

# Keeping developers informed.

A background collage of many small, square portraits of diverse people, mostly men, with various expressions and backgrounds, all tinted with a blue color. The portraits are arranged in a grid-like pattern, filling the top half of the page.

# 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 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 **460,000 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 462,041 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 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

Facebook

PayPal

Goldman Sachs

Twitter

Nvidia

Microsoft

IBM

## EMAIL NEWSLETTERS

# here's our email digests



### JavaScript Weekly

177,201 subscribers  
Founded Nov 2010



### Frontend Focus

76,786 subscribers  
Founded Aug 2011



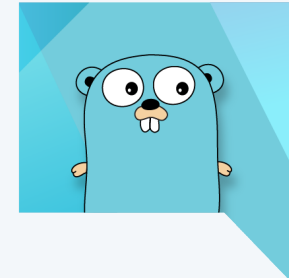
### Ruby Weekly

42,535 subscribers  
Founded Aug 2010



### Node Weekly

55,212 subscribers  
Founded Aug 2013



### Golang Weekly

32,456 subscribers  
Founded Jan 2015



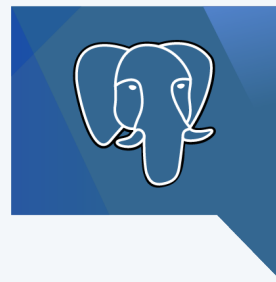
### React Status

46,454 subscribers  
Founded Aug 2016



### Serverless Status

7,461 subscribers  
Founded May 2017



### Postgres Weekly

15,876 subscribers  
Founded Mar 2014



### Mobile Dev Weekly

9,925 subscribers  
Founded Apr 2014



### JAMstacked

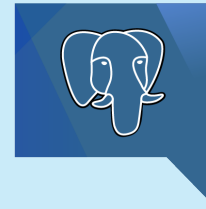
3,297 subscribers  
Founded Mar 2020

## WEEKLY PUBLICATION VIEW

A quick glance at our weekly publication schedule

# WEDNESDAY

Postgres Weekly  
Frontend Focus  
React Status



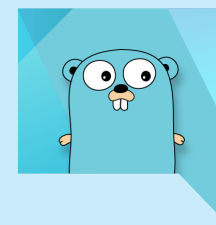
# THURSDAY

JAMstacked *(Fortnightly)*  
Ruby Weekly  
Node Weekly



# FRIDAY

Serverless Status  
JavaScript Weekly  
Golang Weekly  
Mobile Dev 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, 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, 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.

#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

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

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

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

SMASHING MAGAZINE

8



NEWSLETTER PROFILE:

# JavaScript Weekly

Our most popular newsletter, reaching over 175,000 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.



**177,201 subscribers**  
as of August 2021



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



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



**@JavaScriptDaily**  
over 450,000 Twitter followers



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



**Starting a TypeScript Project in 2021** — A practical no-fluff guide to getting a TypeScript project started including (optionally) `esbuild` for bundling, linting, testing with Jest, publishing an npm package, and more.

CHRIS HAGER

**Node.js 16 Released** — 16 immediately replaces 15.x as the 'current' release line with 16 due to become a LTS release in October 2021 (whereupon it will be codenamed 'Gallium!') v16 now includes `V8 9.0`, has fat binaries for Apple silicon users, npm 7.10.0, `Atomics.waitAsync`, and more.

BETHANY GRIGGS

**ButterCMS Melts into Your React App. #1 Rated Headless**

**CMS** — ButterCMS is the #1 rated Headless CMS for React. Enable your marketing team to update website content w/ our easy to use dashboard. Fast content API for modern apps. Secure. Scalable. Less Code. Try free today for 30 days.

BUTTERCMS **SPONSOR**



**Solving a Mystery Behavior of `parseInt()`** — `parseInt(0.0000005)` returns `5` because.. of course it does 😊 Dmitri digs into this quirk and poses a question of his own for you to think about.

DMITRI PAVLUTIN

## QUICK BITS

- **Firefox 88**, released this week, adds support for JavaScript embedded in PDF forms. (I'm keen to see an article about this..)
- There's a new curated list of **JavaScript tooling not written in JavaScript**. Think `esbuild` and `swc`, etc.
- Curious how many people copy and paste code from Stack Overflow answers?



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.



**76,786 subscribers**  
as of August 2021



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



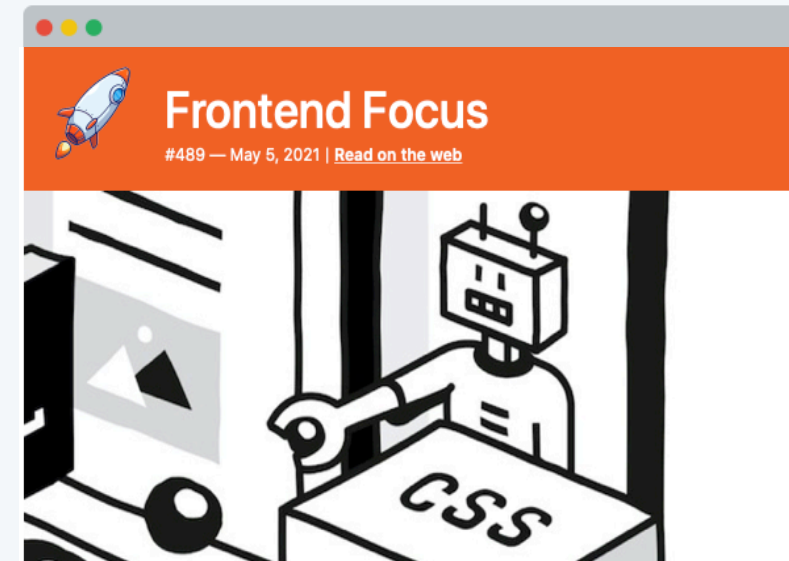
**54% of subscribers opened**  
one of the last four issues



**@FrontendDaily**  
over 40,000 Twitter followers



**Related titles:**  
JavaScript Weekly



**The History of CSS** — Jay Hoffman returns for another instalment in his excellent web history series, this time looking at the backstory of CSS. The series so far has covered things such as search, browsers, web design, and more — **all are well worth a read**. Oh, and there's also an audio version of this narrated by Jeremy Keith if you fancy.

CSS-TRICKS

**The Humble `<img>` Element and Core Web Vitals** — Images have always been a key part of the web (well, **since HTML 2.0** anyway ;- ) — they communicate ideas instantly, but they are also a lot heavier than text to load. As such, it's essential to get loading and displaying them right. Here's an excerpt from **Addy's new book** on the topic (also, check a **free PDF preview**).

ADDY OSMANI

**Nail the Fundamentals of Web Performance** — Join Todd Gardner for an in-depth course on all things web perf. You'll learn about new core web vitals metrics, such as cumulative layout shift, and how to improve them.

FRONTEND MASTERS **SPONSOR**



**New WebKit Features in Safari 14.1** — We mentioned this release in passing in last week's issue, but here's a blog post from the WebKit team outlining what's new — such as Flexbox Gap support, individual CSS transform properties, the Paint Timing API, WebM support, and more.

JON DAVIS



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.



**42,535 subscribers**  
as of August 2021



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



**59% 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**



**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.



**55,212 subscribers**  
as of August 2021



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



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



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



**Node v14.17.0 (LTS) Released** — If you want to stay on a nice, safe LTS release but still get modern features backported in when they're ready, this is for you. Here's what's new this time:

- **Diagnostics Channel** support. A way to create named channels to report arbitrary message data for diagnostics purposes.
- UUID support in the crypto module.
- Experimental support for AbortController and AbortSignal and AbortSignal support added to numerous methods.
- Backporting of various V8 patches for Apple Silicon support.

Of course, if you live on the edge with Node 16, you can walk on by.  
NODE.JS

**Redis 6.2 on RedisGreen** — SSL encryption, key size tracking, memory mapping, online upgrades, and more.  
REDISGREEN **SPONSOR**



**zx: A Tool for Writing Better Shell Scripts** — Rather than turn to Python or **bash** to throw together a shell script, stick with the Node you know and love – **zx** makes it easier with some handy functions for calling other programs, processing their output and results, changing directory, etc.  
GOOGLE

IN SHORT:

- The **first RC of TypeScript 4.3** is out.
- **Deno 1.10** has been released and adds Web Storage API support. Being able to use localStorage and sessionStorage server-side is an interesting idea..

**Why JWT Should Not Be Your Default for Sessions** — "My point in all this is not to discourage the use of JWT in general, but be deliberate and careful when you do. Be aware of both the security and functionality trade-offs and pitfalls."  
EVERT POT



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.



**32,456 subscribers**  
as of August 2021



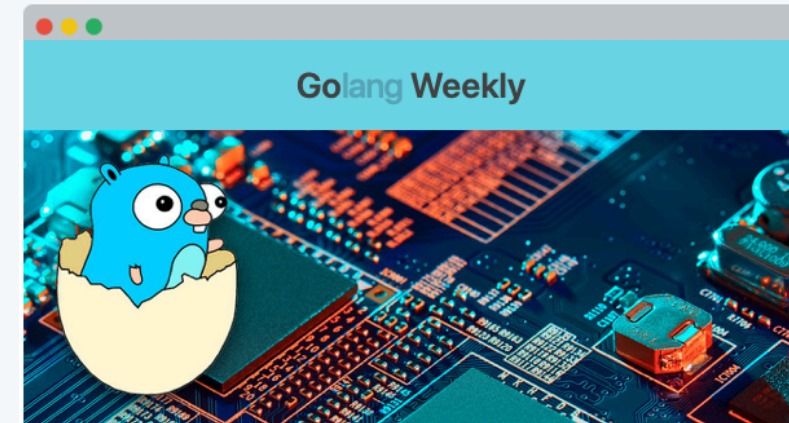
**46% net open rate**  
in July 2021



**64% 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

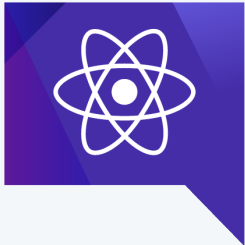
**So How Will Go Implement Generics?** — Generics are coming to Go, that's a given, but now how does it actually get implemented? Keith Randall presents two design documents with strategies for the task: [Stencilling](#) and [Dictionaries](#). Note: Google login required for the golang-dev group.  
KEITH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



**46,454 subscribers**  
as of August 2021



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



**61% of subscribers opened**  
one of the last four issues



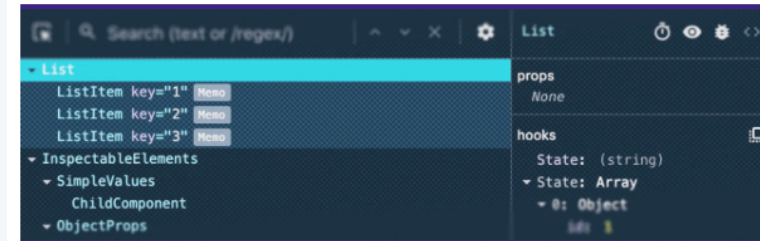
**@ReactDaily**  
over 11,000 Twitter followers



**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.



**7,461 subscribers**  
as of August 2021



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



**63% of subscribers opened**  
one of the last four 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)

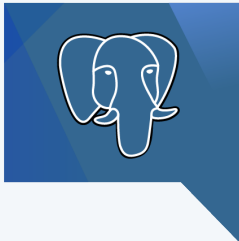
**Google Cloud Run Button: 'Click-to-Deploy' for your Git Repos** — Cloud Run is a Google Cloud service for running stateless containers and Cloud Run *Button*, unveiled this week, provides a way to let users of your code quickly deploy your app to GCP from the repo. This may remind you of [Heroku's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



**15,876 subscribers**  
as of August 2021



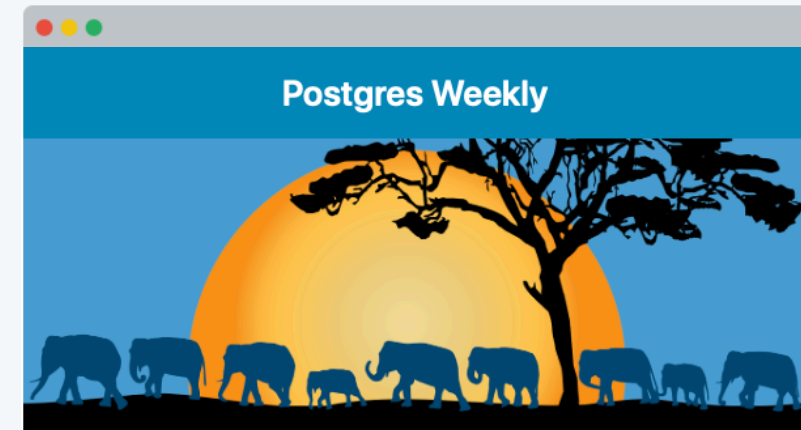
**40% net open rate**  
in July 2021



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



**@PostgresWeekly**  
over 3,500 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!



## 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.



**9,925 subscribers**  
as of August 2021



**33% net open rate**  
in July 2021



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



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



Chris Brandrick recommends

► **The Google I/O 2021 Developer Keynote** — An update on all things developer products and platforms at Google, including Android, the web, Flutter, Firebase, and more. (You can find more highlights from I/O further down in the issue)  
GOOGLE DEVELOPERS



Brian Rinaldi recommends

**Android 12 Preview: First Look At Google's Radical New Design** — The big change is a new design system Google is debuting called 'Material You'.  
DIETER BOHN

## The Sooner a Build Turns Red, the Sooner You Can Unblock Your Pipeline

— The ability to cancel builds as soon as possible provides developers with a quicker feedback loop, saving time and reducing the cost of running agents. See how to integrate Buildkite with Amazon EventBridge to ensure failing builds fail fast.

BUILDKITE **SPONSOR**



## Videos worth watching from Google I/O:

- [What's New in Android Accessibility](#)
- [Five Tips for your Progressive Web Apps](#)
- [The New Responsive: Web design in a Component-Driven World](#)
- [Drive Engagement and Boost Performance in your App with Deep Links](#)
- [Future-Proof Web Apps with Angular and TensorFlow.js](#)

## 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.



**3,297 subscribers**  
as of August 2021



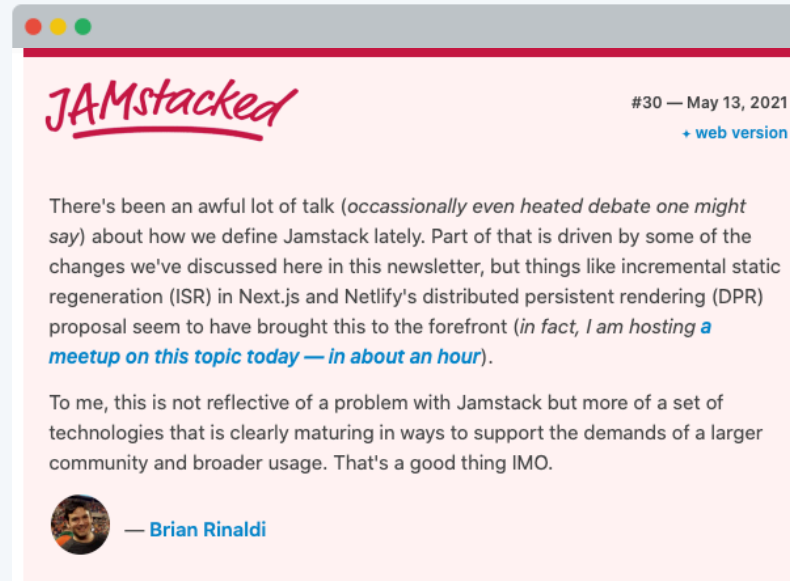
**56% net open rate**  
in July 2021



**76% of subscribers opened**  
one of the last four 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 August 2021, Open rate data is from July 2021.  
 All listings are priced per issue in USD. Prices are valid until the end of December 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	177,201	35%	\$3120	\$1080	\$820	\$249
Frontend Focus	76,786	35%	\$1700	\$510	\$400	\$149
Ruby Weekly	42,535	41%	\$1080	\$520	\$450	\$229
Node Weekly	55,212	37%	\$1280	-	\$520	\$189
Golang Weekly	32,456	46%	\$860	-	\$340	\$189
React Status	46,454	41%	\$820	-	\$300	\$99
Serverless Status	7,461	44%	\$420	-	-	-
Postgres Weekly	15,876	40%	\$680	-	\$320	-
Mobile Dev Weekly	9,925	33%	\$380	-	-	-
JAMstacked	3,297	56%	\$160	-	-	-

## 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.

## PUBLICATION CALENDAR

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

When requesting a proposal, let us know which dates work best for you — we can be flexible if you're able to provide a general outline of your needs.

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.

Q4 2021 is 13 *working* weeks in length, and is outlined below. The publication calendar below outlines our schedule for the fourth quarter. All publications are weekly, other than JAMstacked, which is bi-weekly.

# Q4

Publication Days

Some publications will be taking a break, others will be sent on different days during Thanksgiving week. Speak to Kristina for details.

Serverless Status and JAMstacked will be taking a break and other publications will be sent on different days. Speak to Kristina for details.

No publications sent — Christmas break.

### OCTOBER

### NOVEMBER

### DECEMBER

## 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

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**Olly Hanstock**

Customer Relations Manager

[olly@cooperpress.com](mailto: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.

## COMMITMENT AND PAYMENT TERMS

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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