



// 01 - TRAFFIC OVERVIEW

Key Metrics

Data period: **December 2025 – July 2026** · Tracked via Matomo (privacy-first analytics)

~1,100

MONTHLY VISITS

avg over 7 months

~270

WEEKLY VISITS

consistent growth
Q1→Q2

6%

AVG BOUNCE
RATE

exceptionally low for
tech

3.4

PAGES PER VISIT

high content
engagement

~70s

AVG VISIT DURATION

readers actually read

8,888

TOTAL VISITS (7 MO.)

Dec 2025 – Jul 2026

100+

PUBLISHED ARTICLES

technical depth content

// 02 - ACQUISITION CHANNELS

Traffic Sources

Direct / Loyal Readers	47% · 4,118 visits
Social Networks	27% · 2,335 visits
Organic Search (SEO)	24% · 2,104 visits
Referral / Other Websites	3% · 234 visits
Campaigns	1% · 74 visits

💡 **High direct traffic** signals a loyal, returning professional audience — exactly who you want seeing your brand. Social bounce rate from community channels is **only 1.5%**.

// 03 - AUDIENCE DEVICES

Device Breakdown

Desktop	62%
Mobile / Smartphone	37%
Tablet / Other	2%

The **62% desktop dominance** is a strong signal of a **professional / at-work audience**: developers reading during work hours, evaluating tools, and making purchasing decisions. This demographic has significantly **higher purchase intent** for developer tools, cloud services, and SaaS products.

// 04 - TOP PERFORMING CONTENT

Most Read Articles

#	ARTICLE	UNIQUE VIEWS	BOUNCE	REACH
01	Ollama: Intro & How to Use It AI /intelligenza-artificiale/ollama-intro-cose-come-usarlo/	401	4%	
02	AI and Politics AI /intelligenza-artificiale/ai-e-politica/	248	3%	
03	GitHub Copilot: Plan Changes AI DevTool /intelligenza-artificiale/github-copilot-cambio-piani/	186	2%	
04	Ollama Quantization Guide AI /intelligenza-artificiale/ollama-quantization/	182	0%	
05	Unity Assets Toolbox Gaming /gaming/asset-unity-da-avere-nella-tua-toolbox/	167	2%	
06	n8n Self-Host with Docker Automation /automation/n8n-selfhost-with-docker/	151	1%	
07	Claude Code: Agentic AI Coding AI /intelligenza-artificiale/claude-code-agentic-ai-coding-intro/	165	8%	
08	Keystore vs Truststore Differences DevOps /devops/differenze-tra-keystore-e-truststore/	124	0%	

Topics: **AI** / **LLM** / **Ollama** · **DevOps** · **Cloud** · **Automation** · **Security** · **Gaming Dev**

// SINCE 2020

Want the **full picture?** **6 years of data available.**

The metrics shown in this media kit cover only the **last 7 months**. TheRedCode has been publishing since **2020** — we can share the complete historical analytics (traffic trends, top articles over time, seasonal patterns, audience growth) to give you a full view of the blog's trajectory and long-term potential.

2020

BLOG FOUNDED

6+ years of analytics
available on request

 **Request Full Data** →

// 05 — AUDIENCE PROFILE

Who **Reads Us**



Software Developers

Backend, frontend and full-stack engineers actively using tools like Docker, Kubernetes, Ollama, n8n and cloud platforms.



DevOps & Platform Engineers

Professionals managing CI/CD, containers, observability, and cloud infrastructure at scale.



AI / ML Practitioners

Early adopters experimenting with local LLMs, AI agents, and automation pipelines — high purchase intent for GPU and AI tooling.



Italian IT Market

Rare, trusted Italian-language technical content reaching a professional audience that mainstream English blogs don't serve well.



At-Work Readers

62% desktop access signals reading during work hours — decision-makers evaluating tools for their team or company.



Community-Driven

Very low bounce rate (avg 6%) and 3.4 pages/visit indicates a loyal, engaged community — not casual passers-by.

// 06 - COMMUNITY & PARTNERS

Trusted by Italy's **Dev Community**

TheRedCode is not just a blog — it's embedded in the Italian tech ecosystem. We actively collaborate with local developer communities, conferences, and open source groups, giving our sponsors direct access to a pre-qualified, community-backed audience.

COMMUNITY PARTNERS



GDG Roma

Google Developer Group Roma — Google's official local dev community



GrUSP

Italian PHP & web dev user group — established community network



PyMilano

Official Python Milano community — monthly meetups & events



Schrodinger Hat

Open source Italian community — developers & contributors

**Python Biella Group**

Python community in northern Italy — active learning group

**Fuzzy Brains**

Italian tech & innovation community — cross-disciplinary audience

**La Locanda del Tech**

Italian tech Telegram community — active daily discussions among developers

**Il Libro Open Source**

Italian open source publishing initiative — community-authored content

SPONSORSHIP EXPERIENCE — SECTORS WE'VE WORKED WITH

We have an established track record of delivering sponsored content that resonates with our audience. Past and current collaborations span across multiple tech sectors:

**Cloud Providers & Hosting**

Cloud infrastructure, VPS, managed hosting and platform-as-a-service solutions for developers and engineering teams.

**Developer Tools & IDEs**

Coding environments, productivity tools, API clients, testing frameworks and developer workflow solutions.

**Finance & Fintech Tools**

Financial management platforms, invoicing tools, and fintech solutions targeting freelancers and tech professionals.

**Tech Education & Training**

Online learning platforms, bootcamps, certification programs and professional development resources for developers.

**Security & DevSecOps**

Security scanning, vulnerability management, identity & access management tools for software teams.

**AI & Automation Platforms**

AI-powered tooling, workflow automation platforms and LLM-based products for engineering and product teams.



We know how to make sponsored content work. Our collaborations are always built on genuine product relevance — we only partner with tools and services we'd actually recommend to our readers. That's why our sponsored articles consistently outperform industry-average engagement benchmarks.

// 07 - SPONSORSHIP OPPORTUNITIES

Collaboration Options

STARTER

€150 / one-

time

Ideal for testing the channel with a targeted article mention

-
- 1 sponsored article mention
 - Follow link to your product
 - Social amplification (1 post)
 - Performance report

SPONSORED POST

€300 /

article

Full dedicated article about your product, in the blog's editorial style

-
- 1 full sponsored article (~1500 words)
 - Permanent placement
 - 2 social posts (LinkedIn + other)
 - Newsletter mention (when available)
 - Performance report at 30 & 90 days

PARTNER

€500 /

month

Ongoing brand presence across relevant content

-
- Logo in sidebar / footer
 - 2 contextual mentions/month
 - 1 sponsored article/month
 - Priority in new AI/DevOps content
 - Monthly analytics report

Custom packages available. All sponsored content is clearly labeled and written in TheRedCode's authentic editorial voice.

We only partner with tools and services our readers would genuinely find useful.

Ready to reach Italy's dev community?

Let's build something together.

WEBSITE

theredcode.it

EMAIL

info@theredcode.it

DATA PERIOD

Dec 2025 – Jul 2026

Analytics tracked via Matomo (self-hosted, GDPR-compliant, no third-party data sharing).