

# The Register launches site for professional software developers

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The Register has launched a sister publication for professional software developers.

Called Reg Developer, the site is co-edited by veteran IT journalists David Norfolk and Martin Banks and lives at [www.regdeveloper.co.uk](http://www.regdeveloper.co.uk). David and Martin formerly edited Application Development Advisor (ADA), a well-respected UK print-based magazine that suspended publication in the summer.

The focus of Reg Developer will be to cover everything that is relevant to the developer's world, ranging from coalface code cutting issues through to infrastructure management and on to governance and compliance issues. It will also aim to help build the bridge between developers/technology, and business needs and processes.

Joining Reg Developer is a clutch of columnists from ADA including database guru Mark Whitehorn, programming boffin Kevlin Henney, Java specialist John Hunt, project manager extraordinaire David Putman and Tim Anderson, a journalist who specialises in application development and Windows issues. We are also the new home for Verity Stob, the pseudonymous columnist who has made a career out of poking fun at her fellow programmers. Verity's column appeared most recently in Doctor Dobbs' Journal, the leading US magazine for software developers.

David Norfolk writes:

"Martin Banks and I have been print journalists for years and we're very excited to be associated with Reg Developer and the chance to work in the online channel. Well, we've written online before and The Register is different, with more of the feel of a newspaper and old-style journalism, but brought bang up-to-date. In Reg Developer, we'll cover technology rather better than print newspapers can manage, of course, but we will also comment critically on emerging trends as well as reporting what is really going on today.

"Our aim is to both entertain and inform. Our writers are experienced and innovative; we value controversial opinions based on real-world experience and we don't want to bore our readers. However, we do hope that they'll sometimes disagree with what we say - as otherwise we aren't pushing at the boundaries hard enough.

"We promise to cover hands-on coding, as you'd expect, but we will also keep you informed about the wider issues affecting the people who actually make IT systems work - professional developers."

Drew Cullen, editor-in-chief, of The Register, said: "The Register already has by far the biggest readership of professional software developers in the UK. But beyond our news pages we have not particularly catered for this constituency. We are delighted to welcome David and Martin on board to help us deepen our content for this important audience." ®

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## About The Register

The Register is the UK's biggest technology website. Each month more than four million readers worldwide tune into The Register's unique blend of news, views, comments and humour. Established in 1995, as an occasional free email newsletter, The Register took to the web in January 1997 and became a daily news operation in May 1998. We are based in London.