



# Keeping developers informed

SINCE 2011

MEDIA KIT  
Q1 2023 (JANUARY - MARCH)

[COOPERPRESS.COM/MEDIAKIT](https://cooperpress.com/mediakit)

A dense, blue-tinted collage of many small, square portrait photographs of people from various backgrounds, ages, and genders, creating a mosaic effect.

# WHAT WE DO

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Cooperpress publishes weekly email newsletters to an audience of nearly half a million developers and software engineers.

We help developers, and the companies they work for, stay up-to-date — informing them of the latest developments on the tools and technologies they use every single day. If you want to reach a growing audience of developers who are keen to try new tools, services and technologies — we can help.

Our primary focus is the publication of weekly email newsletters — with high levels of engagement and net weekly open rates typically between 35%-60%, our sponsors typically see great levels of interaction from our readers.

Sponsors benefit not just from appearing within our publications, but things we share frequently get wider attention across social media and on sites like Hacker News and Reddit.

A range of opportunities are available for companies interested in reaching software developers in a variety of niches, both in terms of sponsorships and content development. Due to high levels of interest, we maintain a waiting list and take reservations in advance — so reaching out early is advised.

## MEET THE TEAM

Founded in 2011, but built upon a prior decade of work in developer media, Cooperpress is a software development focused publisher, specializing in the publication of email newsletters and news digests.

Our small team is formed of a core group based in the United Kingdom, supported by external remote curators in the US and Canada — together we help keep almost 500,000 subscribers informed on a weekly basis.

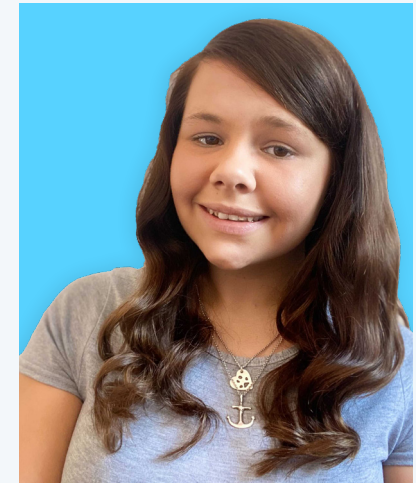
We're always happy to talk! You can find all of our contact details on our site.

[cooperpress.com/hello](https://cooperpress.com/hello)



### **Peter Cooper**

Peter Cooper is the founder and Publisher-In-Chief at Cooperpress. He is also a developer, and author.



### **Kristina Hicks**

Kristina Hicks is Cooperpress President and Director of Sales. She joined the company in 2015.



**Chris Brandrick**  
Editorial Director



**Olly Hanstock**  
Customer Relations  
Manager



**Laura Cooper**  
HR Manager

## RECENT SPONSORS

Our sponsors cover a wide range of the technology industry including SaaS, infrastructure, database, recruitment, and educational services.

Here's a selection of some of the companies we work with:



## TESTIMONIALS



We get new customers and key business insights on what a savvy audience of potential customers want to see from us.

**Marc Grabanski**  
**Frontend Masters**



The wide range of well-edited newsletters helps us to target the audience we want. Excellent customer support too.

**Yvonne Karwig**  
**Studio 3T**



...a big plus to companies like us is being able to target very specific types of customers.

**Umair Shahid**  
**2nd Quadrant**



Their focus on multiple technologies delivers targeted exposure and great results.

**Laurie Coffin**  
**Percona**



# Say hello to our 481,909 subscribers

## LOCATIONS

We deliver our weekly newsletters to subscribers in over 165 countries. Here are the most common:

North America 50%

Europe 26%

5% UK | 3% Germany | 3% France | 3% Poland

Asia 19%

Rest of World 5%

## JOB ROLES

Here's just some of the people you could be reaching. We send to folks in the following roles:

- ✓ Developers
- ✓ Engineers / Architects
- ✓ Founders / Directors
- ✓ CTO

## COMPANIES

Our subscribers work at some of the world's leading technology companies. Including the following:

Google	Meta
Twitter	Goldman Sachs
PayPal	Nvidia
Microsoft	IBM

## EMAIL NEWSLETTERS

here's our email digests



**JavaScript Weekly**

183,960 subscribers  
Founded Nov 2010



**Frontend Focus**

77,156 subscribers  
Founded Aug 2011



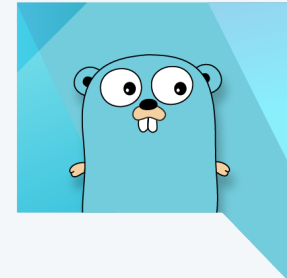
**Ruby Weekly**

41,704 subscribers  
Founded Aug 2010



**Node Weekly**

60,781 subscribers  
Founded Aug 2013



**Golang Weekly**

35,631 subscribers  
Founded Jan 2015



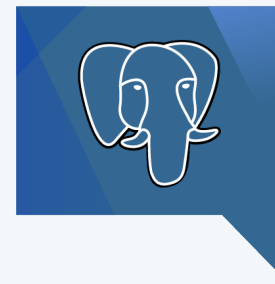
**React Status**

55,334 subscribers  
Founded Aug 2016



**Serverless Status**

7,682 subscribers  
Founded May 2017



**Postgres Weekly**

16,115 subscribers  
Founded Mar 2014

**JAMstacked**  
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**JAMstacked**

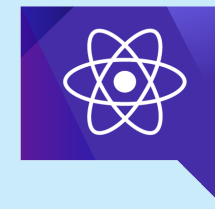
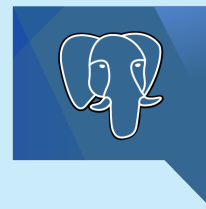
3,546 subscribers  
Founded Mar 2020

## WEEKLY PUBLICATION VIEW

A quick glance at our weekly publication schedule

# WEDNESDAY

Postgres Weekly  
Frontend Focus  
React Status



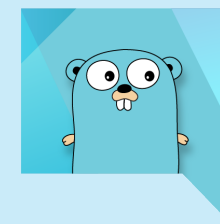
# THURSDAY

JAMstacked *(Every two weeks)*  
Ruby Weekly  
Node Weekly



# FRIDAY

Serverless Status *(Every two weeks)*  
JavaScript Weekly  
Golang Weekly



## SPONSORSHIP TYPES

Here's a condensed overview, highlighting the typical ways in which a sponsor item can appear. *Note: This is an illustrative mock-up, and publications do vary.*

### 1 Primary Sponsorship

A single sponsor receives the high-placement sponsor slot in an issue, featuring a linked headline (*up to 60 character title*), image (*266x200 pixels max*) and summary (*100-250 characters*), along with company name.

**\* New:** Primary sponsors will also have their logo (linked) included in the masthead of the issue (*pictured, right*).

### 2 Job & Recruiter Listings

For jobs (full-time, part-time, remote or freelance) or job-related services of interest to developers — such as recruitment services. Listings include a linked headline (*up to 65 characters*) and description (*up to 130 characters*).

### 3 Secondary Links

Marked as sponsored and sits along side other items in an issue. In addition to a linked headline (*up to 70 characters*), some descriptive text (*up to 120 characters*) can be included.

### 4 Brief Links

Consists of a linked headline (*up to 70 characters*), with no description.

All of our publications have slightly different visuals, units, approaches, quotas and setups. Refer to [cooperpress.com/specs](https://cooperpress.com/specs) for our most up-to-date insertion specifications.

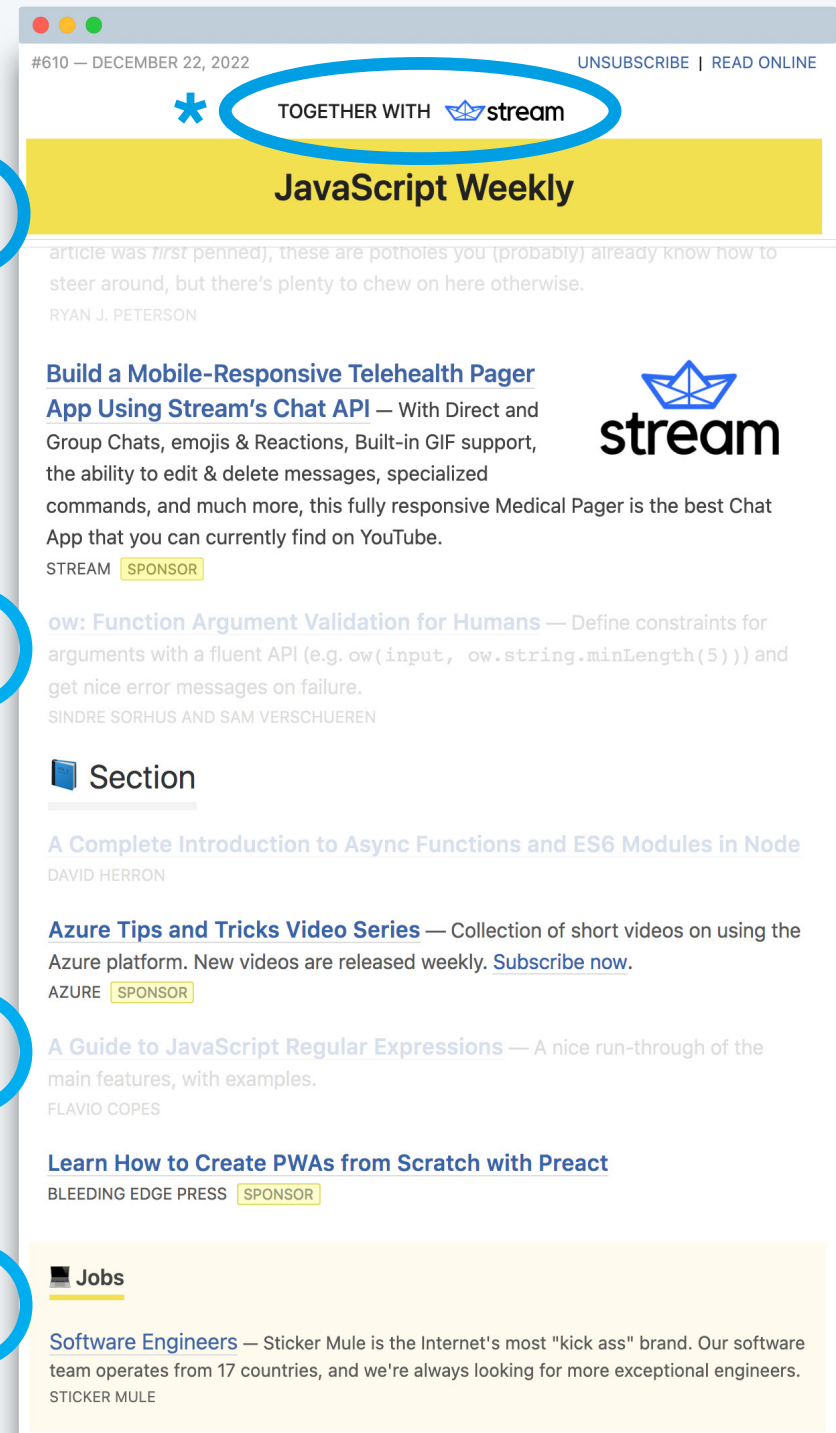
Any changes or cancellations to listings requires at least one week's notice.

1


2

3

4



#610 — DECEMBER 22, 2022 UNSUBSCRIBE | READ ONLINE

**TOGETHER WITH  stream**

## JavaScript Weekly

article was *first* penned), these are potsholes you (probably) already know how to steer around, but there's plenty to chew on here otherwise.  
RYAN J. PETERSON

**Build a Mobile-Responsive Telehealth Pager App Using Stream's Chat API** — With Direct and Group Chats, emojis & Reactions, Built-in GIF support, the ability to edit & delete messages, specialized commands, and much more, this fully responsive Medical Pager is the best Chat App that you can currently find on YouTube.  
STREAM **SPONSOR**

**ow: Function Argument Validation for Humans** — Define constraints for arguments with a fluent API (e.g. `ow(input, ow.string.minLength(5))`) and get nice error messages on failure.  
SINDRE SORHUS AND SAM VERSCHUEREN

### Section

**A Complete Introduction to Async Functions and ES6 Modules in Node**  
DAVID HERRON

**Azure Tips and Tricks Video Series** — Collection of short videos on using the Azure platform. New videos are released weekly. [Subscribe now.](#)  
AZURE **SPONSOR**

**A Guide to JavaScript Regular Expressions** — A nice run-through of the main features, with examples.  
FLAVIO COPES

**Learn How to Create PWAs from Scratch with Preact**  
BLEEDING EDGE PRESS **SPONSOR**

### Jobs

**Software Engineers** — Sticker Mule is the Internet's most "kick ass" brand. Our software team operates from 17 countries, and we're always looking for more exceptional engineers.  
STICKER MULE





NEWSLETTER PROFILE:

# JavaScript Weekly

Our most popular newsletter, now reaching over 180,000 JavaScript and web developers.

Launched in November 2010, JavaScript Weekly was our second newsletter, but quickly became our most heavily subscribed and best known in the rapidly evolving JavaScript community.

JavaScript Weekly is aimed at JavaScript developers and web developers with an interest in JavaScript, Angular, Vue.js, React, Node.js, and related technologies.



**183,960 subscribers**  
as of November 2022



**38% net open rate**  
in October 2022



**58% of subscribers opened**  
one of the last five issues



**@JavaScriptDaily**  
over 532,000 Twitter followers



**Related titles:**  
React Status, Node Weekly



**A Pipe Operator for JavaScript: Introduction and Use Cases** — In the State of JS 2020 survey, a lot of developers felt a pipe operator was missing from JavaScript. It's been around a while, but there's a [pipeline operator proposal](#) and it's at stage two of the TC39 process. Dr. Axel explains why you'd want this, how it can work, and why JS won't get F# style pipes.

DR. AXEL RAUSCHMAYER

**On Porting the TypeScript Compiler to Go (vs Rust)** — The author is a Rust advocate (who created [swc](#)) but recognizes that Go might be a better tool particularly for building the *type checker* and explains why here. This post also fuelled a rather [extensive Hacker News discussion](#) on the complications involved with many coming to Rust's defence.

DONGYOON KANG

**JavaScript Scratchpad for VS Code, Now with Time Machine** — Quokka.js is the #1 tool for exploring and testing JavaScript. Code runs immediately as you type. The new [Time Machine](#) feature executes your code and allows you to automatically replay, step forward/back through time, edit-and-continue, and see runtime values.

WALLABY.JS **SPONSOR**

```
2
3 sum = await
4   add(var1, var2 || 0);
5
6 console.log(sum); 7
7
8 divide(var3, var4);
9 Error: divide by 0
```

**Unimported: Find and Fix Dangling Files and Unused Dependencies** — When you're adding new code each day, you might forget to remove old code. This tool can help you discover unused files within your projects.

STEPHAN MEIJER

**Take the State of JavaScript 2022 Survey** — Now several years in, the popular State of JavaScript survey returns for a joint 2021/22 run and, as ever, seeks to establish what libraries and frameworks developers are excited about. It's not a perfect approach, but the results are interesting to compare year to year, and we'll share the results once they're out.

SACHA GREIF



NEWSLETTER PROFILE:

# Frontend Focus

A newsletter for those in the web design, web development, and browser-based technology spaces.

Frontend Focus, curated by Chris Brandrick, covers HTML, CSS, browsers and related technologies that make up the modern web experience.

The newsletter targets web developers and designers, with a focus on web browser technology and the wider web platform.



**77,156 subscribers**  
as of November 2022



**39% net open rate**  
in October 2022



**59% of subscribers opened**  
one of the last five issues



**@FrontendDaily**  
over 45,000 Twitter followers



**Related titles:**  
JavaScript Weekly



**? Help Pick a Syntax for CSS Nesting** — If you've used SCSS or Less then you'll be familiar with the benefits of *nesting* CSS selectors. An *official version* of this idea is now being strongly considered, but there's a split in preference between two competing approaches. Can *you* help determine which should be championed through to a specification candidate?

ADAM ARGYLE & MIRIAM SUZANNE (GOOGLE)

**<article> and <section>: How To Choose the Right One** — Looks at how grouping content affects accessibility and shares a mental model to help you decide between the <article> and <section> elements when writing documents.

OLUSHUYI OLUTIMILEHIN

**Want to Dive Deeper into Stories of the Software Industry?** — The Stack Overflow Podcast hosts conversations with fascinating guests about how technology is made and where it's headed. It's the best place to learn about what's happening in the world of software development today.

STACK OVERFLOW **SPONSOR**



**'I Regret My \$46k Website Redesign'** — An engaging story walking through the unfortunate mistakes made when working with a design agency, plus some takeaway lessons to avoid making such missteps again. (Although,



## NEWSLETTER PROFILE:

# Ruby Weekly

Our first newsletter, and the most popular newsletter in the Ruby and Rails communities.

Ruby Weekly launched in August 2010 and is now one of the most read Ruby and Rails oriented publications in the famously dispersed and diverse Ruby community.

Our sponsors find a lot of value in reaching such an audience in a single place. The newsletter is curated by both Peter Cooper and Glenn Goodrich.



**41,704 subscribers**  
as of November 2022



**48% net open rate**  
in October 2022



**68% of subscribers opened**  
one of the last five issues



**@RubyInside**  
over 45,000 Twitter followers



**Rails 6.0: Yes, It's a Big One!** — Rails 6 is out! At this point, you've probably heard of all the big, new features so just take it out for a spin and thank the core team. Alternatively, if you need a quick reminder:

- [Action Mailbox](#) makes routing incoming emails as easy as routing HTTP requests.
- [Action Text](#) brings the tried and tested [Trix](#) rich text editor into Rails.
- [Multiple database support](#) will make a lot of previously [tricky data patterns](#) a lot easier to set up.
- [Parallel testing](#) will help you get the most out of all those CPU cores and make testing faster.
- [Webpacker](#) is now the default JavaScript bundler.
- [Zeitwerk](#) is the new automatic code loader used in Rails.
- And [a](#), [lot](#), [more](#), [besides](#).

## OFFICIAL RAILS BLOG

**strongDM Makes Managing DB Access a Breeze** —

See why Splunk's CISO says "strongDM gives you what you can't get any other way - the ability to see what happens, replay and analyze incidents, discriminate customer access from user access."

STRONGDM **SPONSOR**

**strongdm****rest-client and Other Gems Yanked Due to Malicious Code** —

The problem is now resolved, but the `rest-client` maintainer's Rubygems.org account was hacked and versions 1.6.10-1.6.13 contained a malicious backdoor. Ensure you are not using it, and set up [multi-factor authentication](#) on your own Rubygems.org account to help avoid similar issues. A variety of other, less popular gems have [also been affected](#), all with relatively (thankfully) fewer downloads.

REST-CLIENT MAINTAINERS

**Jekyll 4.0.0 Released** — Breaking changes (dropping support for things like RedCarpet), Ruby 2.4.0 or higher required, and some new caching optimizations



NEWSLETTER PROFILE:

# Node Weekly

A Node.js-focused spin-off to our JavaScript Weekly publication.

Originally launched in August 2013 as an ancillary/sister newsletter to JavaScript Weekly, sharing all of the Node related articles and links.

It grew quicker than expected and has become one of our largest and most important titles in its own right, recently surpassing 60,000 readers.



**60,781 subscribers**  
as of November 2022



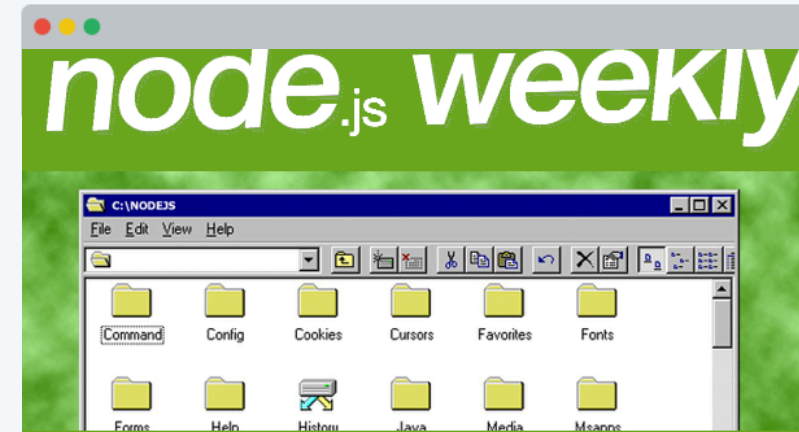
**41% net open rate**  
in October 2022



**62% of subscribers opened**  
one of the last five issues



**Related titles:**  
JavaScript Weekly, React Status



**Working with File System Paths** — Dr. Axel puts on his scuba gear and resumes his deep dive into Node with a look at ways to manipulate file system paths using core packages, including taking into account differences between Windows and POSIX systems.

DR. AXEL RAUSCHMAYER

**Payload 1.0: A Headless CMS Platform Built on Node** — An exciting project that appeared in early 2021 [with a bang](#) then [became open source](#) just a couple of months ago. There's a lot to like about Payload if you need a headless CMS including a customizable React-based admin system, GraphQL or REST APIs, flexible auth and file upload systems, and it's very easy to [get started](#). [GitHub repo](#).

PAYLOAD CMS

**Nodemailer Plugin: Downstream ESP Switch Configurator** — Architecting the communications strategy for our products can be a problem. The decisions we have to make are hard, confusing and prone to change, and the last thing we want to invest is precious time and energy into notifications.

COURIER.COM **SPONSOR**

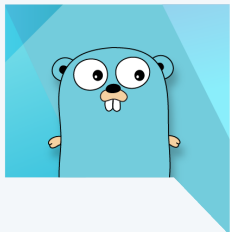
**Courier**

**An Introduction to Multithreading in Node.js** — Node's concurrency story is mostly oriented around a single thread and an event loop, but [worker threads](#), first introduced in Node 10, open the door to a more classical multithreaded concurrency approach. This post covers them at a high level with just enough to help you decide if they make sense for you or not.

KAYODE OLUWASEGUN

**Testing Bun's Speed and Compatibility with Node.js** — David decided to put [Bun](#) (a much celebrated newcomer to the JS runtime world) through its paces to see how it would fare with a real world app vs Node.js. [Unsurprisingly for an app](#)





NEWSLETTER PROFILE:

# Golang Weekly

The most popular newsletter amongst the rapidly growing Go community.

Golang Weekly is the leading email publication for developers using Google's server-side programming language.

Go has rapidly grown in popularity in recent years, with the newsletter now reaching nearly 35,000 subscribers each week.



**35,631 subscribers**  
as of November 2022



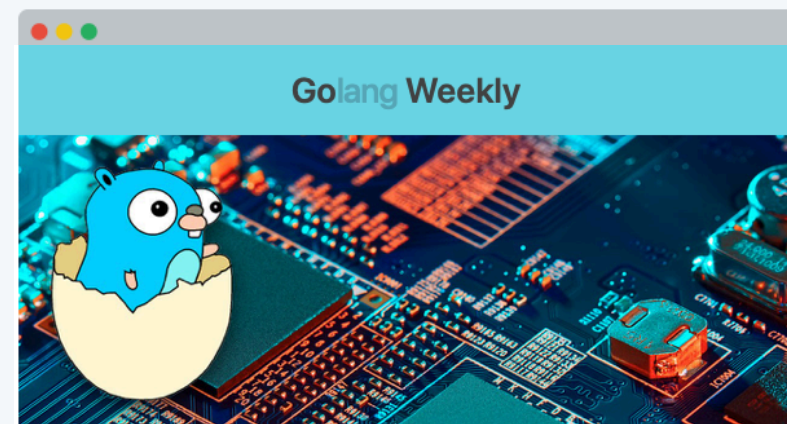
**51% net open rate**  
in October 2022



**71% of subscribers opened**  
one of the last five issues




**@GolangWeekly**  
over 62,000 Twitter followers



**TamaGo: Bare Metal Go for ARM SoCs** — A framework that enables compilation and execution of Go apps on bare metal ARM System-on-Chip (SoC) setups (including the Raspberry Pi 2 and Zero so far). An ARM-only alternative to the more established [TinyGo](#), potentially, as TamaGo modifies the standard Go distribution while TinyGo is a distinct LLVM-based compiler.  
F-SECURE FOUNDRY

**So How Will Go Implement Generics?** — Generics are coming to Go, that's a given, but now how does it actually get implemented? Keith Randall presents two design documents with strategies for the task: [Stencilling](#) and [Dictionaries](#). Note: Google login required for the golang-dev group.  
KEITH RANDALL

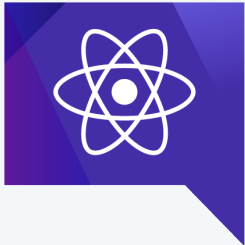
**Reduce Test Time Without Sacrificing Security**  
 — Run your build infrastructure on your terms. Self-hosted agents mean the choice between the speed of cloud-native and security of on-prem is over. Buildkite works with all source code tools, languages and platforms, speeding up mobile tests at scale. Try now.  
BUILDKITE **SPONSOR**



**TinyGo Gains Initial Support for the ESP32 and ESP8266** — If you're familiar with microcontrollers, this is pretty exciting news as these ESP devices are cheap and popular. However, this is only an initial port with "still a lot to be done" before you can take advantage of all their features like WiFi and Bluetooth.  
AYKE VAN LAËTHEM

**The Go Time Podcast Chats with Brad Fitzpatrick** — Not only was Brad a fundamental part of Go's core team, he founded LiveJournal and invented memcached too, so it's great to hear his story – if you have the time.





NEWSLETTER PROFILE:

# React Status

A publication focused on the increasingly popular open-source JavaScript library, React.

Launched in August of 2016, following a growing demand for a newsletter concentrated solely on React and React Native content.

It joins our JavaScript Weekly and Node Weekly newsletters in serving the diverse JavaScript community.

Now reaching over 55,000 subscribers every week.



**55,334 subscribers**  
as of November 2022



**45% net open rate**  
in October 2022



**66% of subscribers opened**  
one of the last five issues



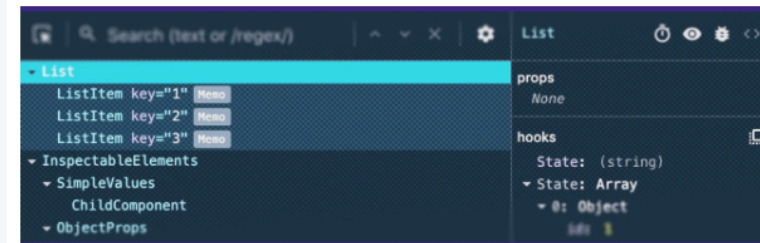
**@ReactDaily**  
over 12,500 Twitter followers



**Related titles:**  
JavaScript Weekly, Node Weekly

## React Status

Your weekly React news digest, every Wednesday



**Introducing the New React DevTools** — If you're a React developer, you should be using the DevTools and if you are, they're now a lot faster and easier to navigate. Here's [a list of all the changes](#). React 15 and above are supported.

Want to get playing right away? There's now an [interactive tutorial](#) so you can learn more about how to use them, and [CodeSandbox has directly integrated the tools](#) so you can get going quickly.

BRIAN VAUGHN

**JavaScript to Know for React** — Examples of which JavaScript features in particular you should be familiar with when learning and using React.

KENT C DODDS

**Simplify Event Tracking with a Single API** —

Integrate 250+ tools with the flip of a switch. Power your entire tech stack with the same data. Segment is all you need — in one tool.

SEGMENT **SPONSOR**



**Announcing the Ionic React Release Candidate** — Ionic is a cross-platform mobile app delivery framework more commonly associated with Angular, but they're keen to be as agnostic as possible, so here's the first RC of their React-based variant.

ELY LUCAS (IONIC)

**Draggin' and Droppin' in React** — There are a lot of React-focused drag and drop libraries out there, but [react-sortable-hoc](#) is the way to go to keep things simple, says Maks.

MAKS AKYMENKO





NEWSLETTER PROFILE:

# Serverless Status

A publication focusing on serverless architecture and function-as-a-service technology.

Launched during May of 2017, Serverless Status covers the growing and increasingly popular serverless space.

The newsletter, now sent every once every two weeks, features a mix of news, demos and interesting projects, highlighting what serverless can offer developers.



7,682 subscribers  
as of November 2022



51% net open rate  
in October 2022



70% of subscribers opened  
one of the last five issues



@ServerlessDaily  
over 2,000 Twitter followers



Related titles:  
Node Weekly

Serverless Status

serverless news, views, and developments every Friday




**Azure Functions Python Support Now Generally Available** — It's been *in preview* for a while, but Python support on Azure's serverless platform is now official and now supports Python 3.6. This should be a particularly big deal to anyone wanting to do serverless data science on Azure.  
DARIA GRIGORIU (MICROSOFT)

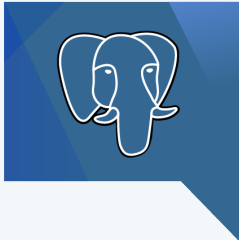
**Google Cloud Run Button: 'Click-to-Deploy' for your Git Repos** — Cloud Run is a Google Cloud service for running stateless containers and Cloud Run Button, unveiled this week, provides a way to let users of your code quickly deploy your app to GCP from the repo. This may remind you of Heroku's long standing 'Deploy to Heroku' button.  
GOOGLE CLOUD BLOG

**Power Your Website with WebOps** — WebOps is the future of web hosting and website operations. Pantheon's WebOps Platform give you and your web team superpowers. Try for free today.  
PANTHEON SPONSOR

**The Dark Side of AWS Lambda** — A look at a default 'feature' of AWS Lambda that can ruin your entire deployment pipeline. Here's one company's solution. *Spoiler: it involves Lambda's 75GB code limit.*  
ADAM LINK

**Going 'Serverless' on Google Cloud Platform** — A roundup of what GCP offers when it comes to no-ops services from the Firebase backend to Cloud Functions, App Engine, Cloud Run, and Compute Engine.  
TYLER TREAT

**SQS and Lambda: The Missing Guide to Failure Modes** — Using Amazon's queue service with Lambda isn't always a smooth experience. Here's a look at some common failure modes and how to deal with them.  
YAN CUI



NEWSLETTER PROFILE:

# Postgres Weekly

The newsletter for one of the most popular open source relational database systems in the world.

Postgres Weekly is dedicated to the popular open-source PostgreSQL relational database management system.

Readers can expect the latest news, releases, tutorials and tips on all things Postgres.



**16,115 subscribers**  
as of November 2022



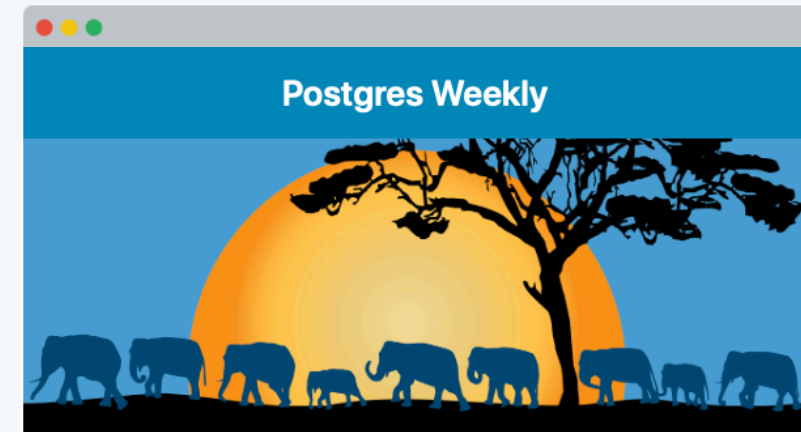
**48% net open rate**  
in October 2022



**67% of subscribers opened**  
one of the last five issues



**@PostgresWeekly**  
over 5,500 Twitter followers



**Standby in Production: Scaling at the Second Largest Classified Site in the World** — Avito is Russia's largest classified ads site and stores 20TB of data across a hundred Postgres nodes. Here's a very detailed, behind the scenes look at their Postgres high availability setup.

KONSTANTIN EVTEEV

**Automatic Index Recommendations using pg\_qualstats and HypoPG**

— HypoPG is a Postgres extension for creating 'hypothetical indexes', essentially virtual indexes you can use to test if a certain index *would* improve your queries ahead of time. This article takes things to the next step by *automatically* trying to find indexes worth creating.

AVINASH VALLARAPU

**Chef's CTO Chooses StrongDM** — Adam Jacob says "*strongDM takes the friction out of getting end users access to the systems they need.*" Zero trust access to any database, server or k8 cluster. [Click here](#) to try for free.

**strongdm**

STRONGDM **SPONSOR**

**Don't Forget the Benefits of BRIN Indexes** — BRIN indexes (which provide an efficient way to index values that can be grouped into 'ranges') were introduced in Postgres 9.5 and have some specific use cases. This post benchmarks a situation where they can really help.

JOBIN AUGUSTINE

**The Random Ordering of Results with SQL** — An article that covers the use of `ORDER BY` to randomly sort rows in several database-specific ways, including Postgres.

VLAD MIHALCEA

**Checking the Version of Postgres in `psql` Scripts** — Let's say you want to run different code depending on the version of Postgres that's running.. you can!

LUCA FERRARI

## NEWSLETTER PROFILE:



# JAMstacked

A bi-weekly newsletter covering the evolving JAMstack ecosystem.

Our latest newsletter - launched in March of 2020.

This new digest is curated by Jamstack developer advocate Brian Rinaldi, and brings together the latest from the growing 'JavaScript, APIs and Markup' stack movement.



**3,546 subscribers**  
as of November 2022



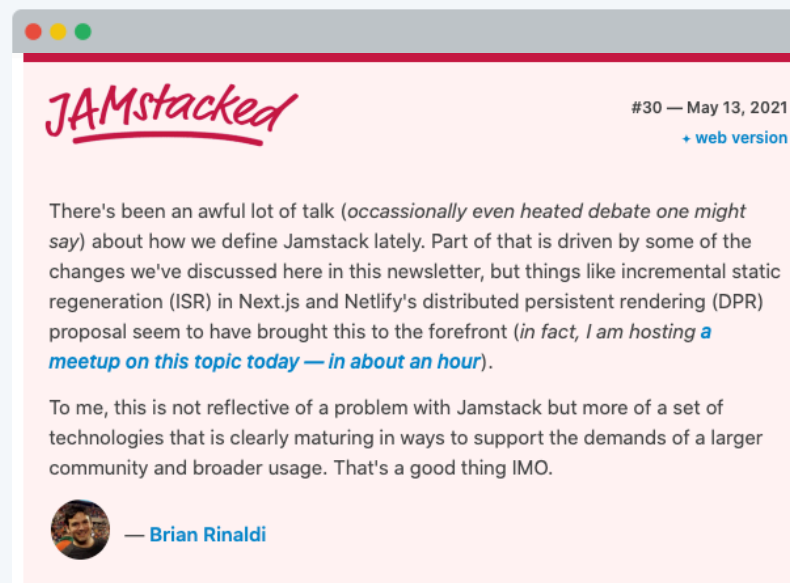
**59% net open rate**  
in October 2022



**81% of subscribers opened**  
one of the last five issues



**@JAMstacked**  
on Twitter



### WHAT'S GOOD

#### The Evolution of Jamstack

Netlify's CEO talks about the core principles of Jamstack and a lot of the changes that are impacting how we define Jamstack today. His point is that, while "What is Jamstack?" continues to evolve, those core principles are still relevant and important.

MATHIAS BIILMANN

#### Azure Static Web Apps General Availability

Azure Static Web Apps, first announced in preview in May 2020, is out of preview and generally available. While not specific to Jamstack apps (they target SPAs in general), this is Microsoft's alternative to services like Netlify and Vercel.

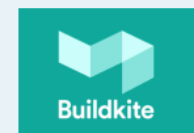
DARIA GRIGORIU

### SPONSOR

#### How to Protect Your CI/CD Pipelines From... Yourself?

We're all human. We all make mistakes. Let's build pipelines that protect us from bad actors and butterfingers alike.

BUILDKITE



#### Using 11ty JavaScript Data Files to Mix Markdown and CMS Content Into One Collection

A look at "crossing the streams" in 11ty by combining Markdown files and content

## RATE CARD

Refer to page 8 for listing types and related information.  
 Subscriber numbers are from November 2022, Open rate data\* is from October 2022.  
 All listings are priced per issue in USD. Prices are valid until the end of March 2023.  
 Any changes or cancellations to listings requires at least one week's notice.

NEWSLETTER	SUBSCRIBERS	OPEN RATE	PRIMARY	SECONDARY	BRIEF LINK	JOB LISTING
<b>JavaScript Weekly</b>	183,960	38%	\$3520	\$1220	\$920	\$199
<b>Frontend Focus</b>	77,156	39%	\$1800	\$570	\$450	\$149
<b>Ruby Weekly</b>	41,704	48%	\$1220	\$580	\$450	\$189
<b>Node Weekly</b>	60,781	41%	\$1340	\$680	\$540	\$149
<b>Golang Weekly</b>	35,631	51%	\$1060	\$480	-	\$189
<b>React Status</b>	55,334	45%	\$1100	-	\$320	\$129
<b>Serverless Status</b>	7,682	51%	\$700	-	-	-
<b>Postgres Weekly</b>	16,115	48%	\$920	-	\$420	-
<b>JAMstacked</b>	3,546	59%	\$200	-	-	-



## ORDER PROCESS

Interested in advertising with us? Here's how it works.

### REQUEST SENT

If you're reading this then we're now taking orders! You can request listings with our sales team.

### ORDER CONFIRMED

Your schedule will be put together based on your request(s) and our availability. Once you've confirmed the schedule is ok, we'll commit the listings and issue an invoice. We'll also offer advice to ensure your listings are seen by the most suitable audiences. **Note: If we don't hear back from you within seven days, Cooperpress may release your booking.**

### MATERIAL DOCUMENT

We will send over our material documentation, outlining character count, how your listing should be formatted, along with some helpful advice and pointers.

### ADVERTISING MATERIAL

You'll add your desired listing copy, links and associated imagery to the document we share with you.

### LISTING PREVIEW

We'll send over a visual confirmation of your ad, showing a representative sample of how it will look in-situ. **Note: All material is subject to change.**

### LISTING CONFIRMED & RUNS

Once you've confirmed and signed-off on your listing it will be delivered to our email subscribers and listed on our site. **Note: that once confirmed any changes or cancellations require at least one week's notice.**

### REPORT

Once your campaign has concluded you'll receive a thorough report, detailing clickthrough data and performance.

# QT

Publication Days

Material must be received the Friday *before* publication, so that it can be reviewed for format and tone. We will send reminders, and a visual proof of your advertisement ahead of your campaign. We're always happy to advise on what content will work best with our different audiences, as results can vary.

If material is not supplied in time for publication, but we have existing material from you that we deem suitable, we reserve the right to use it. Cancellations or changes require a week's notice.

Q1 2023 is 12 *working* weeks in length, and is outlined below. The publication calendar below outlines our schedule for the second quarter. All publications are weekly, other than JAMstacked and Serverless Status, which is every other week.

## MARCH

[illegible]

## SPONSORSHIP REPORTS

Our advertisers receive sponsorship reports detailing the performance of any listings booked.

Reports will be sent following the end of each quarter by our in-house data analyst, Olly Hanstock. Alternatively, reports are made available on request.

Typically a report will contain the following:

- Tracking statistics for your listings
- Engagement demographics
- General statistics on all our newsletters
- Tips to improve future performance
- Summary of overall performance



**Olly Hanstock**  
Customer Relations Manager



**"This is very helpful. Appreciate the quick turnaround."**  
Casey Crowder - Sencha

**"Thank you for sharing all the statistics with me. It is very helpful."**  
Kasia Hoffman - Cloud66

**"It's really useful to see it all broken down so clearly"**  
Jonny Blackler - White October Events

**"Very detailed and useful report."**  
Artem Govorov - Wallaby.js

## GET IN TOUCH

Have any questions? Want a proposal? Want to talk? Or ready to request dates?

*Contact us.*



**Kristina Hicks**

President and Director of Sales

kristina@cooperpress.com



**Olly Hanstock**

Customer Relations Manager

olly@cooperpress.com

# TERMS

If you prefer to operate by IAB Terms & Conditions, let us know as we can accommodate this.

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## ACCEPTANCE OF ADVERTISING

All materials supplied for use in advertising or sponsorship insertions are subject to the review and approval of the Publisher. The Publisher may, in its discretion, suggest and require edits or reject material submitted by the Advertiser with rationale.

The Publisher will endeavor to publish advertisements promptly and accurately. The Advertiser shall notify the Publisher of any errors immediately. Upon notification, errors will be corrected in Publisher's archives, as well as in the next available comparable insertion within the same order, as determined by the Publisher. From time to time and in exceptional situations, the Publisher may choose to publish an issue late or on a different day to its typical publication, in which case insertions by the Advertiser may be published on a different date to that ordered. In such cases, the Advertiser will be notified in advance. If an issue is cancelled entirely, remedies as outlined in 'Cancellation' will apply.

## MATERIAL SPECIFICATIONS

Specifications for the material included in any insertion are provided by the Publisher in communications associated with all orders but may also be referenced at <https://cooperpress.com/specs>. All submissions to the Publisher hereunder will comply with all such applicable elements. The Advertiser acknowledges that time is of the essence in providing the foregoing to the Publisher, and the Advertiser's failure to meet the time requirements or any applicable specifications may delay or prevent delivery of the insertions hereunder. Unless otherwise specified, all materials for a specific insertion must be supplied 2 full-days prior to the publication date for that specific insertion. In the case of late or non-supply of material, previously used material may be reused by the Publisher, or in the case of a total non-supply, the Publisher may produce material it considers suitable for publication on behalf of the Advertiser.

## CANCELLATION

Prior to the publication of any scheduled insertion in a single order, either party may cancel the order (or any part thereof) and/or this Agreement at any time on \_\_\_\_ days' written notice to the other party (if the foregoing blank is not filled in, the parties agree the stated time limit shall be thirty (30) days). If the Advertiser has already paid the Publisher for the order and no scheduled insertion has been published or is due to be published in the following 7 days, the Publisher will refund to the Advertiser the full fees presently paid unless other arrangements have been made.

If the Publisher fails to run an insertion (even if late) or ceases to publish a publication, the Advertiser may demand that the Publisher refund any fees applicable to that insertion, and in the case of ceasing a publication, may demand a refund of all fees applicable to that publication.

IF EITHER PARTY CANCELS, ADVERTISER'S SOLE REMEDY WILL BE A REFUND OF ANY PRE-PAID FEES IN EXCESS OF THE FEES OWED TO COOPER PRESS LTD. FOR THE INSERTIONS DELIVERED PRIOR TO CANCELLATION OR TO BE DELIVERED IN THE FOLLOWING 7 DAYS.

## RESPONSIBILITY FOR MATERIAL

The Advertiser represents and warrants to the Publisher that it is authorized to publish the contents and subject matter supplied in all materials (including, without limitation, all text and graphics), and that all materials comply with applicable laws and regulations. The Advertiser represents it has the corporate rights, power and authority to enter into this Agreement and to perform the acts required of it hereunder, and its execution of this Agreement does not and will not violate any agreement to which it is a party or by which it is otherwise bound, or any applicable law, rule or regulation. In consideration of the publication of advertisements, the Advertiser agrees unconditionally to indemnify and hold harmless Cooper Press Ltd. and its affiliates from and against any and all loss, liability and expense suffered or incurred by reason of any claims, proceedings or suits based on or arising out of the contents or subject matter of such advertising material, including without limitation claims for defamation, violation of rights of publicity and/or privacy, copyright infringement, and trademark infringement and/or a breach by Advertiser of any representation, warranty or obligation to be performed by Advertiser hereunder.

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By submitting an order (not merely a request for proposal or quote) for advertising to the Publisher, the Advertiser agrees to be liable for the cost of such order. Unless otherwise agreed, Advertiser will pay the Publisher the total fee due for all insertions on a single insertion order in a single payment within 30 days. In addition to all other rights and remedies, the Publisher may cancel and remove any insertions that are not paid for in the above time period.

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