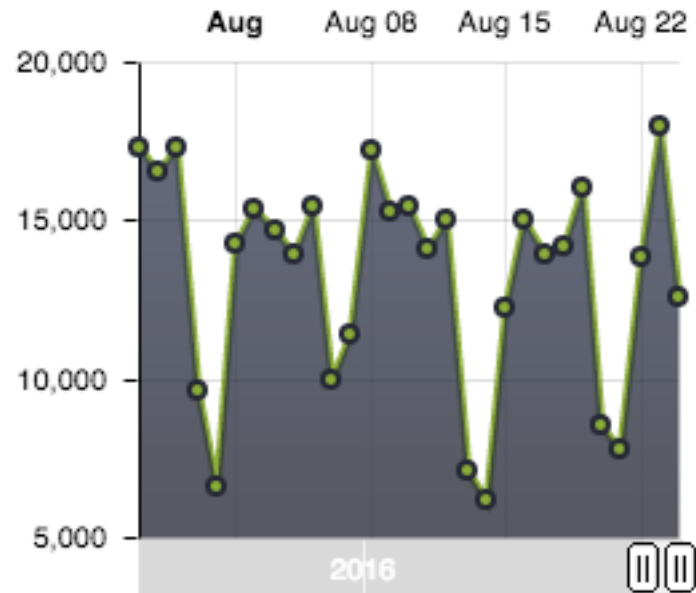




**SOFTWARE
ENGINEERING
DAILY**

Media Kit
Q4 2016

Software Engineering Daily is a 40-60 min daily software podcast



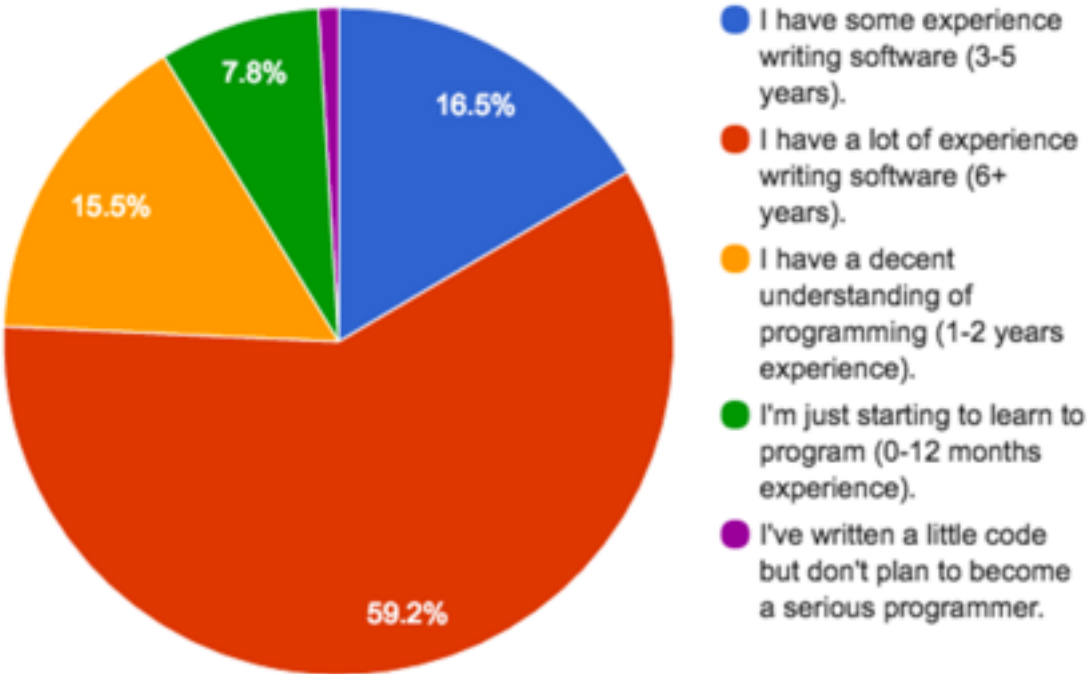
Downloads per day: ~17,000



Demographics

59% of listeners have 6+ years of experience

How much experience do you have writing software?



51% of listeners listen to 3+ hours of SE Daily per week



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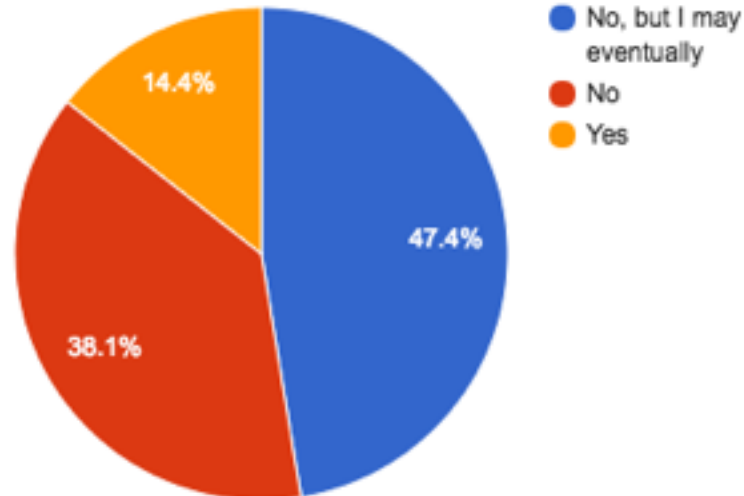
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Advertising Details

- Ads are 40-80 seconds long
- 2-3 ads run per episode
- We work with the sponsors to make authentic, useful advertisements

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