AD MEDIA KIT

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

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https://rieckpil.de

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TESTING JAVA 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 **7.500 students, a Youtube channel with 3.500 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 Berlin
- Working in the IT industry for over 7 years
- 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 <u>here</u>.

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

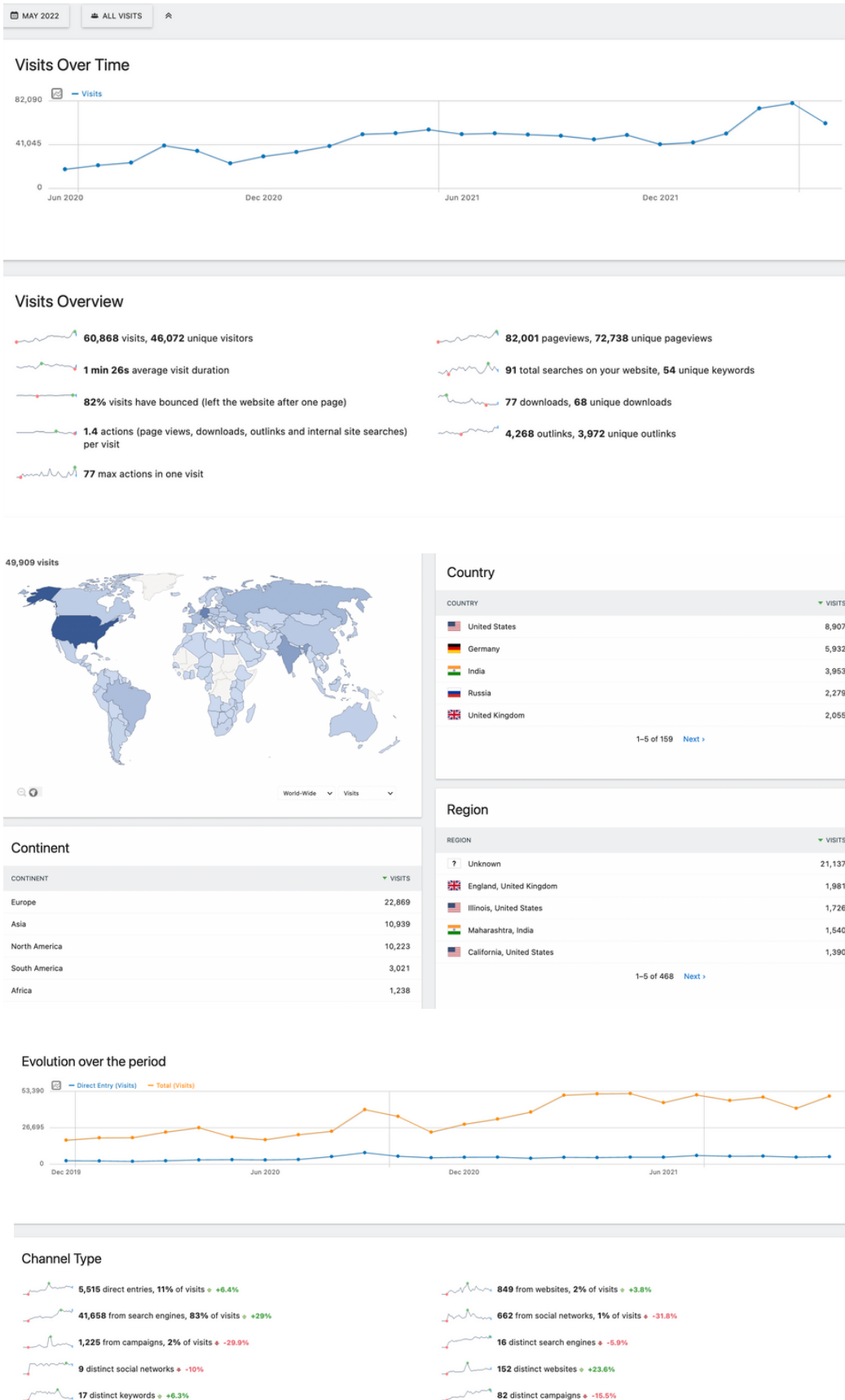## 2. Dedicated Email in an Evergreen Automation

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

Your campaign will run for one year.

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WEBSITE TRAFFIC

Visits Over Time

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

49,909 visits

World-Wide ▾   Visits ▾

Country

COUNTRY	VISITS
🇺🇸 United States	8,907
🇩🇪 Germany	5,932
🇮🇳 India	3,953
🇷🇺 Russia	2,279
🇬🇧 United Kingdom	2,055

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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 ›

Evolution over the period

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?

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)