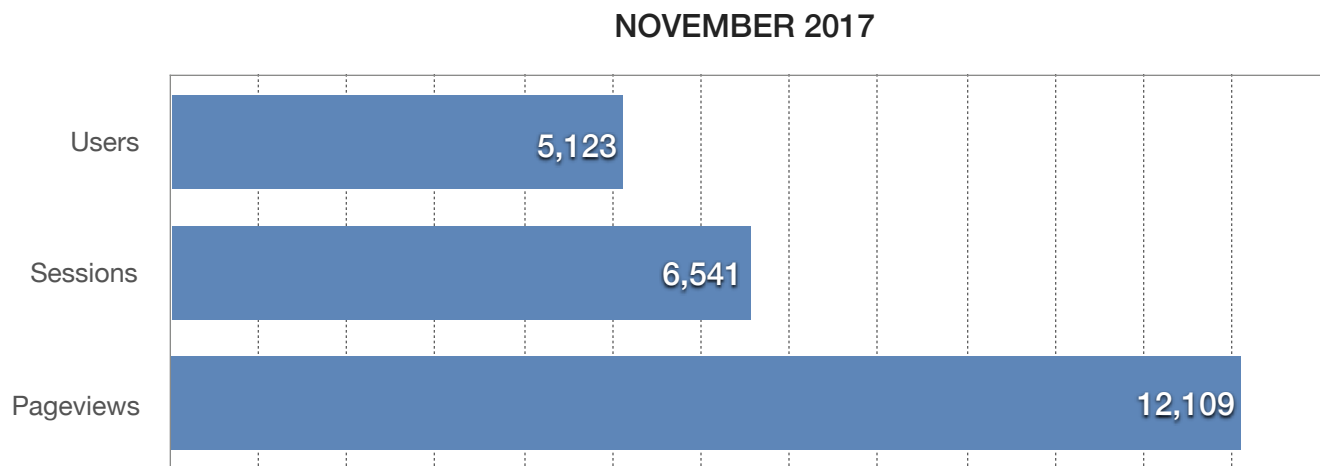


## Summary

QualityCoding.org is a popular blog for iOS developers. The author is Jon Reid, who is highly respected in the iOS developer community for his expertise on unit testing and Test Driven Development. Becoming a blog advertiser provides an opportunity for you to reach a targeted audience of iOS developers who are interested in working more effectively.

## Site Traffic

These are the traffic statistics for the month of November 2017 as reported by Google Analytics. In addition, Jon has more than 2,400 email and RSS subscribers. Jon also has 5300+ followers on Twitter and Facebook combined.



## Inbound Links

Metric	Count	Comments
Search Clicks	3,091	Number of Google Search clicks in 28 days (Nov 28–Dec 27)
Inbound Links	6,061	Number of external links to QualityCoding.org

## Reader Profile

Based on the Quality Coding 2017 Reader Survey, the TYPICAL READER is a male iOS developer between the ages of 30–39. He may live anywhere around the world, but predominantly in the United States of America.

The typical reader uses the Swift programming language for iOS development, but still also uses Objective-C. He uses some kind of Continuous Integration, writes unit tests most of the time, and practices Test Driven Development at least once in a while. However, he is much less likely to use Pair Programming. He works remotely only once in a while.

The typical reader is interested in personal growth. He reads most of Jon’s blog posts and is especially interested in architecture and design, Test Driven Development, and unit testing. He reads regularly, attends a couple of conferences per year, and buys a couple of online courses per year. He is less likely to attend a webinar, but likes video learning.

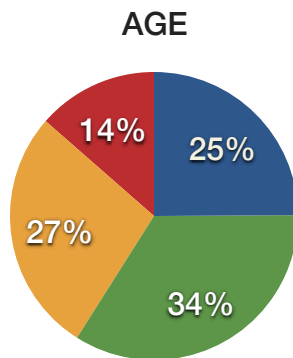
## Audience Details

In June 2017, Jon conducted a “Reader Survey”. You can see the original survey here:

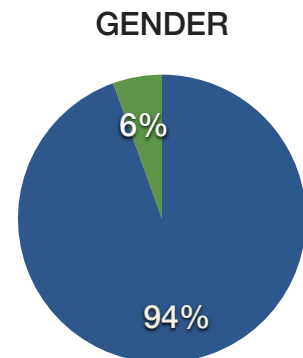
<http://qualitycoding.org/2017-reader-survey/>

Here are the highlights:

274  
people took the  
“2017 Reader  
Survey”

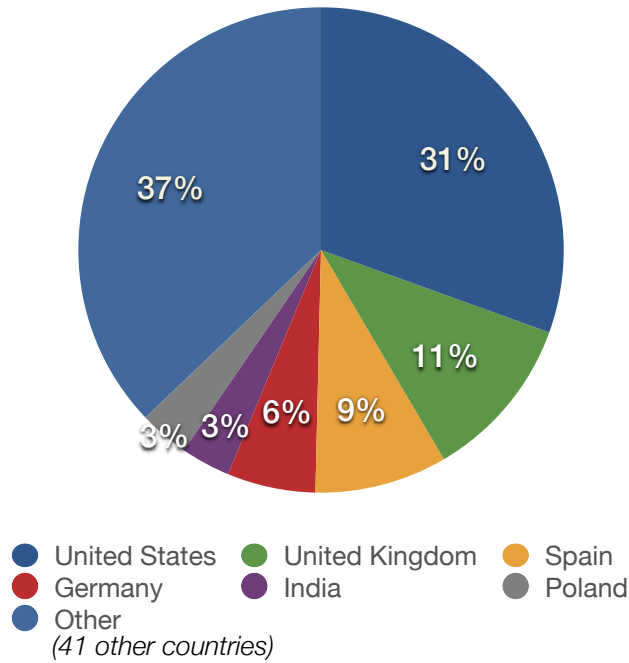


● 18-29    ● 30-39  
● 40-49    ● 50+



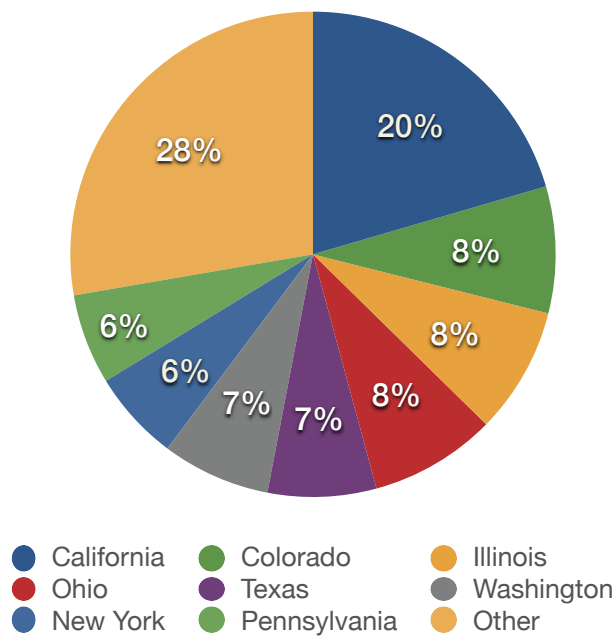
● Male    ● Female

COUNTRY OF RESIDENCE

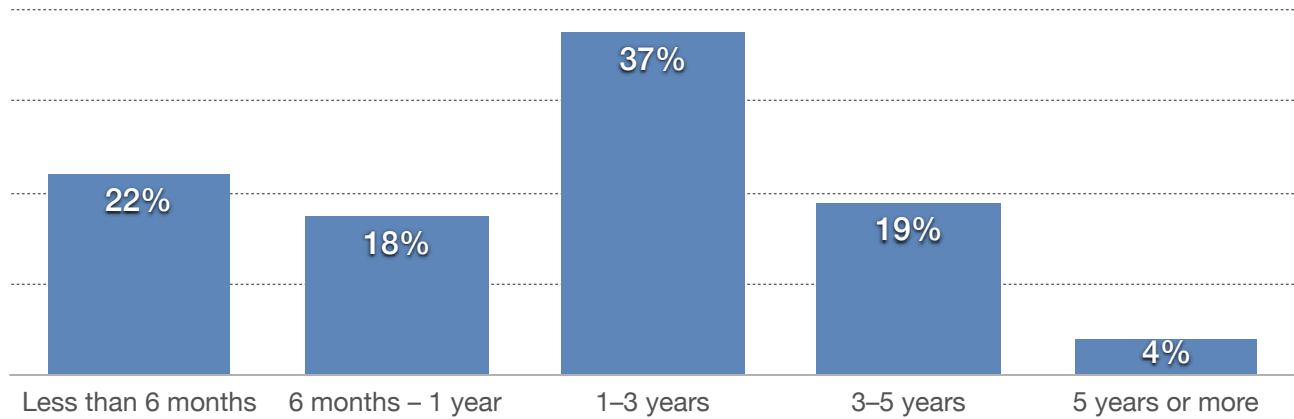


x

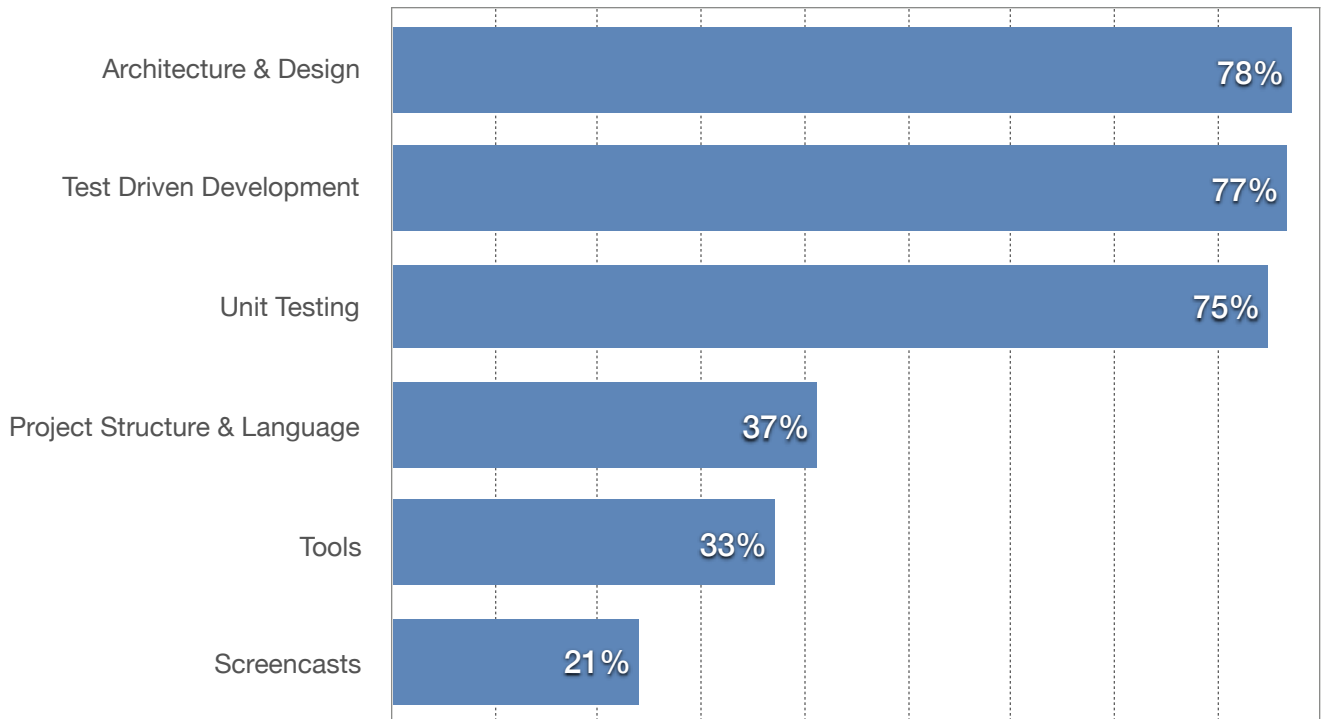
U.S. STATE OF RESIDENCE



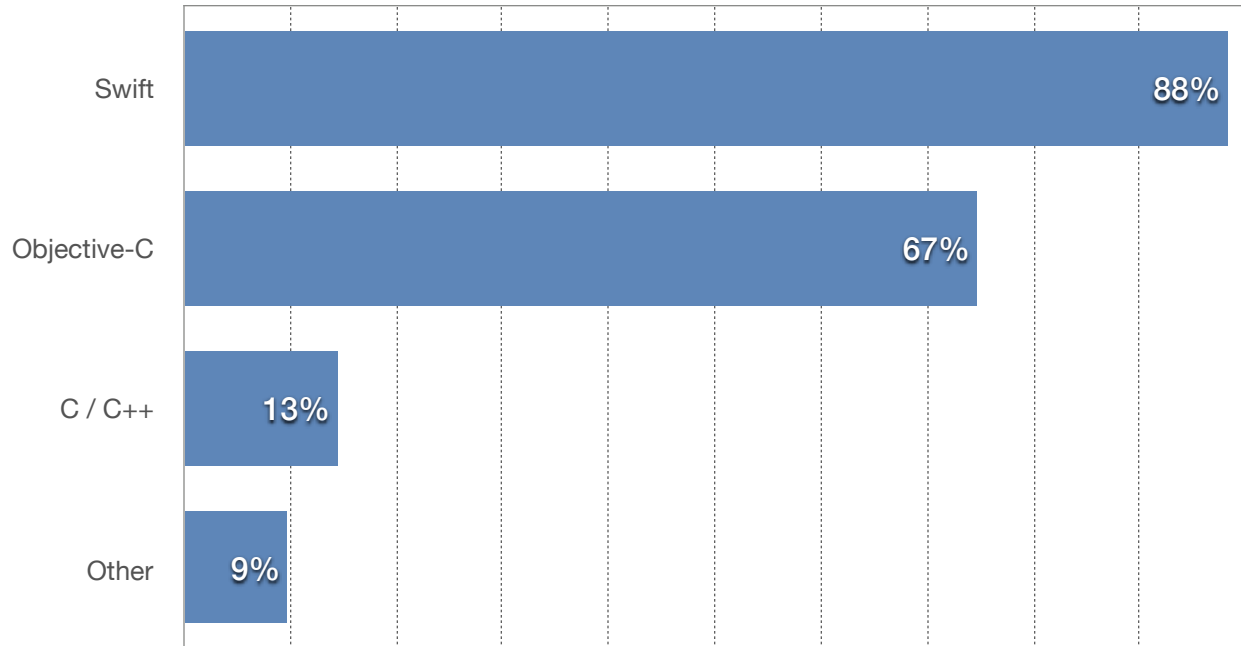
READING THIS BLOG FOR HOW LONG?



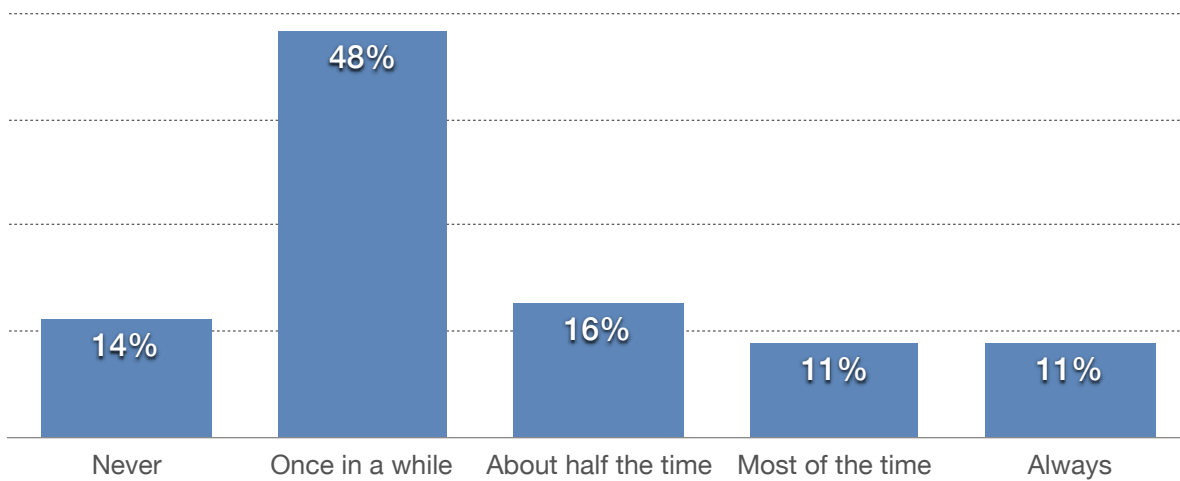
FAVORITE SUBJECT CATEGORIES



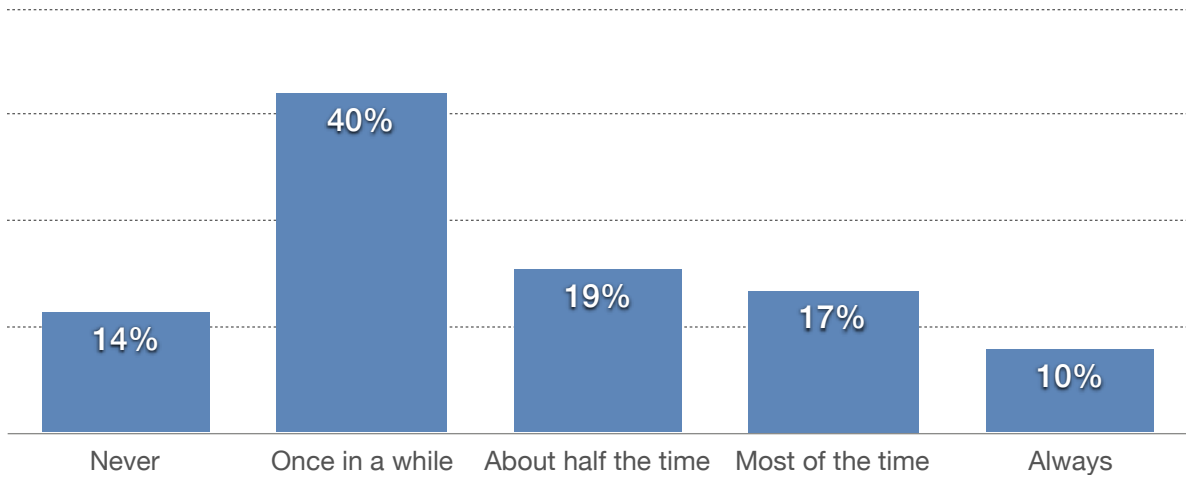
PROGRAMMING LANGUAGES USED FOR IOS DEVELOPMENT



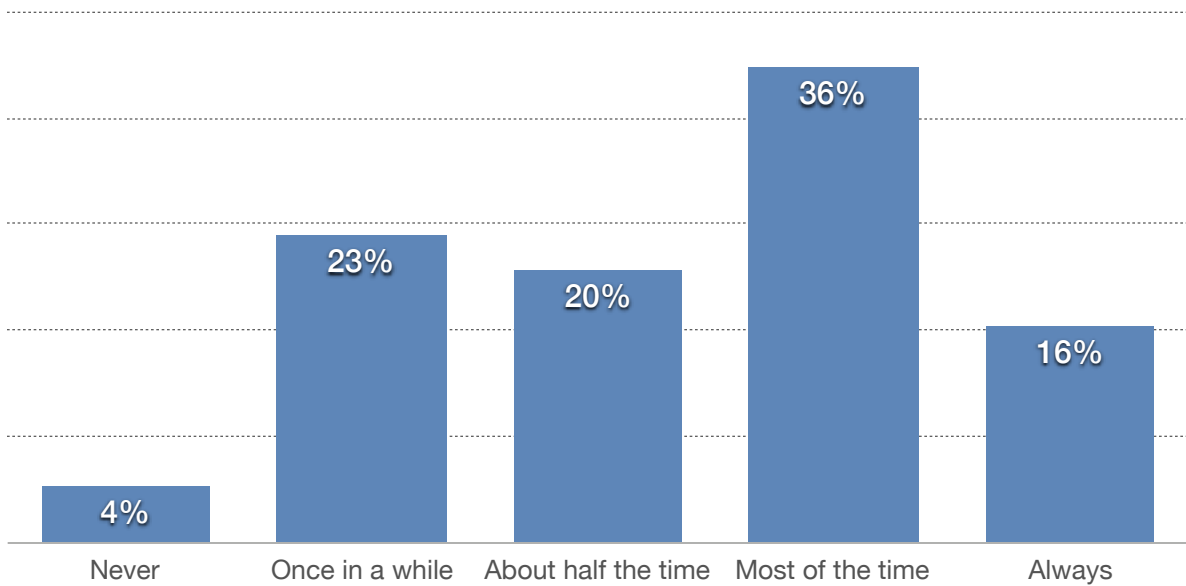
WORK REMOTELY: HOW OFTEN?



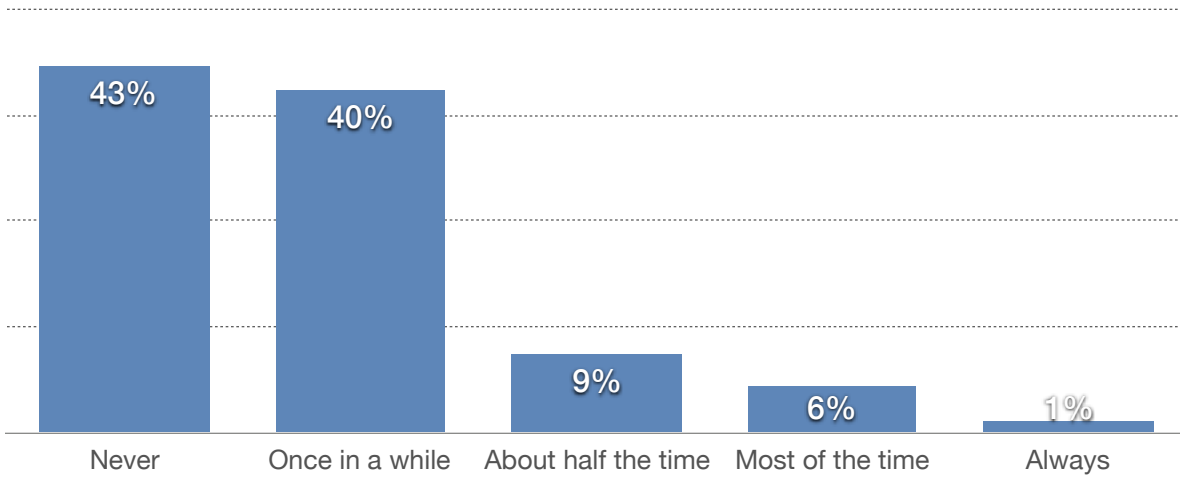
TEST DRIVEN DEVELOPMENT: HOW OFTEN?



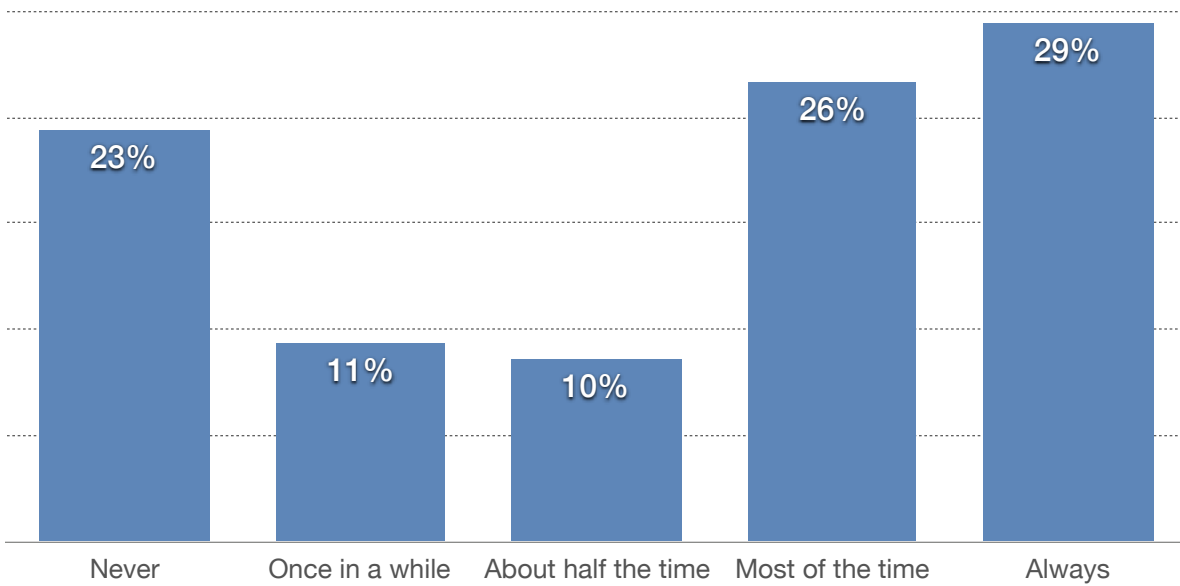
UNIT TESTING: HOW OFTEN?



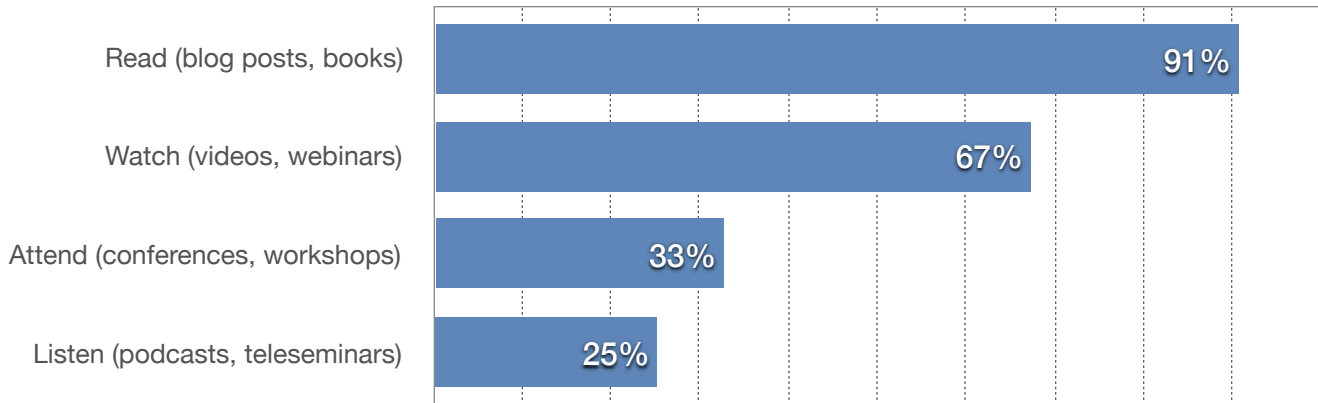
PAIR PROGRAMMING: HOW OFTEN?



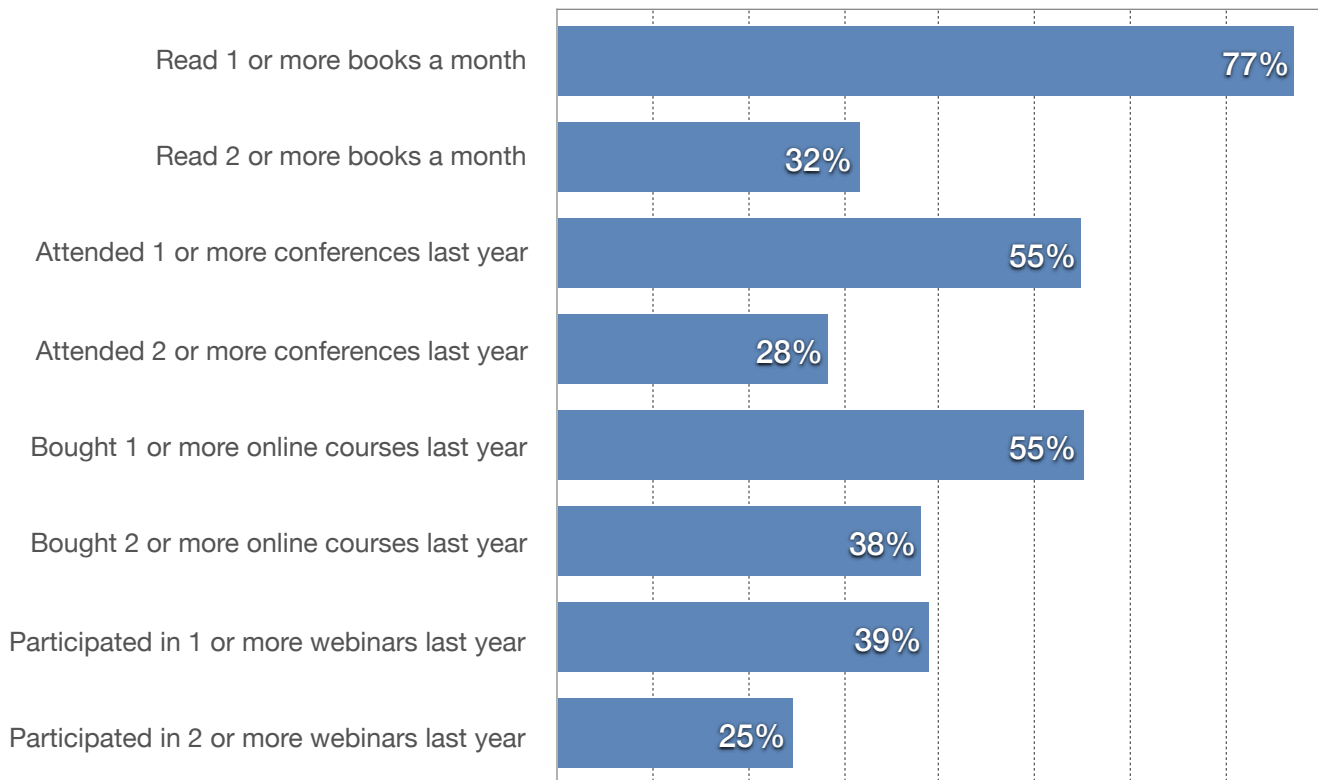
CONTINUOUS INTEGRATION: HOW OFTEN?



FAVORITE WAYS TO LEARN



INVESTMENT IN PERSONAL GROWTH





We offer display ads that run along the right sidebar of the blog. Descriptions and prices are listed below. Examples of these ads follow.

<p><b>Position 1:</b> Large Sidebar Ad 300 x 250 (top right)</p>	<p>This ad is the largest available on the site. It is 300 x 250 pixels and appears in the right-hand sidebar, right beside the blog post title. You will need to supply the graphic and a link to a landing page on your site.</p>	<p><b>\$115</b> per 30 days</p>
<p><b>Position 2:</b> Small Sidebar Ad 125 x 125 (top right)</p>	<p>These ads are 125 x 125 pixels and appear in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site.</p>	<p><b>\$55</b> per 30 days</p>



Prices as of June 10, 2018

## **Guidelines & Policies**

We do not allow animation on any ads.

All rates are subject to change.

To book your ad, or if you have any questions, please email Jon Reid at [jon@qualitycoding.org](mailto:jon@qualitycoding.org)