

CODE 30 YEARS

Media Kit

The Leading Independent Developer Magazine

AFFORDABLE & FLEXIBLE

By offering low-priced entry points and both standard and custom advertising options, promoting your company with CODE Magazine will maximize your ROI.

INTEGRATED

Our combination of both print and digital advertising ensures total market immersion for your company's branding.

TRUSTWORTHY

Being an independent publication means we are a trusted resource among our readers. What better place to showcase your company?

EXTENDED EXPOSURE

CODE Magazine is a reference tool that developers keep and revisit again and again, keeping your company foremost in readers' minds.



ABOUT CODE

OUR AUDIENCE

- 85% rely on magazines to learn about new software
- 77% use Visual Studio or related .NET technologies as part of their daily job responsibilities
- 77% have over 10 years' experience
- 74% of readers are CIO/ CTOs, Technical Managers or Senior Developers
- 85% express an interest in C#
- 73% express an interest in JavaScript
- 76% express an interest in .NET Core
- 60% express an interest in ASP.NET Core
- 67% express an interest in SQL Server
- 65% use Cloud Services

OUR MISSION

CODE Magazine is an independent technology publication for today's software developers. Our in-depth content is written by professional developers who have real-world experience with the topics they write about.

Our mission is to provide an intelligent and authoritative filter for the flood of information about established and emerging technologies and developer tools. We have an obligation to our readers to provide instructional, informative, accurate and lasting information through state-of-the-art, detailed, practical articles that our readers can refer to again and again.

With our broad reach into the software development community through a base of loyal subscribers, webpage visitors, conferences, and user groups, CODE Magazine provides our advertisers with a cost-effective, valuable yet simple vehicle by which to promote their company.

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CONTACT US

Tammy Ferguson
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2025 EDITORIAL CALENDAR

JANUARY/FEBRUARY

CLOSE: Nov. 27, 2024
ONSALE: Jan. 3, 2025

AI

Understanding Lang Chain, Semantic Kernel, Building Chatbots and Other AI Enabled Solutions

MARCH/ APRIL

CLOSE: Jan. 29, 2025
ONSALE: Mar. 7, 2025

CLOUD SOLUTIONS

Fabric, Snowflake, Azure, AWS

MAY/JUNE

CLOSE: Mar. 26, 2025
ONSALE: May 2, 2025

VISUAL STUDIO 2025 & .NET CORE 9

What's new in Visual Studio, What's new in .NET Core 9

JULY/AUGUST

CLOSE: May 28, 2025
ONSALE: July 4, 2025

MODERN DEVELOPMENT

Blazor, Docker, .NET Maui

SEPTEMBER/OCTOBER

CLOSE: July 30, 2025
ONSALE: Sept. 5, 2025

DATA SCIENCE

Machine Learning, Python

NOVEMBER/DECEMBER

CLOSE: Oct. 1, 2025
ONSALE: Nov. 7, 2025

LANGUAGES

C# Advancements, Rust, Python, and others

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PRINT & DIGTAL ADS

FULL PAGE

Format: 8-3/8" x 10-7/8"

- 1x - $3,995
- 3x - $3,495
- 6x - $3,195

1/2 PAGE

Format: Horiz. 8-3/8" x 5-7/16"
Vert. 4-3/16" x 10-7/8"

- 1x - $2,395
- 3x - $2,175
- 6x - $1,950

1/4 PAGE

Format: 4-3/16" x 5-7/16"

- 1x - $1,395
- 3x - $1,260
- 6x - $1,075

Cover 2 - Inside Front Cover	Add 25%
Cover 3 - Inside Back Cover	Add 25%
Cover 4 - Back Cover	Add 50%

OTHER OPPORTUNITIES

PRINT

Advertorials - $3,995 per page

Article Sidebars - $450 each

DIGITAL

Newsletter - $2,795

- 728 x 90 Leaderboard
- 468 x 60 Banner
- 100 Words of text
- 100,000+ subscribers

WEBINARS

State of .NET - $5,000

- 2 slides from client
- Short verbiage/ link in the YouTube video description
- 3 pre-webinar promo emails to 100,000+ subscribers
- 4 post-webinar promo emails to registered attendees

CODE Presents - $7,000

- Presented by sponsor as guest speaker/ Q&A chat
- Sponsor controls the content
- Content must be educational and approved by CODE
- Client link in YouTube description/ cross promotion
- 3 pre-webinar promo emails to 100,000+ subscribers
- 4 post-webinar promo emails to registered attendees

Looking For Something More?

Custom Advertising Options: Cover Wraps, Poly-Bagging, Sponsorships, Product Showcasing, Patnerships, etc.

Trades and Offsets Accepted: Supplement your advertising costs with trades! Pay less, receive more!

Great Package Deals: See the Sample Packages page for great savings!

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TECHNOLOGIES

- ASP.NET & ASP.NET MVC
- Azure
- Azure DevOps and Git
- Blockchain
- C#
- Cloud Computing: Azure & AWS
- Data Analytics and BI Platforms
- Databases
- Distributed Computing
- HTML, CSS3, JavaScript
- IoT and Edge Devices
- JavaScript Frameworks: Angular, React, Vue
- Languages
- Machine Learning & AI
- Microsoft .NET Framework
- Microservices and Containers: Docker
- .NET 6/7, .NET Core and ASP.NET Core
- .NET Futures
- Other "Desktops"
- Service Based Applications
- SQL Server, NoSQL and other Data Stores
- UI Design
- Visual Studio & Visual Studio Extensibility
- Windows 10 & 11
- WPF/ XAML

EVENTS

- Android Developer Conference
- Apps World
- Big Data TechCon
- Developer Week
- DEVintersection
- Global Windows Azure Bootcamps
- Houston TechFest
- Microsoft BUILD
- Microsoft MVP Global Summit
- ng-conf (Angular)
- QCon
- SharePoint Technology Conference
- State of .NET Events
- SxSW Interactive Festival
- User Groups and Code Camps
- ... and more!

CODE Magazine is distributed globally to a combination of paid subscribers, qualified requests, and newsstands.
In addition, CODE Magazine has bonus distribution at targeted conferences and industry events throughout the year.



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SAMPLE PACKAGES

ONLINE

$3,700 - Value $5,295

Webinar Sponsorship

- Two slides
- Mention as sponsor & services/ product
- Link in the YouTube video description

Digital Newsletter Sponsorship

- Two banners
- One redirect URL
- 100 words of promotional text

PRINT/ DIGITAL/ ONLINE

$5,068 - Value $7,240

Full Page Ad

- Print and digital version

Value-Adds

- E-content newsletter sponsorship
- Company promotion sidebar

SPONSORSHIP OF ONE ISSUE

$9,264 - Value $13,235

2 Full Page Ads or 1 Spread (Print and Digital)

Value-Adds

- E-content newsletter sponsorship
- Company promotion sidebar
- Acknowledged as sponsor of issue

Developers are a key focus for dtSearch outreach, and CODE Magazine offers in-depth coverage of current topics in development. Working with CODE Magazine has been a great way to reach our target market, as well as to keep our own development aligned with the latest information. We wouldn't miss a single issue!

- Kate Tretter, Director of Operations, dtSearch®

With thousands of active customers to support on several platforms, I need to learn new technologies and development trends quickly and pass this knowledge down to my department. CODE Magazine is a valuable resource to accomplish this goal.

- Hadi Chami, Developer Support Manager, LEADTOOLS

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