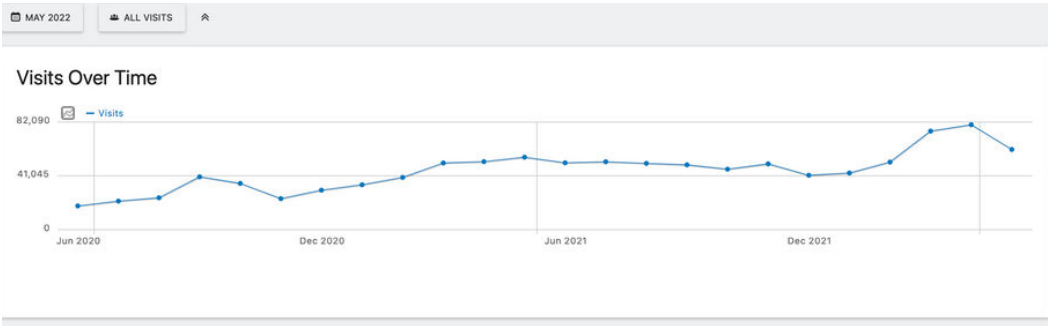
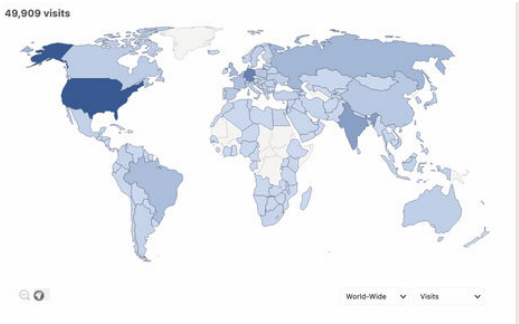
WEBSITE TRAFFIC



Visits Overview

- **60,868** visits, **46,072** unique visitors
- **1 min 26s** average visit duration
- **82%** visits have bounced (left the website after one page)
- **1.4** actions (page views, downloads, outlinks and internal site searches) per visit
- **77** max actions in one visit
- **82,001** pageviews, **72,738** unique pageviews
- **91** total searches on your website, **54** unique keywords
- **77** downloads, **68** unique downloads
- **4,268** outlinks, **3,972** unique outlinks



Country

COUNTRY	VISITS
United States	8,907
Germany	5,932
India	3,953
Russia	2,279
United Kingdom	2,055

1–5 of 159 Next ›

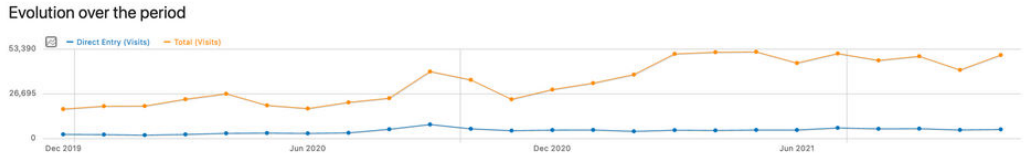
Continent

CONTINENT	VISITS
Europe	22,869
Asia	10,939
North America	10,223
South America	3,021
Africa	1,238

Region

REGION	VISITS
Unknown	21,137
England, United Kingdom	1,981
Illinois, United States	1,726
Maharashtra, India	1,540
California, United States	1,390

1–5 of 468 Next ›



Channel Type

- **5,515** direct entries, **11%** of visits +6.4%
- **41,658** from search engines, **83%** of visits +29%
- **1,225** from campaigns, **2%** of visits -29.9%
- **9** distinct social networks -10%
- **17** distinct keywords +6.3%
- **849** from websites, **2%** of visits +3.8%
- **662** from social networks, **1%** of visits -31.8%
- **16** distinct search engines -5.9%
- **152** distinct websites +23.6%
- **82** distinct campaigns -15.5%

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NEWSLETTER STATS

Audience

RIECKPIL Newsletter

Your audience has 9,721 contacts. 9,717 of these are subscribers.

Overview | Manage contacts | Add contacts | Signup forms | Preferences center | Settings | Inbox | Surveys

Overview

9,717	0	4	290
Subscribed Contacts	Non-subscribed Contacts	Unsubscribed Contacts	Cleaned Contacts

Audience performance

Average open rate	32.9%	Average click rate	7.2%
Average subscribe rate	31,800.0%	Average unsubscribe rate	0.3%

Top email clients

Export As CSV

Desktop	91.6%	Mobile	8.4%
Gmail	81.8%	Android webview	4.0%
Yahoo Mail	4.3%	iPhone	3.9%
Apple Mail	2.1%	Chrome Mobile	0.4%
Outlook 2019	1.5%	Android	0.0%
Thunderbird	0.9%		

Why might iOS and Mail stats be deceptively high?

Feedback

Top locations

Other	37.9%
India	25.3%
USA	4.8%
Germany	3.7%

Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

50%	**Often**	Your percentage of subscribers who are highly engaged and often open and click your emails.
17%	**Sometimes**	Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.
26%	**Rarely**	Your percentage of subscribers who are not very engaged and rarely open and click your emails.

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NEXT STEPS

You are interested in advertising your product or service on my site/newsletter?

These are the next steps:

1. Reach out to me via email blog@rieckpil.de
2. (Optional) We schedule a call to discuss further details
3. You send over ad creatives and content (if the ad format requires it)
4. You inform me about the ad duration and your preferred start date, including your invoice address
5. Your ads will go live after I've sent the invoice and as soon as your preferred start date is reached

Further information:

- Payment methods: Invoicing in $/€
- A/B testing the display ads is possible
- Exclusiveness means that I won't put display ads from any other product or service (e.g., a competitor) on my site)

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