



Media Kit March 2023

Kodeco

Audience, Marketing, and Rate Card



About Kodeco Inc.

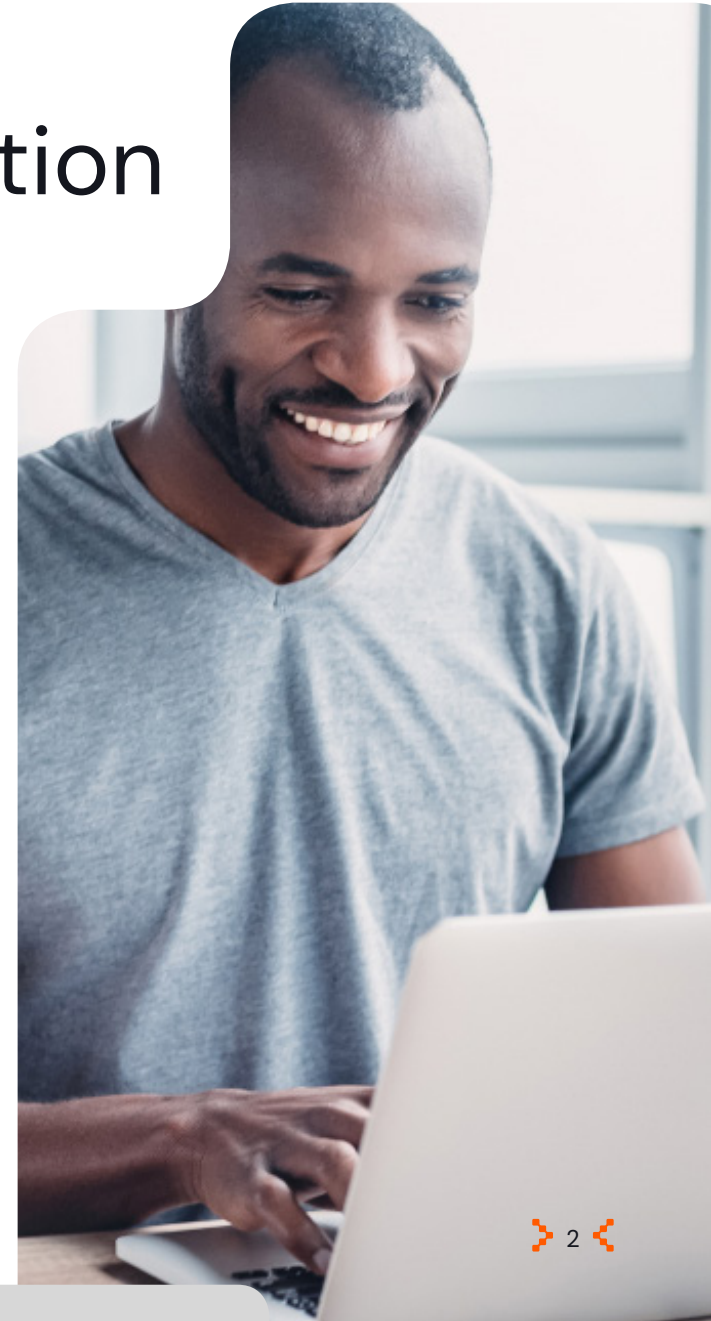
Kodeco is an online learning platform dedicated to helping mobile app developers at every stage of their careers. The company's vision is to be the best platform for mobile developers, providing learning opportunities that span from creating their first app to becoming a respected expert in their field.

Founded as raywenderlich.com, our products have helped thousands of developers worldwide in achieving their goals, whether it be landing their first job, growing their careers as part of a dev team, or building their dream app.

The Kodeco Inc. team includes 24 core members from various parts of the world, such as the United States, South Africa, the United Kingdom, Spain, India, Germany, the Philippines, Kenya, and Canada. We work alongside over 300 expert content contributors from around the world to develop our high-quality courses, books, bootcamps, and other learning opportunities.

Ray's legacy as our founder remains a constant source of inspiration for us. Our unwavering commitment to quality work, continuous learning and sharing, mutual support, and persistent iteration lies at the heart of all that we do.

Building the next generation of mobile developers



Our Services

Kodeco offers a subscription service for individuals and teams to learn and master mobile development.

With Kodeco, users can build in-demand development skills and stand out from other candidates with real-world development experience taught by expert developers from around the world.

The subscription plans provide access to a **massive catalog of resources** including and covering:



50+
books



2,000+
articles



4,000+
videos



3
Bootcamp classes annually



iOS



Swift



Android



Kotlin



Flutter



Game Tech



Unity



C#

Expected content releases per year:



52+
Video Courses



23
New and updated books



96
Full-length articles



4
Content pillars

Subscription plans available:

Personal

For independent app developers.

- Advanced learning paths
- Live Professional Development Seminars
- 300+ advanced courses
- 30+ advanced books
- Watch offline via iOS/Android app
- Membership discounts

Team & Enterprise

Best for professional app developers, small teams, and large enterprises.

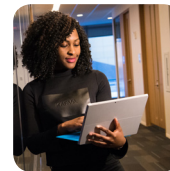
- All learning paths, beginner to advanced
- Live Professional Development Seminars
- 5,000+ courses, videos, and screencasts
- 50+ professional books
- Offline viewing and streaming
- Simplified billing and licensing
- Team member analytics
- SSO (Single Sign-On)
- Membership discounts

Audience Overview

Kodeco Inc.'s audience is a group of developers and professionals who are passionate about staying up-to-date on the latest trends in the development field.

They subscribe to Kodeco Inc. to seek tips and tricks on how to get a job as a mobile developer, learn mobile development for fun or hobby purposes, make their own apps, and find tools and services that make coding easier.

Kodeco Inc.'s audience is also interested in professional development resources, such as educational courses or services, to help them advance their careers. They are eager to connect with like-minded individuals through community membership and networking groups and use computer hardware and productivity services to enhance their work as developers.



Audience reach

232,000
free subscribers

8,500
paid subscribers

Demographic & Audience

Nationality highlights



More than **15%** of the audience are **early adopters**, with a preference for paying for new or unique products or services.

The majority of the audience is employed **full-time** as mobile app developers, software developers, and full-stack developers.

They have experience in various **programming languages**, such as:

- Swift **65.60%**
- Java **35.13%**
- Obj-C **31.81%**
- JavaScript **22.28%**
- Kotlin **20.31%**

They are active on multiple **social media platforms**, but mostly on:

- Github **62.90%**
- Stack Overflow **55.85%**
- Twitter **44.66%**

Kodeco Inc.'s audience is highly diverse when it comes to **working location structure**, with

- 31.57%** working in a hybrid environment
- 28.92%** tied to a specific remote location
- 23.61%** working remotely from anywhere in the world
- 12.05%** working in-person only

Advertising with Kodeco

By advertising with Kodeco, you can reach a large and engaged audience of iOS, Android, and Flutter developers, as well as many other mobile application development professionals.

As one of the most popular e-learning platforms for mobile development, Kodeco has a global membership of developers who are always looking for new products and services to enhance their skills.

Sponsor our Podcast

The Kodeco Podcast has been running since 2013 and aims to cultivate a community of engaged and helpful developers by featuring some of the best names in mobile application development.



332
Episodes

1,485,916
Listens

94%
Impactful Plays

An advertisement slot in the Kodeco Podcast comes with a **professionally produced 30-second ad**, voiced by the current podcast host.

COST: \$600/30-second slot

Sponsor our Newsletter



Kodeco's weekly newsletter is the best resource to stay on top of the changing news for developers and it provides a perfect place to feature your product or service alongside our most popular content, providing a valuable opportunity to connect with developers and other tech enthusiasts.

240,000+
subscribers

3.1%
Click-through rate

23%
Open rate

Kodeco weekly newsletter is the **largest and most content-rich newsletter** in the mobile development community.

In our exclusive Sponsored section, your placement can include:

- 500x500px image
- Link
- 60-word description

We only offer one sponsored slot per newsletter, so your message won't be competing with other ads.

COST: \$800/issue

We look forward to **working with you**

Kodeco

Email: advertise@kodeco.com

Website: www.kodeco.com

Podcast: www.kodeco.com/podcast