

# Keeping developers informed.

A background collage of many small, square portrait photos of diverse people, mostly men, with various expressions and backgrounds, overlaid with a semi-transparent blue filter.

# WHAT WE DO

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

We help developers, and the companies they work for, stay up-to-date by informing them of the latest developments on the tools and technologies they use every 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 30%-70%, 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.

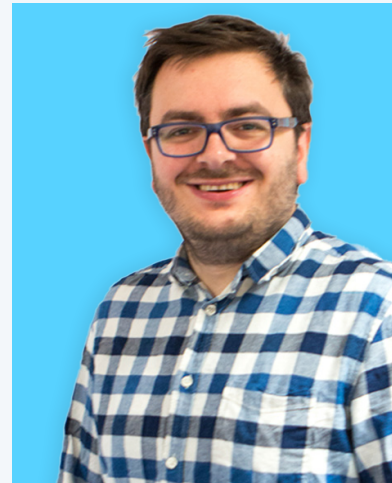
## MEET THE TEAM

Founded in 2011, Cooperpress is a computer science and developer focused publisher, specialising in the creation and delivery of email newsletters.

Our small team, based in rural Lincolnshire in the United Kingdom, help keep **over 500,000 subscribers** stay informed each and every week.

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 companies we've worked 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 507,251 subscribers

## LOCATIONS

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



USA 65%



Europe 15%  
4% UK | 3% Germany



China 3%



Canada 2%

## JOB ROLES

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

- ✓ Developer 31%
- ✓ Engineer / Architect 21%
- ✓ Founder / Director 16%
- ✓ CTO 7%

Other 25%

## COMPANIES

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

Google

Facebook

PayPal

Goldman Sachs

Twitter

Nvidia

Microsoft

IBM



## OUR EMAIL NEWSLETTERS

# here's our 12 email digests



### JavaScript Weekly

175,070 subscribers  
Founded Nov 2010



### Frontend Focus

83,525 subscribers  
Founded Aug 2011



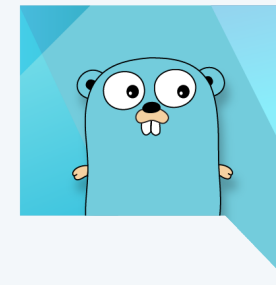
### Ruby Weekly

42,126 subscribers  
Founded Aug 2010



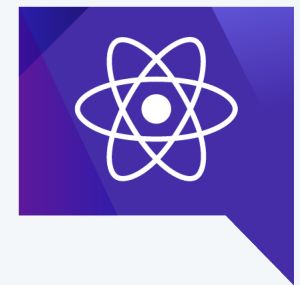
### Node Weekly

52,566 subscribers  
Founded Aug 2013



### Golang Weekly

31,120 subscribers  
Founded Jan 2015



### React Status

44,011 subscribers  
Founded Aug 2016



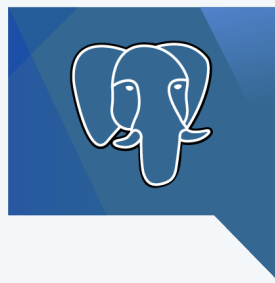
### Serverless Status

7,299 subscribers  
Founded May 2017



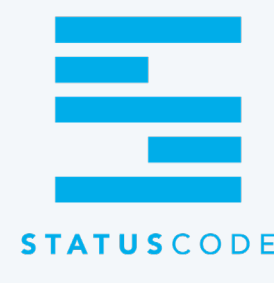
### DB Weekly

16,804 subscribers  
Founded Jan 2014



### Postgres Weekly

15,700 subscribers  
Founded Mar 2014



### StatusCode

18,733 subscribers  
Founded Feb 2015

*\*Formerly WebOps Weekly*



### Mobile Dev Weekly

10,076 subscribers  
Founded Apr 2014



### JAMstacked

2,963 subscribers  
Founded Mar 2020

## 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, publications do vary.*

### 1 Primary Sponsorship

A single sponsor receives a high-placement slot, featuring a linked headline (*up to 60 character title*), image (*266x200 pixels max*) and summary (*100-250 characters*), along with your company name. This slot sits amongst our featured content and is marked as sponsored. It always attracts the highest engagement levels of all our formats.

### 2 Job Listings

For jobs (full-time, part-time, remote or freelance) or job-related services of interest to developers. 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, 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.

#514 — NOVEMBER 13, 2020

UNSUBSCRIBE | READ ON THE WEB

JavaScript Weekly


1

**Fix Production Bugs in Seconds with Sentry** — Relying on users to report errors? Use Sentry to see unminified code right in the stack trace with source maps. Cut time to resolution from 5 hours to 5 minutes. Sentry is 100% open source and loved by 500K developers. [Sign up for free.](#)

SENTRY 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



2

**Jobs**

**Senior Software Engineer (NYC)** — Hospitality/tech platform focused on building help into our homes. React, React Native, Node, TypeScript, PostgreSQL. HELLO ALFRED

**Open to a New Job? Sign Up for Vetterly** — Top developers can get 5+ interview requests during their first week on Vetterly.

VETTERLY

3

**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

4

**Learn How to Create PWAs from Scratch with Preact**

BLEEDING EDGE PRESS SPONSOR

**Building A Serverless Contact Form For Your Static Site**

SMASHING MAGAZINE



NEWSLETTER PROFILE:

# JavaScript Weekly

Our most popular newsletter, reaching over 170,000 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.



**175,070 subscribers**  
as of February 2021



**35% net open rate**  
in January 2021



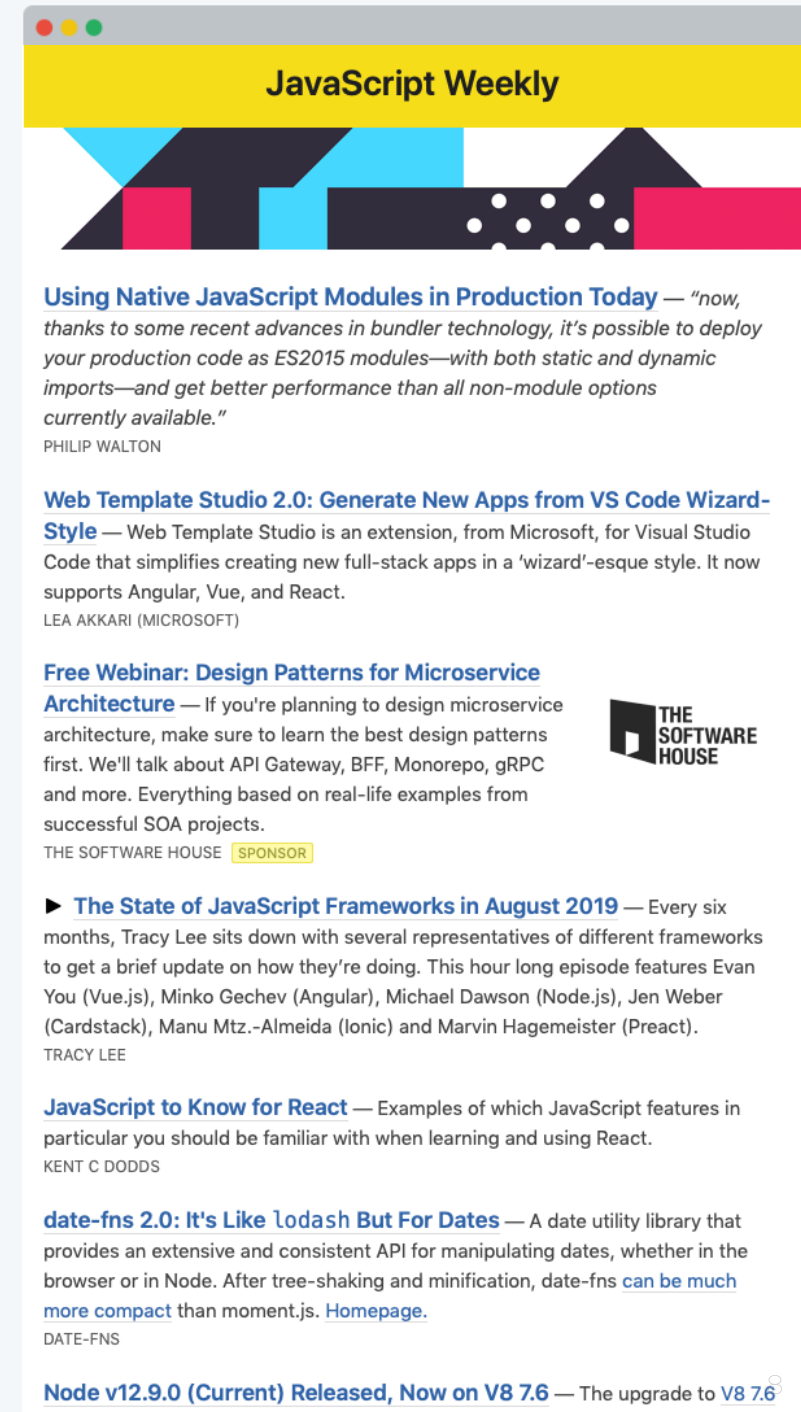
**54% of subscribers opened**  
one of the last four issues



**@JavaScriptDaily**  
over 440,000 Twitter followers



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







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 their related technologies, such as WebGL, the Web Audio API, and the myriad of APIs 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.



**83,525 subscribers**  
as of February 2021



**32% net open rate**  
in January 2021



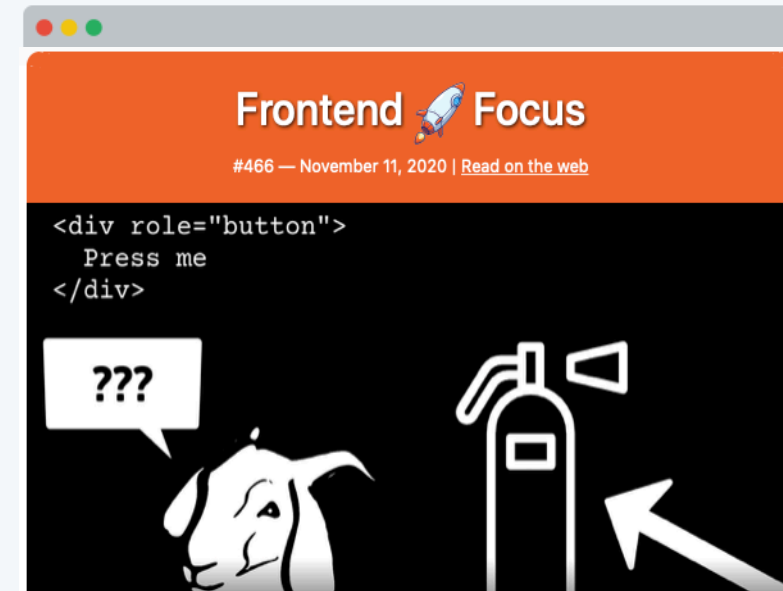
**50% of subscribers opened**  
one of the last four issues



**@FrontendDaily**  
over 39,500 Twitter followers



**Related titles:**  
JavaScript Weekly, StatusCode Weekly



► **What Is ARIA Even For?** — This is a great explainer (and the first in a series) on understanding semantic HTML and Accessible Rich Internet Applications (ARIA) - delivered in an amusing and informative way. Comes from Heydon Pickering, the same chap behind the ever useful [Every Layout](#).  
WEBBED BRIEFS

**Understanding flex-grow, flex-shrink, and flex-basis**  
— A solid primer on the ways in which the flex properties interact and how they work under the hood.  
ROBIN RENDLE

**Achieving Observability with AWS Lambda Extensions** — Amazon Web Services recently announced AWS Lambda Extensions, a new way to run code in parallel without being bound by the Lambda lifecycle. Learn how New Relic integrates with the Extensions API to make monitoring your AWS functions even easier.  
NEW RELIC SPONSOR



**Dropping Support For IE11 Is Progressive Enhancement** — Carl argues "if you have to choose, you should prioritize users with no JavaScript over users with old JavaScript" and that transpiling JavaScript into ES5 for the benefit of IE is a practice well past its 'sell by' date.  
CARL JOHNSON



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 that audience in a single place.

The newsletter is curated by both Peter Cooper and Glenn Goodrich.



**42,126 subscribers**  
as of February 2021



**40% net open rate**  
in January 2021



**60% of subscribers opened**  
one of the last four 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.

Node Weekly was originally launched in August 2013 to be an ancillary newsletter to JavaScript Weekly, picking up all of the Node related articles and links that were beginning to take over JavaScript Weekly's issues at the time.

It grew quicker than expected and has become one of our largest and most important titles in its own right.



**52,566 subscribers**  
as of February 2021



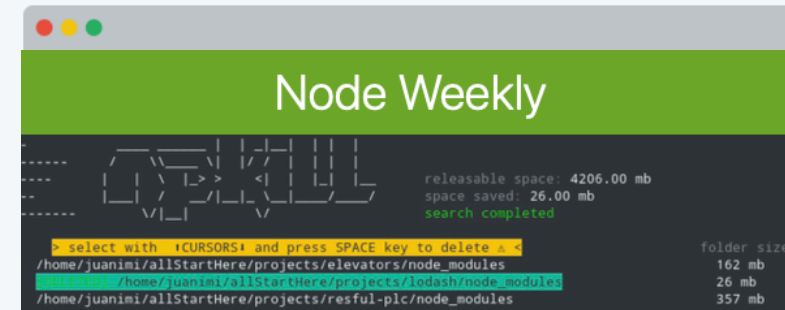
**36% net open rate**  
in January 2021



**56% of subscribers opened**  
one of the last four issues



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



## NPKILL: Find and Remove Old or Large node\_modules

**Folders** — We've all heard jokes (or seen the reality) of gigantic [node\\_modules](#) folders.. here's a tool to help you do something about the ones you don't want.

ESTEFANÍA GARCÍA GALLARDO AND JUAN TORRES GÓMEZ

**JavaScript and Node Testing Best Practices** — Almost 50 best practices divided into categories (backend, frontend, CI, etc.) complete with code examples. Not just the basics, it digs into areas like visual regression, property-based testing, and contract testing, too.

YONI GOLDBERG

## All-In-One Visual Testing and Review Platform —

Visually test your web app, component library, or static site across browsers and responsive widths. Replace time-consuming manual QA to catch UI bugs and ship with complete confidence. Get started for free.

PERCY **SPONSOR**



**The Summer 2019 npm CLI Roadmap** — The status of the npm CLI app has been a bit up and down recently, but things appear to now be fully back on track with 'accelerating' progress and a roadmap for npm 7 and what it will contain. "Play nicer with Yarn" is a nice feature to see.

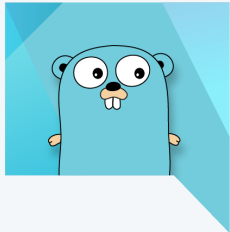
THE NPM BLOG

► **Promise-Based APIs in Node Core: Where We Are and Where We'll Get To** — Only a few areas of Node core have (experimental) promise-based APIs for now, but work is underway to improve the situation.

JOE SEPI

**August 2019 Security Releases Due Anytime Now** — We're not delaying the issue this week for this, but new releases of all supported release lines of Node are due later today or tomorrow to fix some HTTP/2 DoS vulnerabilities (which have broadly affected many implementations, including in [NGINX](#)).

Last minute addition.. [v12.8.1 is here](#) — no blog posts or other releases as yet.



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 over 30,000 subscribers each week.



**31,120 subscribers**  
as of February 2021



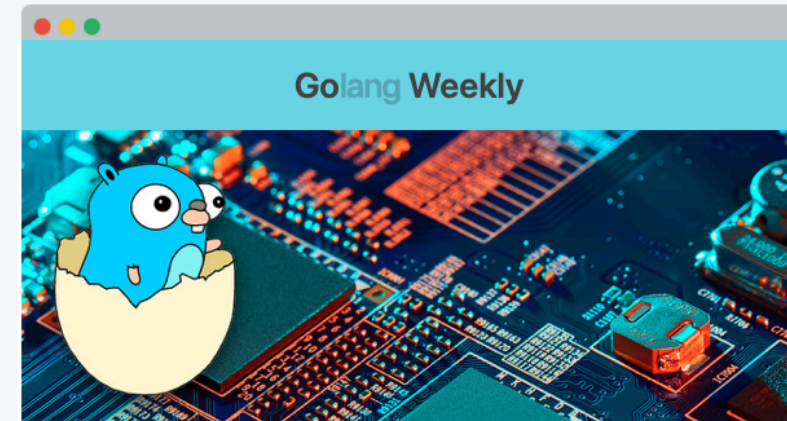
**46% net open rate**  
in January 2021



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




**@GolangWeekly**  
over 50,000 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](#)**

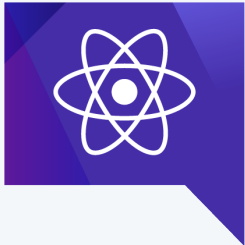
 — Run your build infrastructure on your terms. Self-hosted agents mean the choice between the speed of cloud-native and security of on-prem is over. Buildkite works with all source code tools, languages and platforms, speeding up mobile tests at scale. Try now.

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.

React Status launched during August 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.

Since launch the newsletter has grown quickly — React Status now reaches nearly 45,000 subscribers every week.



**44,011 subscribers**  
as of February 2021



**43% net open rate**  
in January 2021



**64% of subscribers opened**  
one of the last four issues



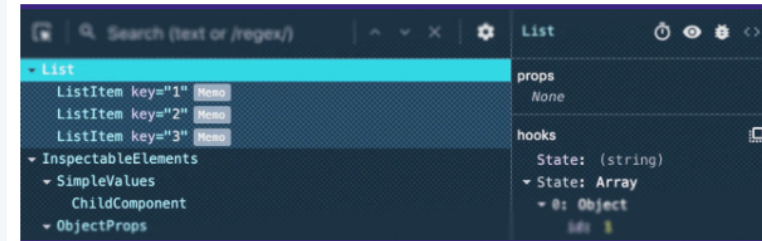
**@ReactDaily**  
over 11,000 Twitter followers



**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 features a mix of news, demos and interesting projects, highlighting what serverless can offer developers.



**7,299 subscribers**  
as of February 2021



**44% net open rate**  
in January 2021



**64% of subscribers opened**  
one of the last four issues



**@ServerlessDaily**  
over 2,000 Twitter followers



**Related titles:**  
StatusCode Weekly, 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:

# DB Weekly

A database technology oriented weekly newsletter.

DB Weekly is a newsletter that centers around a wide range of database topics from SQL to NoSQL, relational databases like MySQL, Postgres and SQL Server through to MongoDB, Redis, and experimental databases.

DB Weekly is read mostly by developers and managers looking at what's happening in the database world to make better decisions and try new tools and services.



**16,804 subscribers**  
as of February 2021



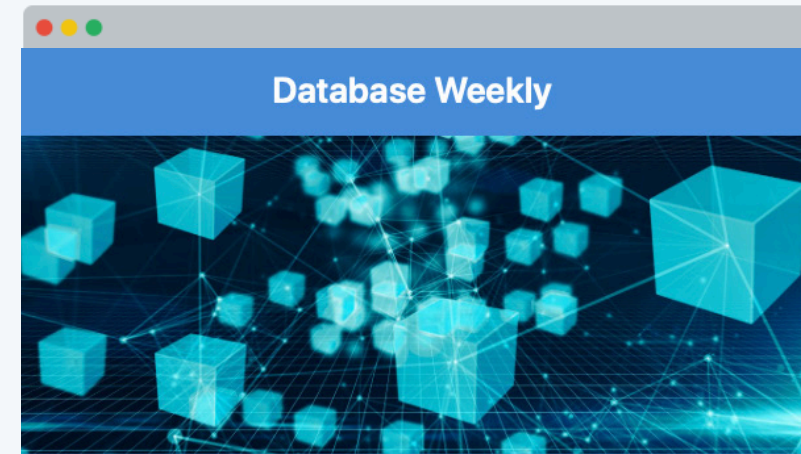
**37% net open rate**  
in January 2021



**55% of subscribers opened**  
one of the last four issues



**@DatabaseDaily**  
over 3,000 Twitter followers



## [Fluree 1.0: A 'Blockchain-Inside' Graph Database Goes Open](#)

**Source** — Squeezing as many hot topics into a release as possible, Fluree is a graph database that includes blockchain technology for traceability, auditing, and secure data collaboration. Its biggest user right now is the US Department of Defense. It's AGPL licensed and written in Clojure. [More in this ZDNet writeup.](#)

KEVIN DOUBLEDAY

**Vespa vs. Elasticsearch for Matching Millions of People** — As a dating app, OKCupid has a lot of data on its hands and being able to match up the right people with the right other people is a serious data problem. This post digs into how they considered both Elasticsearch and Vespa for their usecase.

OKCUPID ENGINEERING BLOG

## [Free Download: GigaOm's Radar Report for Cloud Databases](#)

— With so many players in the DBaaS market—each with their own capabilities, strengths, and challenges—it's hard to compare different products. GigaOm's unbiased analysis is here to make that process easy.

COCKROACH LABS **SPONSOR**



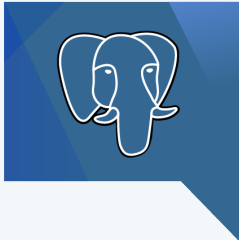
## [SQLite to Allow Multiple Recursive SELECT Statements in a Recursive CTE](#)

— On Hacker News, Simon Willison [noted](#) that *"This means you can use SQLite as a graph database. The draft documentation for this feature talks about that in more detail here."* Expect this in [SQLite 3.34.0 due in December.](#)

RICHARD HIPPE

## [Amazon RDS Now Offered on Arm-Based Graviton2 Processors](#)

— If you're looking for a trend, managed database systems migrating to Arm could become one, as Amazon rolls out Relational Database Service (RDS) onto its own Arm-based Graviton2 processors and boasts all sorts of performance and



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.



**15,700 subscribers**  
as of February 2021



**41% net open rate**  
in January 2021



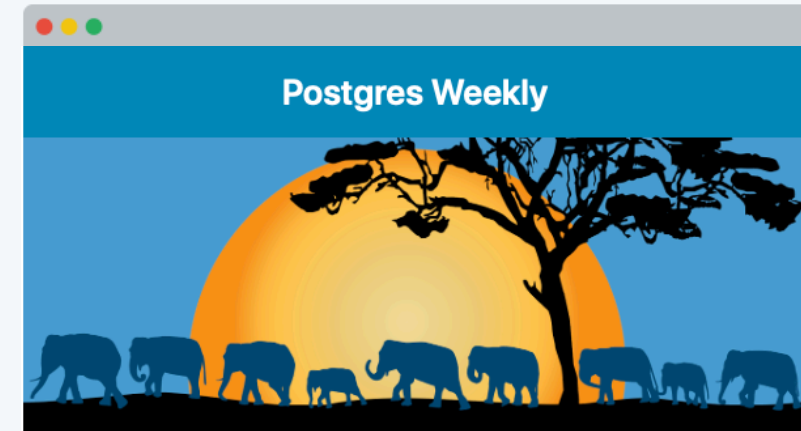
**60% of subscribers opened**  
one of the last four issues



**@PostgresWeekly**  
over 3,500 Twitter followers



**Related titles:**  
DB Weekly



**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:

# StatusCode Weekly

Covering the week's news in software development, infrastructure, ops, platforms, and performance.

Originally launched in 2015 as 'WebOps Weekly', the newsletter rebranded during 2019 in order to cover a wider topic base, including software development, web operations, infrastructure, platforms and performance.



18,733 subscribers  
as of February 2021



40% net open rate  
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60% of subscribers opened  
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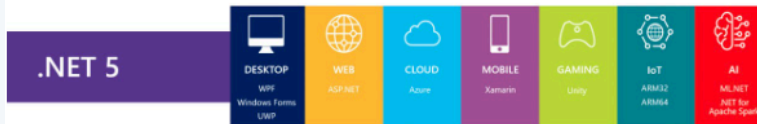
@Statuscode  
over 10,000 Twitter followers



Related titles:  
Serverless Status

## STATUSCODE WEEKLY

What's happening in software development, ops, platforms and tools.




**.NET 5.0 Released** — Even if you're not in the .NET space, .NET 5.0 is a *significant* release as it essentially *brings* the .NET Core and legacy .NET families together under one roof. It introduces **C# 9**, **F# 5**, and features significant performance increases and latency reductions. Arm64 and WebAssembly are now also included within the platform's scope.

MICROSOFT

**Insights on Rust vs Go** — Written by a Go fan but one who thinks Rust *and* Go are awesome and who takes a careful look at where each independently makes the most sense. Notably several people from the Go and Rust spaces reviewed this piece too.

JOHN ARUNDEL

### Promscale - New Open-Source Analytical

**Platform for Prometheus** — Promscale combines the power of SQL and PromQL with a rock-solid relational database, enabling complex analysis on real-time and historical Prometheus metrics.  Learn how it works, see sample queries, and get up and running in <5 mins.

TIMESCALE 



Timescale

### **Let's Encrypt Preparing to Rely Solely On Its Own Root Certificate** —

Let's Encrypt had to have a big bit of help from IdenTrust and their root certificate when they got started but now they're ready to rely solely on their own. This has some implications for older clients and Android devices in particular. There are some changes and mitigations coming which site owners should be aware of.

JACOB HOFFMAN-ANDREWS (LET'S ENCRYPT)

### **Apple Unveils M1, Its System-on-a-Chip for Mac Computers** —

Apple has unveiled its first ARM-based 'Apple Silicon' Macs ([the Air, 13" Pro and Mini](#)) built around a chip called the M1. Dev reactions have been mixed with a 16GB memory limit notable to those heavily using VMs or Docker. The perf and efficiency





## NEWSLETTER PROFILE:

# Mobile Dev Weekly

A weekly newsletter for mobile web, hybrid and native app developers.

Mobile Dev Weekly focuses on the needs of those developing specifically in the mobile space.

Curated by Holly Schinsky, Brian Rinaldi and the Cooperpress team, the digest delivers helpful links to over 10,000 subscribers — covering all things mobile web, hybrid and native app development. Technologies covered include things such as Ionic, Swift, Flutter, NativeScript, React Native, and more.



**10,076 subscribers**  
as of February 2021



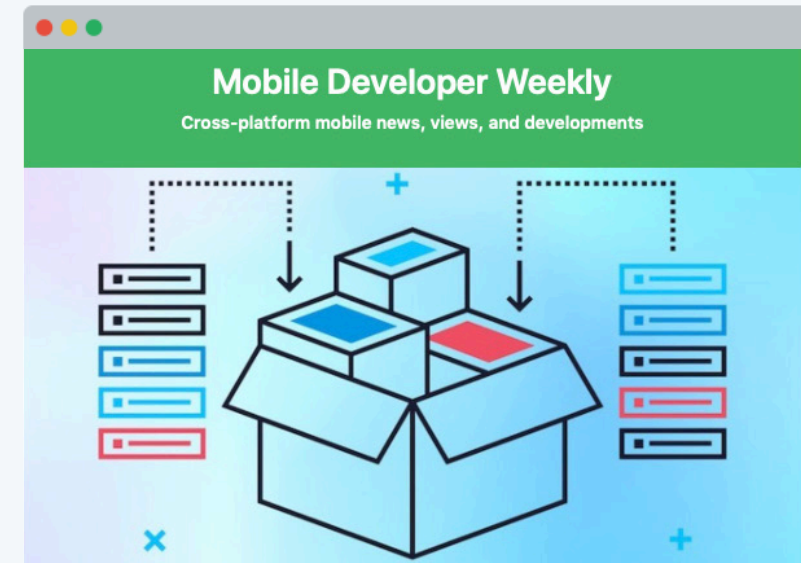
**32% net open rate**  
in January 2021



**51% of subscribers opened**  
one of the last four issues



**@MobileDevDaily**  
over 1,700 Twitter followers



(Image: Dropbox)



Peter Cooper recommends

**The (Not So) Hidden Cost of Sharing Code Between iOS And Android** — Until very recently, Dropbox had a technical strategy on mobile of sharing code between iOS and Android via C++. The idea behind this strategy was simple — write the code once in C++ instead of twice in Java and Objective C.

EYAL GUTHMANN (DROPBOX)



Chris Brandrick recommends

**Announcing the Ionic React Release Candidate** — The Release Candidate for Ionic React has launched and is now available. It marks the first major release of a “vision to bring Ionic development to more developers on other frameworks”.

ELY LUCAS (IONIC)



Peter Cooper recommends

**AMP Up Your Mobile Web Experience** — A fresh look at whether Google's Accelerated Mobile Project (AMP) can improve web performance on mobiles.

BYUNGJIN JUN

**Save 40% on Your Order at**

**Manning.com** — Take the time to learn something





NEWSLETTER PROFILE:



# JAMstacked

A new 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.



**2,963 subscribers**  
as of February 2021



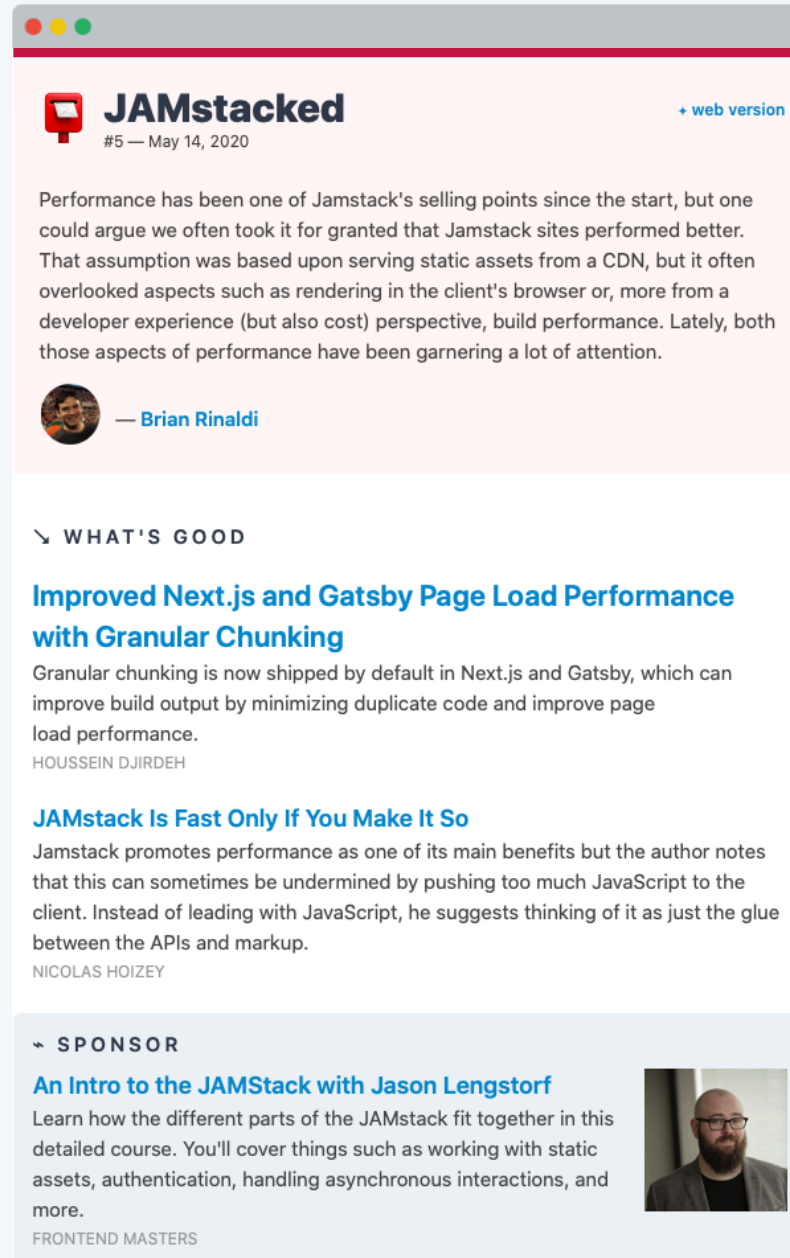
**60% net open rate**  
in January 2021



**80% of subscribers opened**  
one of the last four issues



**@JAMstacked**  
on Twitter



## Next.js 9.4 Released: The React Powered Site Building Framework

Just two months after 9.3 comes another major release that includes [incremental static generation](#) where static pages can be generated or re-rendered in the background as traffic comes in.

## RATE CARD

Refer to page 7 for listing types and related information.  
 Subscriber numbers are from February 2021, Open rate data is from January 2021.  
 All listings are priced per issue in USD. Prices are valid until the end of June 2021.  
 Any changes or cancellations to listings requires at least one week's notice.

	NEWSLETTER	SUBSCRIBERS	OPEN RATE	PRIMARY	SECONDARY	BRIEF LINK	JOB LISTING
	JavaScript Weekly	175,070	35%	\$2,900	\$980	\$750	\$249
	Frontend Focus	83,525	32%	\$1,700	\$510	\$400	\$149
	Ruby Weekly	42,126	40%	\$970	\$420	\$320	\$199
	Node Weekly	52,566	36%	\$1120	\$520	\$440	\$189
	Golang Weekly	31,120	46%	\$750	\$390	\$280	\$189
	React Status	44,011	43%	\$720	\$390	\$280	\$99
	Serverless Status	7,299	44%	\$390	-	-	-
	DB Weekly	16,804	37%	\$560	\$340	-	\$99
	Postgres Weekly	15,700	40%	\$580	\$340	-	-
	StatusCode Weekly	18,733	40%	\$480	\$260	\$220	\$99
	Mobile Dev Weekly	10,076	32%	\$380	-	-	-
	JAMstacked	2,963	60%	\$120	-	-	-

## 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.

Our newsletters are published weekly on Wednesdays, Thursdays, and Fridays.

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.

Q2 2021 is 14 working weeks in length, and is outlined below. The publication calendar below outlines our schedule for the fourth quarter.

# Q2

## Publication Days

## JUNE

[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

**"It's really useful to see it all broken down so clearly"**

Jonny Blackler - White October Events

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

Kasia Hoffman - Cloud66

**"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](mailto:kristina@cooperpress.com)



**Olly Hanstock**

Customer Relations Manager

[olly@cooperpress.com](mailto:olly@cooperpress.com)

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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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