The media N°1 for the IT Pro target with up to 3 million unique monthly visitors
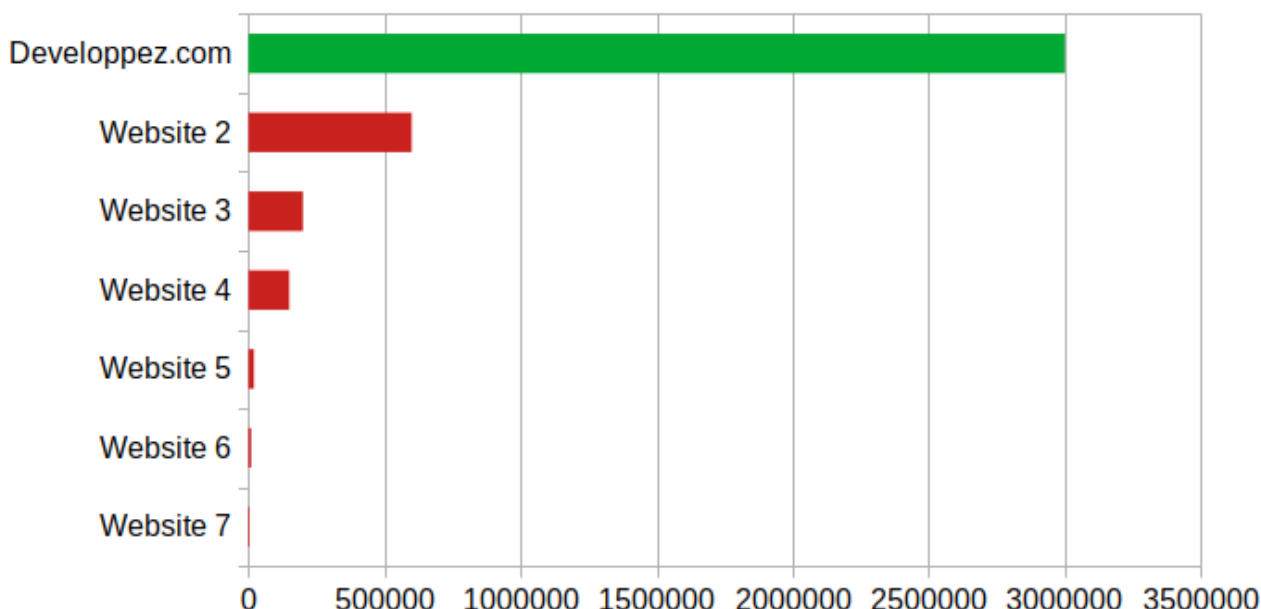

Up to 3 million unique visitors per month, up to 12 million page views per month, more than 1 million registered members, up to 5,000 messages per day on the IT Pro social network, up to 1,000 comments per news, 530,000 subscribers to the IT Professionals newsletter, and more than 1,700 IT authors who have written more than 14,000 articles for IT professionals.
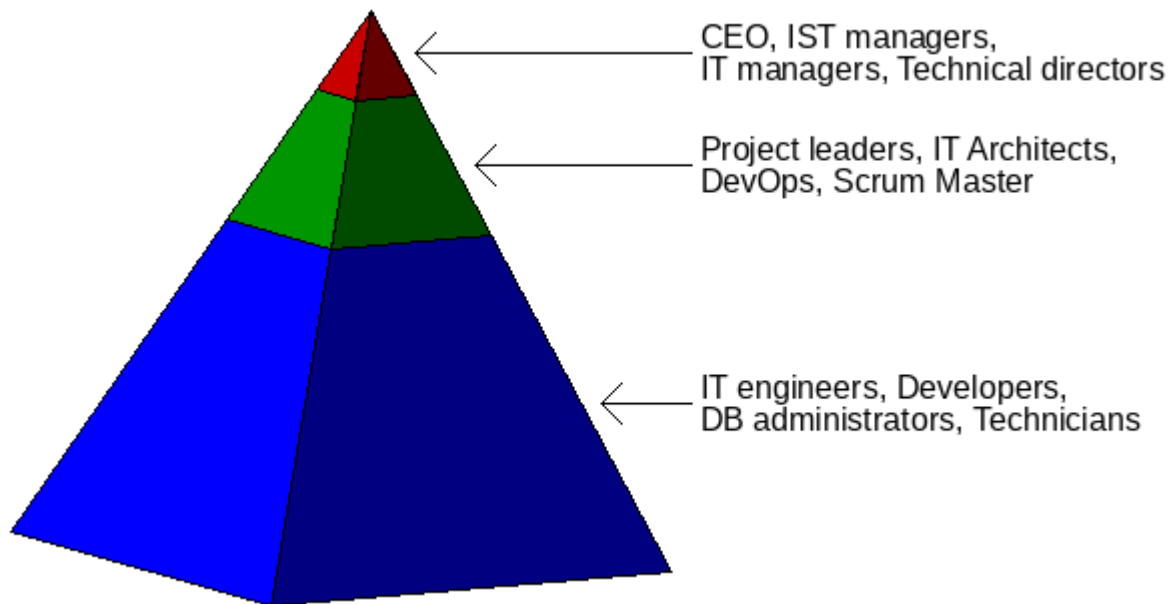
The best target for IT Pro advertisers
# CSP - Socio-professional categories
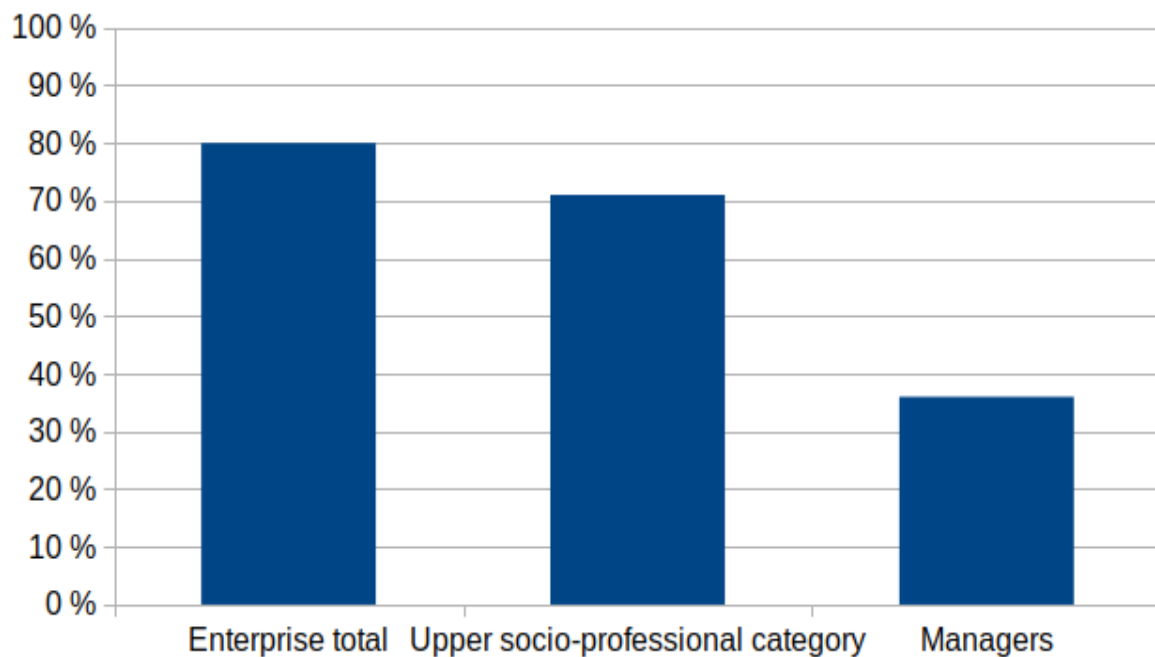
The CSP distribution by Nielsen indicates 80% active workers in enterprise, of which 71% are in higher professions, of which 36% are senior IT executives.

A true IT Pro media - Distribution of functions

CEO, IST managers,
IT managers, Technical directors

Project leaders, IT Architects,
DevOps, Scrum Master

IT engineers, Developers,
DB administrators, Technicians

A media with a true IT Pro readership reflects the pyramid of functions in a company: a very large majority are engineers, developers and technicians who form the basis of an IT department, leaded by management functions. The readership of developpez.com therefore reflects exactly the same proportion of functions as can be found in the IT department of a large company, which totally differentiates it from a general public Website.

A higher education target
## with a preponderance of Bac+5 (Master's degree)
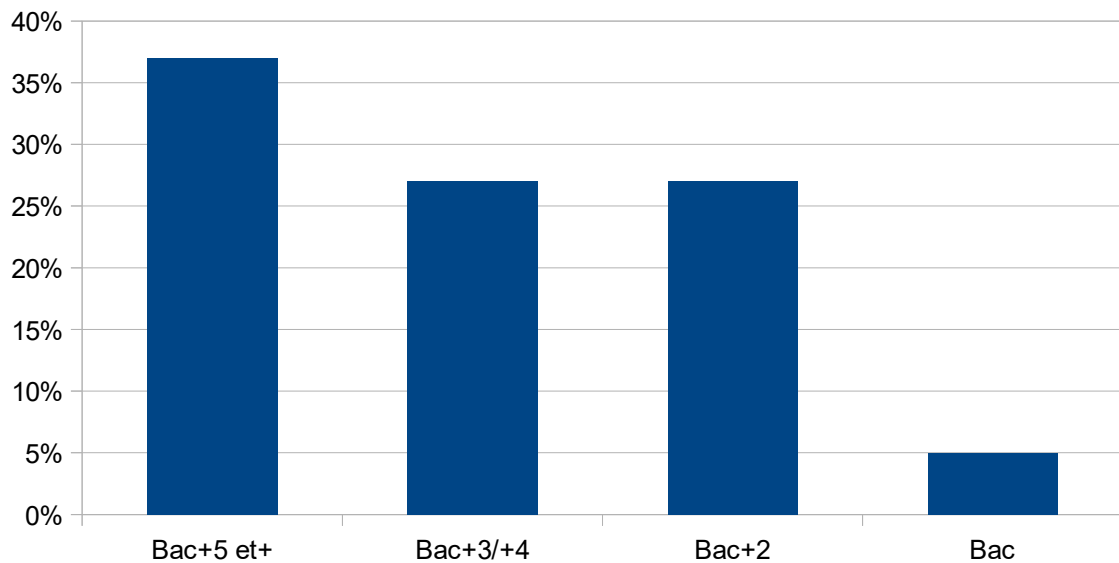
The distribution on Developpez.com is totally different from a general public Website and indicates a preponderance of 5 years of higher education (Master's degree level) for the positions of CEO, IT manager, project managers, DevOps, architects and engineers, then a very large number of 3 or 4 years of higher education (Bachelor degree) indicative of IT professions, to finish with 2 years of higher education for junior developers and technicians who finish to fill the usual number of IT departments in a company.

A predominantly male IT Pro target
same proportion as in IT services in companies

■ Male (82.5%)
■ Female (17.5%)
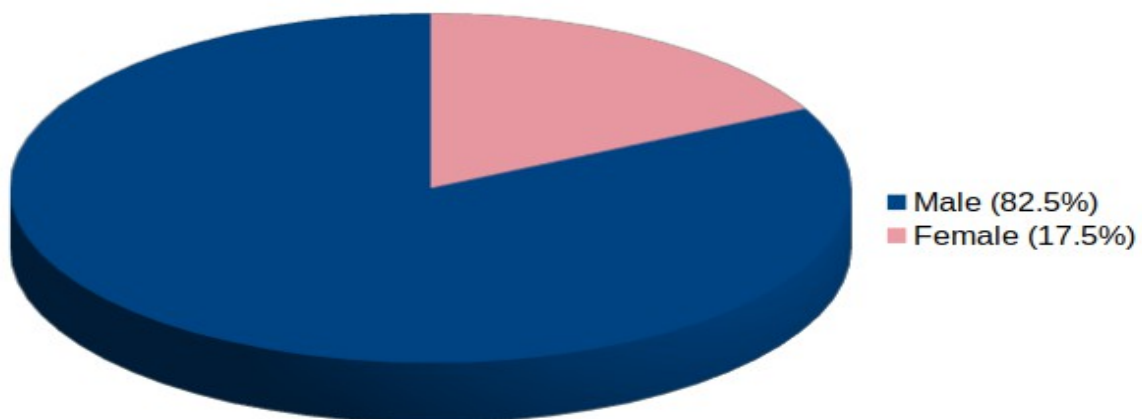
# Age distribution
+50% more decision-makers on IT Pro purchases
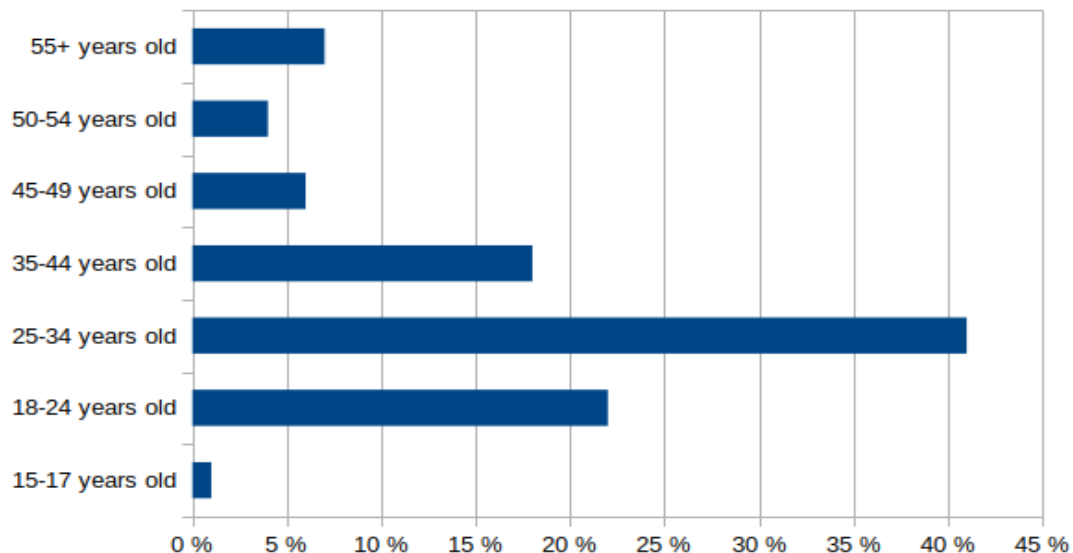
The target of purchasing decision-makers

The age distribution shows first of all 41% of IT professionals over the age of 24 in working life, who with age and experience can progress to management positions: CIO, IT manager, technical director, project manager. On this target Nielsen has classified more than 50% of purchasing decision-makers in companies.

The target for evangelization, training and recruitment of young graduates

There are also 22% of young people in higher education in computer science (Master's degree, Bachelor,...). The student target is sought for long-term evangelization on new technologies and for the recruitment of young graduates.

A very active IT Pro readership
# 700,000 comments per year
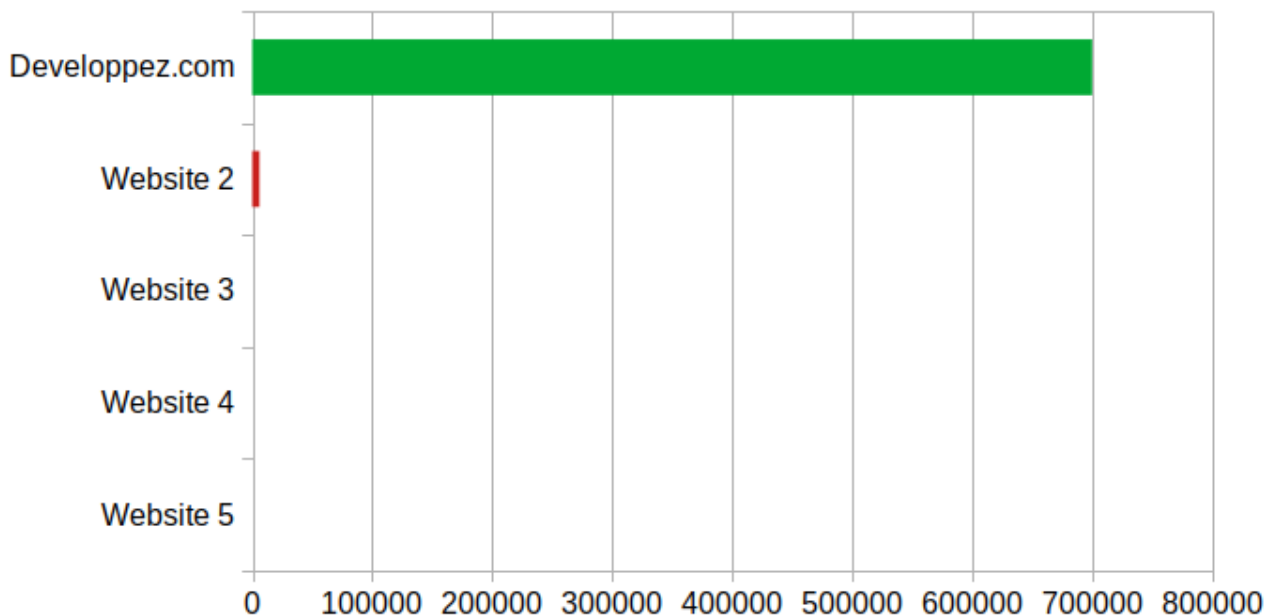
One of the reasons for developpez.com's huge success is the presence since its creation of a real IT Pro community, which manifests itself through comments and a very active IT Pro social network. Testimonials from IT professionals to comment on the news are a highly appreciated addition for the readers, this is why IT Pro readers regularly follow developpez.com, resulting in an audience more than 20 times larger than the majority of other so-called IT Pro websites.

Rare are the IT Pro websites that get comments from IT professionals. A site that doesn't display internal social network, forums, or news comments is simply hiding the fact that its true audience is either non-existent or general public. Sites claiming to be IT Pro have had a forum in the past that they closed down because either the forum was empty of messages indicating a complete lack of real traffic, or because the forum was 99% full of messages from general public users, for example many questions about "how to hack Word", which is typical of non-IT individuals and non-business users. So the so-called IT pro websites preferred to close their forum or even disable the possibility to comment the news in order to hide the real audience of the site from advertisers, i.e. no audience or general public audience. The fact that the IT Pro advertising rate is much higher than the general public rate easily explains the reason for this widespread fraud.

Operating systems
Linux more popular on IT pro
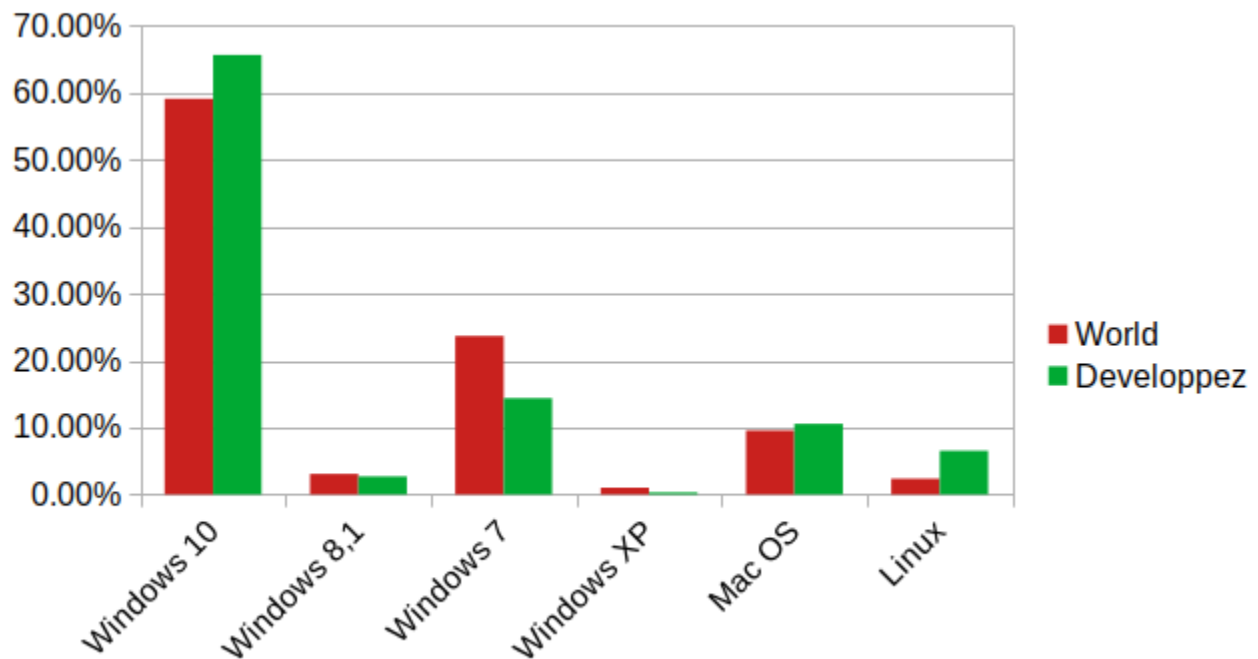
The IT Pro readers of developpez.com uses proportionally much more Linux than the general public users. We can see that many IT specialists prefer to use Linux instead of Windows, since they often have to manage Linux servers at work, so they have also adopted it more often as a workstation, which reveals a strong marker of IT Pro readership. The update rate to Windows 10 is also higher than for the general public, which is quite normal for reasons of security and adaptation to new technologies.

Web Browsers
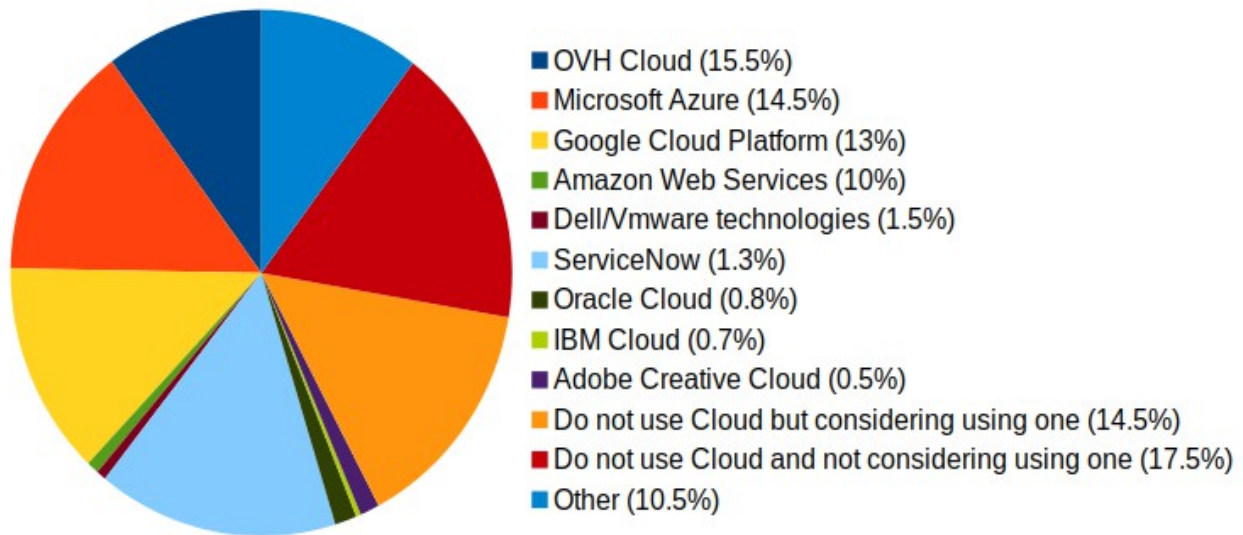# Firefox more used in IT Pro
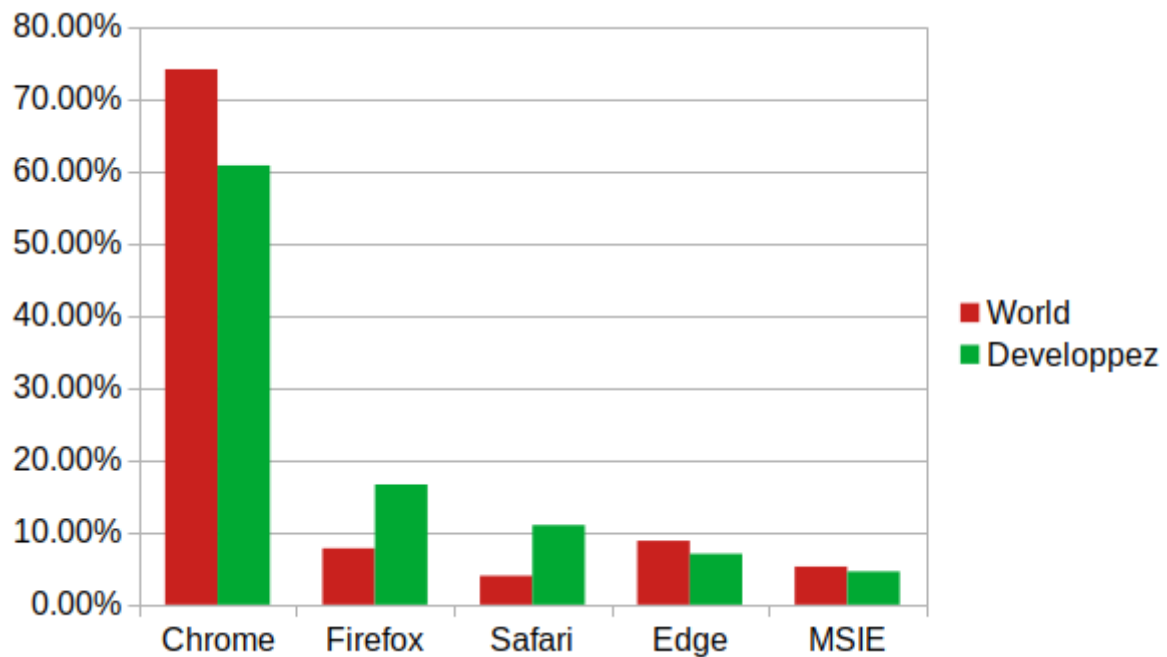
The readership of developpez.com uses Firefox in proportion twice as much as the general public users, we can see that many IT professionals prefer to use Firefox instead of Chrome which is more a product for the general public while Firefox is still widely used by IT Pro, so it is a clear marker of IT Pro readership.

Enterprise Cloud computing in France
IT Pro 2021 Survey

- OVH Cloud (15.5%)
- Microsoft Azure (14.5%)
- Google Cloud Platform (13%)
- Amazon Web Services (10%)
- Dell/Vmware technologies (1.5%)
- ServiceNow (1.3%)
- Oracle Cloud (0.8%)
- IBM Cloud (0.7%)
- Adobe Creative Cloud (0.5%)
- Do not use Cloud but considering using one (14.5%)
- Do not use Cloud and not considering using one (17.5%)
- Other (10.5%)

This issue is becoming more and more preponderant in the enterprise, a very active cloud computing section is now available for IT decision-makers, and it is the only one of its kind on the French-speaking market, not only with the largest coverage of the market in terms of number of news but also by offering courses, tutorials, evaluation guides and everything useful for the implementation of the cloud in the enterprise, thanks to the participation of many market operators and authors. The latest survey proposed to IT professionals was a great success, with more than 100 comments and more than 600 votes. We note a French particularism with the presence of OVH cloud as a leader, and we also note that the market is far from being saturated, with a significant market share that is still in the process of making a choice of cloud provider.

How developpez.com became the first on IT Pro

Developpez.com was created at the end of 1999 by a community of developers, offering IT news, tutorials and a forum and was an immediate success after developers, with a growth rate of +50% per year until reaching up to 3 million readers per month.
Other IT pro professions who also occasionally do programming joined this community and little by little a new offer was set up with IT pro sections such as IT Managers, Cloud, AI, Cybersecurity, DBMS, BI, Data Science, ALM, DevOps, and that's why over time developpez.com has become a much more generalist IT Pro media than its historical URL might at first glance suggest.

By adapting to new technologies: mobile version, support of social networks (Linkedin, Twitter, Facebook, ...), and by developing its forum into a real social network specialized IT Pro, developpez.com has been able to keep its huge audience while the audience of other websites supposedly IT Pro has totally collapsed to insignificant levels for a lot of reasons: visual surface to 90% of ads, non-existent technical content, no social network, no community, no comments, closed or empty forum, ... These "showcase sites" controlled by advertising agencies, made up of 90% ads and 10% content of no interest to readers are one of the reasons for the repeated failures of IT Marketing pro operations.

A fair and sustainable economic model

The developpez.com club is an independent and community media that was created first and foremost to satisfy the needs of readers, not advertising agencies, and it is precisely for this reason that the club has been able to satisfy more and more users and become the leading IT Pro media. The resources collected by the club are fully reinvested in the club's cost management to continue to offer the best services and quality content for the readers, thus ensuring the long-term sustainability of the media.

Meanwhile, the traffic of the over-commercialized media managed by the advertising agencies has totally collapsed to the point where it no longer represents any significant audience and generally leads to the failure of any serious marketing attempt on these medias. Their audience has become so small that in order to sell the displays ordered by advertisers they had not only to multiply the number of banner slots, thus greatly dividing their efficiency, but even worse to make forced page refreshes, which is very unpleasant for the very few remainig readers and only makes them flee even faster. As far as advertisers are concerned, it is worse because the impact in terms of communication has become almost worthless.

One of the most important website for IT jobs

Main trends evolution in job proposals
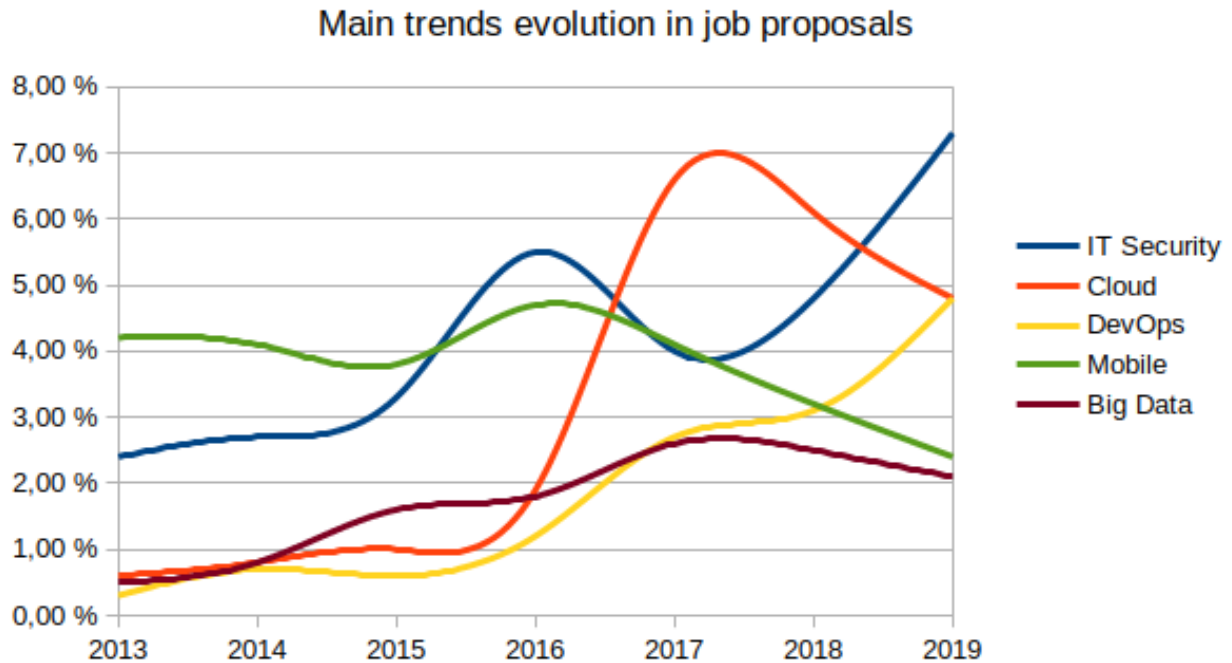
With more than 20,000 IT job offers updated every day, Google has ranked developpez.com's job portal as the first independent job site on the target developers and IT just after the governement official portail "Pole Emploi". Thanks to the 20,000 offers, which is the largest number of offers on the French market, the annual study on IT jobs provides a lot of useful information for both candidates and recruiters. A special recruitment marketing offer available to speed up or even subcontract your IT recruitments is regularly used by many recruitment agencies as well as by major IT services companies with a very large number of recruitments.

A very high ROI for IT pro target

A highly qualified readership and the possibility of ultra precise targeting using, for example technological criterias via the numerous sections of the site makes it possible to obtain a ROI up to 10 times higher than the ROI observed on other websites, which do not offer technological sections or which have a very low readership or a majority of general public audience.

The limited number of banner slots makes them more visible and more efficient, with click rates often much higher than the market, compared to a commercial site controlled by an advertizing company that must multiply the number of banner slots to compensate for insufficient or even insignificant traffic.

Banner formats: 728*90, 160*600, 300*600, 300*250.

Developpez does not simply offer banners but also a very complete offer with a large number of complementary communication vectors (social networks, professional IT newsletter, …) that has proven to efficiently address the IT pro target.

For more information, please contact the communications department:
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Tel France : (33) 09 70 46 87 30 - Europe : +44 (0) 11 7230 3750