

cooperpress;

Keeping developers informed

EMAIL NEWSLETTERS — SINCE 2011

MEDIA KIT // Q4 2026
OCTOBER - DECEMBER

cooperpress.com/mediakit



ABOUT US

Editorially independent. Developer trusted.

Cooperpress publishes a range of weekly email newsletters to a global audience of hundreds of thousands of developers & 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.

Want to reach an audience of developers who are keen to try new tools, services and technologies? We can help.

Our core focus is the publication of weekly email newsletters — with high levels of engagement and net weekly open rates typically between 35%-60%, our sponsors generally 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. 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, and built upon a prior decade of work in developer media, Cooperpress is an established 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 U.S., Canada and Europe — together we help keep hundreds of thousands of subscribers informed on a weekly basis.

We're always happy to talk! You can find all of our contact details on our site or you can email the team directly:

cooperpress.com/hello
team@cooperpress.com



Peter Cooper

The founder and Publisher-in-Chief at Cooperpress. He is also a developer, and author.



Kristina Hicks

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

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:

Microsoft
aws
master.dev
stream
slack
DigitalOcean
bugsnag
wallaby
influxdata
DATADOG
Progress
2ndQuadrant PostgreSQL
twilio
Square

TESTIMONIALS



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

Marc Grabanski
Master.dev



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 436,662 subscribers

LOCATIONS

Our weekly newsletters reach 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

We send our digests to folks in a variety of roles, including key decision makers. Here's just some of the roles you'll be reaching:

Developers

Engineers / Architects

Founders / Directors

CTO

COMPANIES

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

Google

Meta

Bytedance

Goldman Sachs

PayPal

Nvidia

Microsoft

IBM

our email newsletters

A quick glance at our newsletter stats and weekly publication schedule

TUESDAY



JavaScript Weekly

163,202 subscribers
Founded Nov 2010

WEDNESDAY



Postgres Weekly

17,501 subscribers
Founded Mar 2014



Frontend Focus

69,192 subscribers
Founded Aug 2011

THURSDAY



Node Weekly

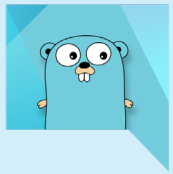
58,708 subscribers
Founded Aug 2013



Ruby Weekly

35,565 subscribers
Founded Aug 2010

FRIDAY



Golang Weekly

39,112 subscribers
Founded Jan 2015



React Status

53,382 subscribers
Founded Aug 2016

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 featured sponsor position 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.

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

② Sponsored Links

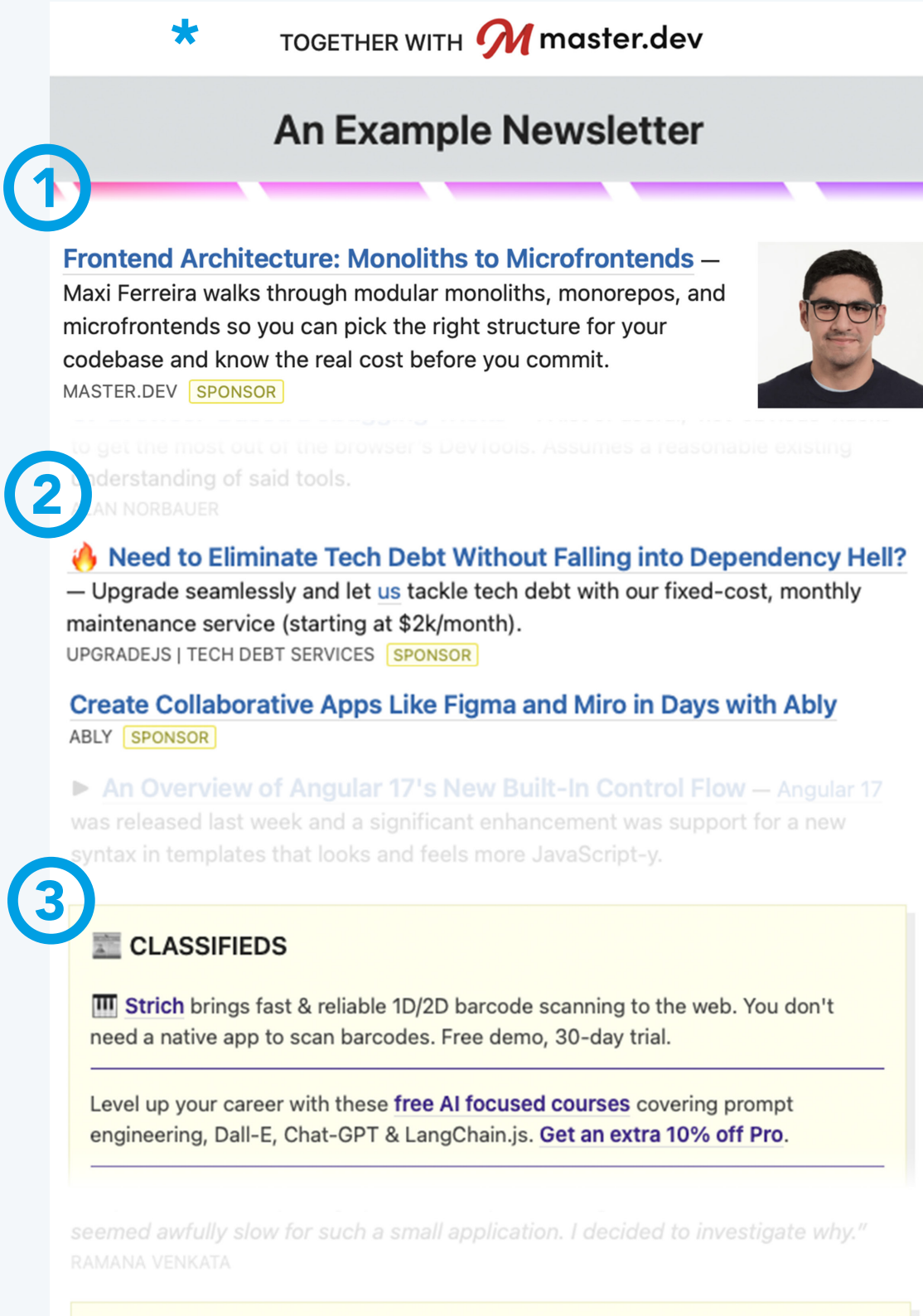
Marked as sponsored and sits along side other items in an issue. In addition to a linked headline *(up to 70 characters)*, some descriptive text *(up to 120 characters)* can be included.

③ Classifieds

See next page for more on our classifieds listing section, available in all publications. Suitable for a range of ad types, including jobs, recruiters, tools, and more.

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

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

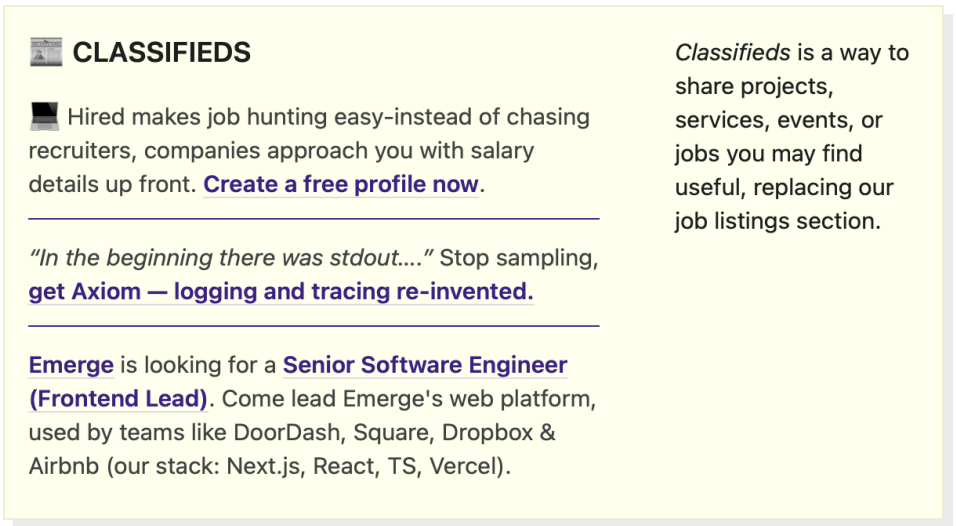


CLASSIFIEDS

A listing section found across all of our publications. Each classified can be used to promote a wide range of things, such as events, jobs, recruitment services, tools, and more.

Each listing is typically up to 140 characters, contains a single link at any location within the section, and can feature one optional emoji at the start.

An example of what the Classifieds section looks like can be seen opposite.



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

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

NEWSLETTER PROFILE:

JavaScript Weekly

Our most popular newsletter, aimed at JavaScript, TypeScript, 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.

163,202 subscribers
as of August 2026

37% net open rate
in July 2026

52% of subscribers opened
one of the last five issues

Related titles:
React Status, Node Weekly

Ad units available:
Primary, Sponsored, Classified


TOGETHER WITH crunchydata

JavaScript Weekly

Transformers.js 2.7: ML for the Web, Now with Text-to-Speech — Transformers.js provides access to machine learning models directly in the browser for all sorts of tasks and v2.7 introduces audio generation (live demo.) The Web Speech API remains the natural choice for this task *for now,* but the ML approach will only continue to offer greater opportunities over time.
JOSHUA LOCHNER

🔥 **Web Components Will Outlive Your JavaScript Framework** — It's a spicy opinion piece but I think Jake has earned the right after his fantastic posts on CRDTs in which he focused on using vanilla JS web components rather than a system like React. Here, he explains why.
JAKE LAZAROFF

🗣 Jake's post fuelled an extensive Hacker News discussion touching on everything from MDX and htmx's role, to state management and the 'shallow' nature of the Web Components API as-is.

Production Ready Postgres at Your Fingertips — Deploy a faster and more reliable Postgres cluster. Run in the cloud of your choice with management, backups, and production features handled for you. Get started with less than 5 minutes. Try it today.
CRUNCHY BRIDGE SPONSOR

crunchybridge

Yarn 4.0 Released — Starting life as an `npm` alternative that resolved several of its major pain points, Yarn remains a popular choice and v4 introduces a new 'hardened mode' to protect you from various security issues, boasts an improved constraints engine, and has performance (almost) on par with `pnpm`.
MAËL NISON

Node v21.1 (Current) Released with ESM Detection Feature — *"The new flag `--experimental-detect-module` can be used to automatically run ES modules when their syntax can be detected. ... We hope to make detection enabled by default in a future version.."*
MICHAËL ZASSO

🛰 The React team has announced the much anticipated Server Actions and Client Actions features are now available in React Canary.

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.

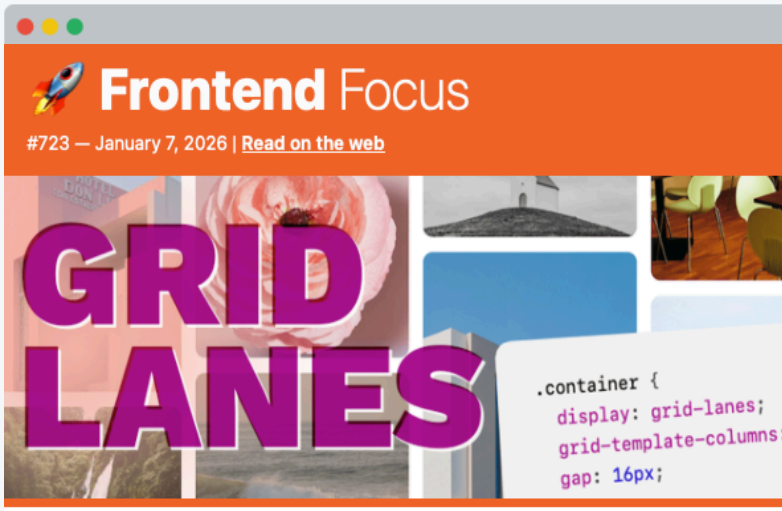
69,192 subscribers
as of August 2026

37% net open rate
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Related titles:
JavaScript Weekly

Ad units available:
Primary, Sponsored, Classifieds



Introducing CSS Grid Lanes — You may remember a lot of chatter last year about how best to achieve Masonry layouts in CSS. Well, an approach has now been agreed upon, and it's called Grid Lanes (`display: grid-lanes;`). There are still a few minor details to iron out, but the feature is ready for testing (in Safari Technology Preview right now) as explained in excellent detail here. *A new one to commit to memory!*
SIMMONS, ETEMAD, & STEWART (WEBKIT)

How to Stop Bots from Abusing Free Trials — Bots exploit trial signups and drain compute. WorkOS Radar uses device fingerprinting, traffic analysis, and behavioral signals to detect and block abuse in real time while integrating cleanly with your existing auth flow through a simple API.
WORKOS SPONSOR

4 CSS Features Every Frontend Developer Should Know In 2026 — Adam returns with his annual picks of what features you now need to be aware of. The 2026 suggestions include knowing how to query scroll states, trimming typographic whitespace, and more.
ADAM ARGYLE

The Results: State of HTML 2025 — Reflections on the year that was. The conclusion highlights how developer interest seems firmly grounded in using practical and functional features over the more fanciful offerings. Plus, any pain points highlighted in the survey results are noted as thankfully being actively worked on. It's a good snapshot of where HTML sits today, and always makes for an interesting read.
DEVOGRAPHICS

IN BRIEF

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.

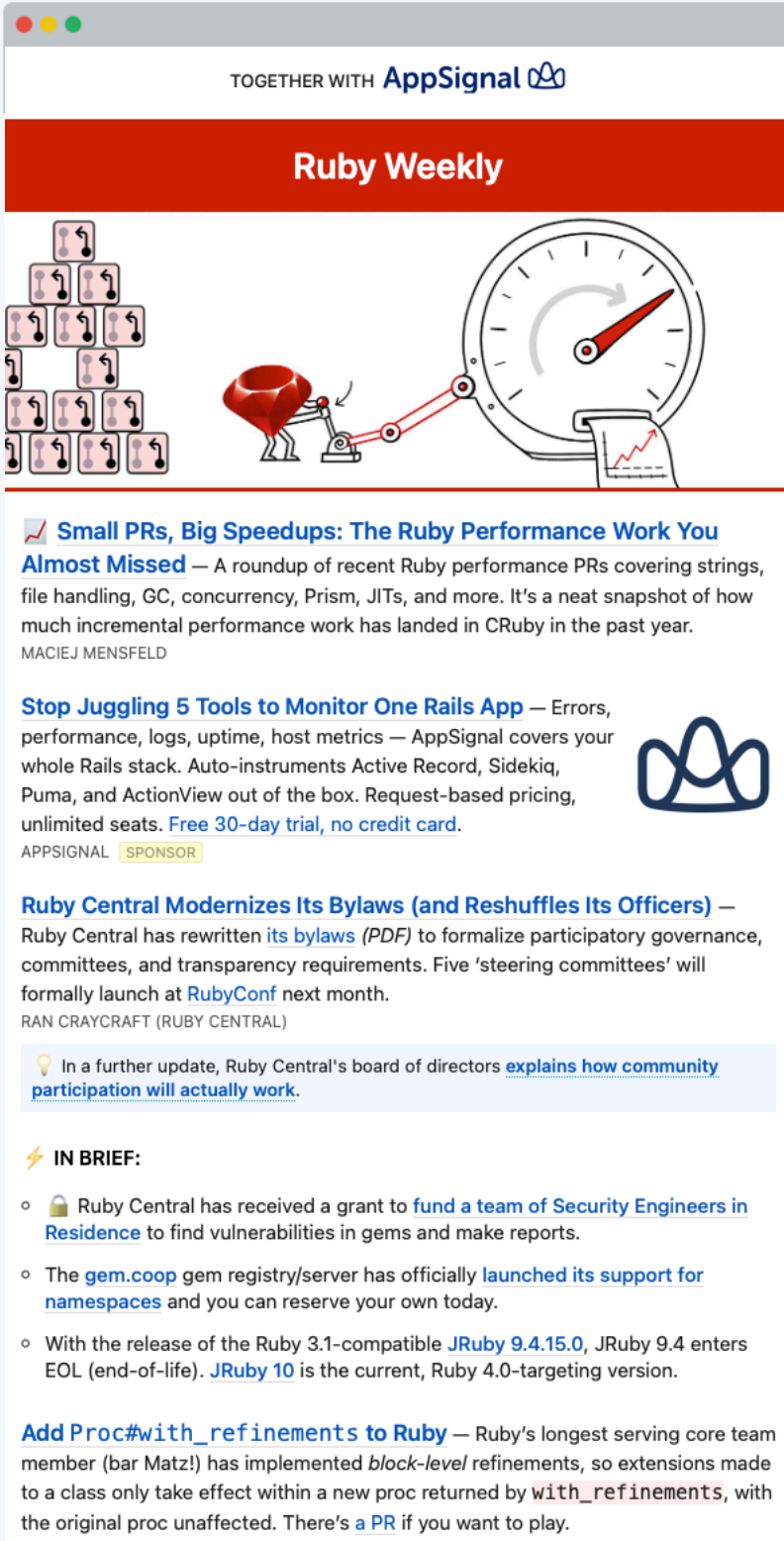
Our sponsors find a lot of value in reaching such an audience in a single place. The newsletter is curated by both Peter Cooper and Glenn Goodrich.

35,565 subscribers
as of August 2026

47% net open rate
in July 2026

62% of subscribers opened
at least one of the last five issues

Ad units available:
Primary, Sponsored, Classifieds


TOGETHER WITH AppSignal

Ruby Weekly

📈 **Small PRs, Big Speedups: The Ruby Performance Work You Almost Missed** — A roundup of recent Ruby performance PRs covering strings, file handling, GC, concurrency, Prism, JITs, and more. It's a neat snapshot of how much incremental performance work has landed in CRuby in the past year.
MACIEJ MENSFELD

Stop Juggling 5 Tools to Monitor One Rails App — Errors, performance, logs, uptime, host metrics — AppSignal covers your whole Rails stack. Auto-instruments Active Record, Sidekiq, Puma, and ActionView out of the box. Request-based pricing, unlimited seats. Free 30-day trial, no credit card.
APPSIGNAL SPONSOR

Ruby Central Modernizes Its Bylaws (and Reshuffles Its Officers) — Ruby Central has rewritten its bylaws *(PDF)* to formalize participatory governance, committees, and transparency requirements. Five 'steering committees' will formally launch at RubyConf next month.
RAN CRAYCRAFT (RUBY CENTRAL)

💡 In a further update, Ruby Central's board of directors explains how community participation will actually work.

⚡ **IN BRIEF:**

- 🔒 Ruby Central has received a grant to fund a team of Security Engineers in Residence to find vulnerabilities in gems and make reports.
- The gem.coop gem registry/server has officially launched its support for namespaces and you can reserve your own today.
- With the release of the Ruby 3.1-compatible JRuby 9.4.15.0, JRuby 9.4 enters EOL (end-of-life). JRuby 10 is the current, Ruby 4.0-targeting version.

Add `Proc#with_refinements` to Ruby — Ruby's longest serving core team member (bar Matz!) has implemented *block-level* refinements, so extensions made to a class only take effect within a new proc returned by `with_refinements`, with the original proc unaffected. There's a PR if you want to play.

NEWSLETTER PROFILE:

Node Weekly

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

Originally launched in August 2013 as a 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, reaching nearly 60,000 readers.

58,708 subscribers
as of August 2026

38% net open rate
in July 2026

53% of subscribers opened
at least one of the last five issues

Related titles:
JavaScript Weekly, React Status

Ad units available:
Primary, Sponsored, Classifieds



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

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 with real-world pressures (file system, network, et al.) the difference in performance was minor, but he was impressed at how seamlessly it worked.~~ *(Update: Pay attention to the update on this article as the methodology had a fatal flaw..)*
DAVID HERRON

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.

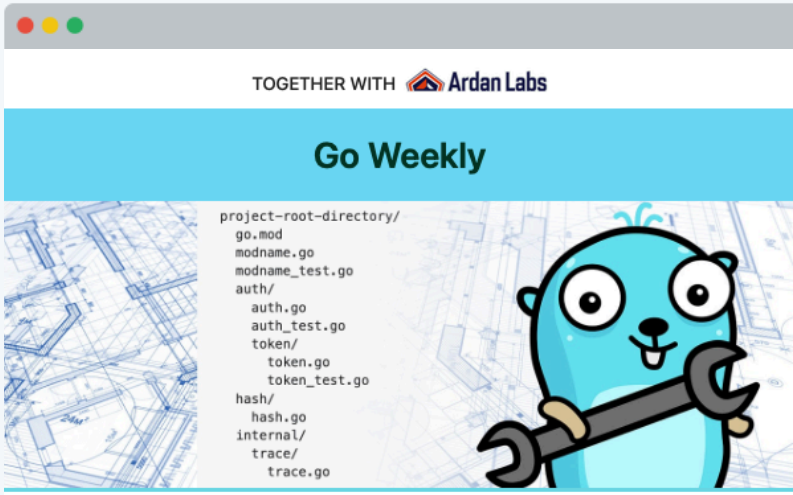
Go has rapidly grown in popularity in recent years, with the newsletter now reaching nearly 40,000 subscribers each week.

39,112 subscribers
as of August 2026

49% net open rate
in July 2026

66% of subscribers opened
at least one of the last five issues

Ad units available:
Primary, Sponsored, Classifieds



Organizing a Go Module — It's common for Go developers to think about how to organize the files and directories in projects (some of our most popular links have been on this topic). The Go project itself has tended to be quiet on the topic and has let the community figure out best practices, which has led to issues in the past, so it's nice to see them publish something more official now.
THE GO TEAM

Go! Experts at Your Service — Do you need help filling skill gaps, speeding up development & creating high performing software with Go, Docker, K8s, Terraform and Rust? We'll help you maximize your architecture, structure, tech-debt and human capital.
ARDAN LABS CONSULTING SPONSOR

Fixing `for` Loops in Go 1.22 — Go 1.21 includes a *preview* of a much-anticipated change to `for`-loop scoping that's expected to ship fully in Go 1.22. This post shows off what will change and explains how such a significant change *won't* affect Go's backwards compatibility, by only being applied to code specifically declaring that it targets Go 1.22 or later.
DAVID CHASE AND RUSS COX

QUICK BITS:

- JetBrains has started the Early Access Program for GoLand 2023.3. As always, these builds of the popular Go IDE are free to try, and give a glimpse at what's coming up in the next major version.
- Support for Passkeys is now generally available when using GitHub.
- There's a proposal for adding runtime/trace 'flight recording' to Go's runtime a la the *Java Flight Recorder*. The idea is to maintain a circular buffer of trace data in a low-overhead way that can be interrogated as needed.
- TinyGo 0.30 has been released which includes a switch to LLVM 16, support for Adafruit Gemma M0, and fixes for some bugs, just in time for GopherCon.
- And yes, GopherCon 2023 is taking place *right now* in San Diego, CA. If you're there, we hope you're having a great 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. The newsletter is curated by Peter Cooper and Terence C. Gannon, reaching nearly 55,000 subscribers every week.

53,382 subscribers
as of August 2026

40% net open rate
in July 2026

55% of subscribers opened
at least one of the last five issues

Related titles:
JavaScript Weekly, Node Weekly

Ad units available:
Primary, Classifieds



TOGETHER WITH SENTRY

React Status

Domain models Hooks - state logic JSX - View

Headless Component: A Pattern for Composing React UIs — Posting on the *Martin Fowler* blog, an engineer at Atlassian takes us on a (very) practical journey into the concept of headless components and the pattern of having reusable logic and behavior separate from the presentation of UI elements.
JUNTAO QIU

React to Ship Source Maps for Production Build Artifacts — Mark Erikson is very excited about this one. Appearing in a daily build or canary near you soon, React will ship with source maps available for production build artifacts, enhancing the potential debugging experience in production. (The actual commit was merged yesterday.)
FACEBOOK / MARK ERIKSON

📞 **Calling All Devs! Sentry Launch Week is Coming** — Tune in daily on YouTube for new product announcements and technical demos; then join Discord to get the inside scoop from the engineers that build Sentry. RSVP for Nov 13-Nov 17, at 9 am PT to get reminders/recaps and a chance to win exclusive swag.
SENTRY SPONSOR

React Server Components, Without a Framework? — Could you use Server Components today *without* a full framework like Next.js in place? This practical investigation is very thorough, with plenty to enjoy and learn from.
TIM PILLARD

QUICK BITS:

- React's **official docs for `'use server'`** have been significantly fleshed out over the past week.
- Egghead presents a new **Build a Full Stack Blog with Astro course** by Lazar Nikolov. It's free for the next two weeks.
- 🇫🇷 **React Paris 2024** is anticipated to take place next March – if you're interested, they're running a quick survey to help shape the form the event takes. *React, c'est magique!*
- You want **a React hook for running PHP..** right?

Why You Want Need React Query — Do you actually need React Query for

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.

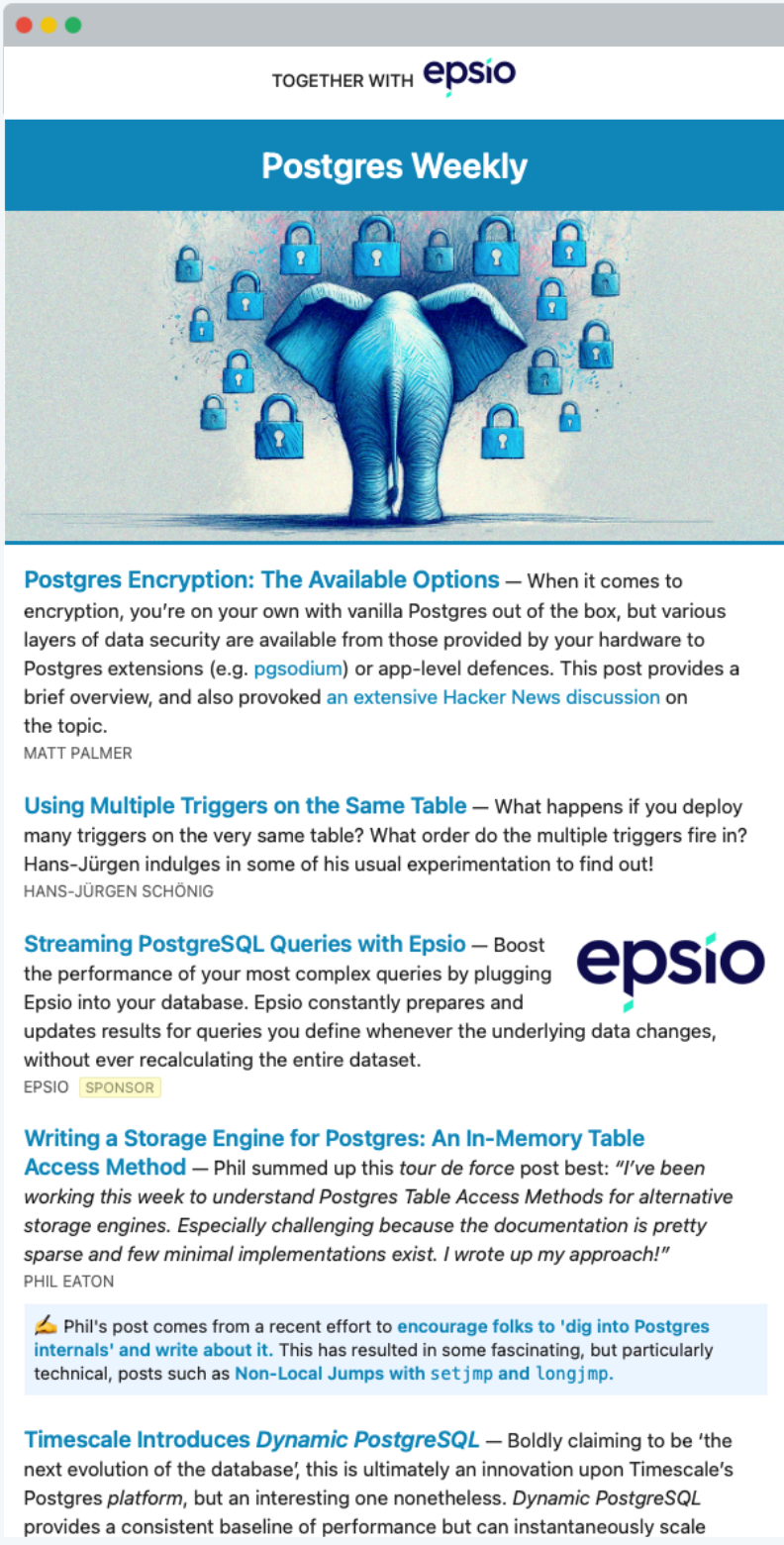
Readers can expect the latest news, releases, tutorials and tips on all things Postgres.

17,501 subscribers
as of August 2026

48% net open rate
in July 2026

63% of subscribers opened
at least one of the last five issues

Ad units available:
Primary, Classifieds



TOGETHER WITH epsio

Postgres Weekly

Postgres Encryption: The Available Options — When it comes to encryption, you're on your own with vanilla Postgres out of the box, but various layers of data security are available from those provided by your hardware to Postgres extensions (e.g. pgsodium) or app-level defences. This post provides a brief overview, and also provoked an extensive Hacker News discussion on the topic.
MATT PALMER

Using Multiple Triggers on the Same Table — What happens if you deploy many triggers on the very same table? What order do the multiple triggers fire in? Hans-Jürgen indulges in some of his usual experimentation to find out!
HANS-JÜRGEN SCHÖNIG

Streaming PostgreSQL Queries with Epsio — Boost the performance of your most complex queries by plugging Epsio into your database. Epsio constantly prepares and updates results for queries you define whenever the underlying data changes, without ever recalculating the entire dataset.
EPSIO SPONSOR

Writing a Storage Engine for Postgres: An In-Memory Table Access Method — Phil summed up this *tour de force* post best: *"I've been working this week to understand Postgres Table Access Methods for alternative storage engines. Especially challenging because the documentation is pretty sparse and few minimal implementations exist. I wrote up my approach!"*
PHIL EATON

✍️ Phil's post comes from a recent effort to **encourage folks to 'dig into Postgres internals' and write about it.** This has resulted in some fascinating, but particularly technical, posts such as **Non-Local Jumps with `setjmp` and `longjmp`.**

Timescale Introduces *Dynamic PostgreSQL* — Boldly claiming to be 'the next evolution of the database', this is ultimately an innovation upon Timescale's Postgres *platform*, but an interesting one nonetheless. *Dynamic PostgreSQL* provides a consistent baseline of performance but can instantaneously scale

RATE CARD

Refer to page 7-8 for listing types and related information.
Subscriber numbers are from August 2026, Open rate data is from July 2026.
All listings are priced per issue in USD. Prices are valid until the end of December 2026.
Any changes or cancellations to listings requires at least one week's notice.

NEWSLETTER	SUBSCRIBERS	OPEN RATE	PRIMARY	SPONSORED	CLASSIFIEDS
JavaScript Weekly	163,202	37%	$3680	$1260	$250
Frontend Focus	69,192	37%	$1790	$560	$180
Node Weekly	58,708	38%	$1460	$650	$200
React Status	53,382	40%	$1265	-	$200
Ruby Weekly	35,565	47%	$1220	$540	$220
Golang Weekly	39,112	49%	$1120	$620	$200
Postgres Weekly	17,501	48%	$1280	-	$250

ORDER PROCESS

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

REQUEST SENT

If you're reading this then we're now taking requests!
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 five 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 place. 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 Tuesdays, 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 five days notice**.

Q4 2026 is 12 *working* weeks in length, and is outlined below. The publication calendar below outlines our schedule for the third quarter. All publications are sent weekly.



Publication Days

Christmas Break

OCTOBER

MON	TUES	WED	THUR	FRI	SAT	SUN
	JavaScript	Frontend Postgres	Node Ruby	Go React		
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

MON	TUES	WED	THUR	FRI	SAT	SUN
	JavaScript	Frontend Postgres	Node Ruby	Go React		
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER

MON	TUES	WED	THUR	FRI	SAT	SUN
	JavaScript	Frontend Postgres	Node Ruby	Go React		
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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
- 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

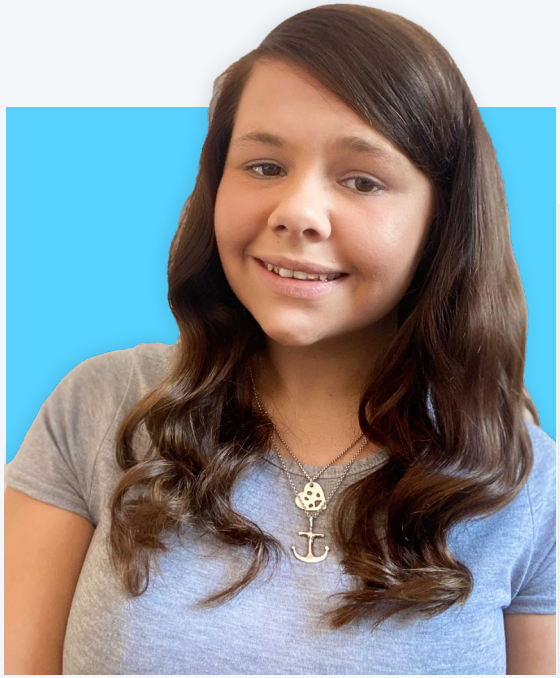
"Thank you for sharing all the statistics with me. It is very helpful."
Kasia Hoffman - Cloud66

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