



cooperpress;

# Keeping developers informed

EMAIL NEWSLETTERS — SINCE 2011

MEDIA KIT  
Q1 2025 (JANUARY - MARCH)

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



# WHAT WE DO

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Cooperpress publishes a range of weekly email newsletters to an 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. If you want to reach an audience of developers who are keen to try new tools, services and technologies, we can help.

Our primary focus is the publication of weekly email newsletters — with high levels of engagement and net weekly open rates typically between 35%-60%, our sponsors 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 US, 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](https://cooperpress.com/hello)  
[team@cooperpress.com](mailto: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



## RECENT SPONSORS

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

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



## TESTIMONIALS



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

**Marc Grabanski**  
Frontend Masters



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

**Yvonne Karwig**  
Studio 3T



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

**Umair Shahid**  
2nd Quadrant



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

**Laurie Coffin**  
Percona



# Say hello to our **461,876** 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



# PUBLICATIONS

# our email newsletters

A quick glance at our newsletter stats and weekly publication schedule

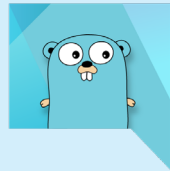
## TUESDAY



### Node Weekly

61,366 subscribers  
Founded Aug 2013

## WEDNESDAY



### Golang Weekly

38,251 subscribers  
Founded Jan 2015



### Frontend Focus

73,537 subscribers  
Founded Aug 2011



### React Status

56,436 subscribers  
Founded Aug 2016

## THURSDAY



### Postgres Weekly

16,894 subscribers  
Founded Mar 2014



### Ruby Weekly

38,394 subscribers  
Founded Aug 2010

## FRIDAY



### JavaScript Weekly

176,998 subscribers  
Founded Nov 2010



# 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](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.



## An Example Newsletter

1

### **Bare Metal JavaScript: The JavaScript Virtual Machine with Miško Hevery**

— Learn how high-level JavaScript turns into low-level CPU instructions. Build up your mental model of JavaScript's performance characteristics through understanding the JavaScript Virtual machine under the hood!

FRONTEND MASTERS **SPONSOR**



2

### **Need to Eliminate Tech Debt Without Falling into Dependency Hell?**

— Upgrade seamlessly and let us tackle tech debt with our fixed-cost, monthly maintenance service (starting at \$2k/month).

UPGRADEJS | TECH DEBT SERVICES **SPONSOR**

### **Create Collaborative Apps Like Figma and Miro in Days with Aibly**

ABLY **SPONSOR**

3

### **CLASSIFIEDS**

**Strich** brings fast & reliable 1D/2D barcode scanning to the web. You don't need a native app to scan barcodes. Free demo, 30-day trial.

Level up your career with these **free AI focused courses** covering prompt engineering, Dall-E, Chat-GPT & LangChain.js. **Get an extra 10% off Pro.**

*seemed awfully slow for such a small application. I decided to investigate why."*

RAMANA VENKATA



# CLASSIFIEDS

A listing section found in select 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.

Classified listings are now available across all of our newsletters.

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.

## CLASSIFIEDS

 Hired makes job hunting easy-instead of chasing recruiters, companies approach you with salary details up front. [Create a free profile now.](#)

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*"In the beginning there was stdout..."* Stop sampling, [get Axiom — logging and tracing re-invented.](#)

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**Emerge** is looking for a **Senior Software Engineer (Frontend Lead)**. Come lead Emerge's web platform, used by teams like DoorDash, Square, Dropbox & Airbnb (our stack: Next.js, React, TS, Vercel).

*Classifieds* is a way to share projects, services, events, or jobs you may find useful, replacing our job listings section.





NEWSLETTER PROFILE:

# JS 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.



**176,998 subscribers**  
as of November 2024



**36% net open rate**  
in October 2024



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



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



**Ad units available:**  
Primary, Sponsored, Classified



TOGETHER WITH crunchy data

## 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.



**73,537 subscribers**  
as of November 2024



**38% net open rate**  
in October 2024



**57% of subscribers opened**  
one of the last five issues



**Related titles:**  
JavaScript Weekly



**Ad units available:**  
Primary, Sponsored, Classifieds



TOGETHER WITH **scrimba**

## Frontend Focus

#613 — October 11, 2023 | [Read on the web](#)

**When to Nest CSS** — CSS nesting is great, but Scott notes it should be used with some caution. The complex answer given here to the question of just when to deploy it is to "nest pseudo-selectors, parent modifiers, media queries, and selectors that don't work without nesting".

SCOTT VANDEHEY

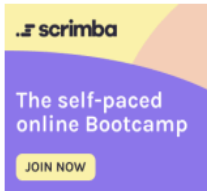
**Five Best Practices for Preventing Chaos in Tailwind CSS** —

Tailwind CSS is a very popular CSS framework, but Nina notes how using it without proper caution can add "mayhem to your code". Here, she shares some best practices to ensure you 'stay aloft' when using it.

NINA TORGUNAKOVA

**Online Frontend Developer Bootcamp 20% Off for Frontend Focus Readers** — Launch your career in less than 6 months! If you struggle with impostor syndrome or staying motivated, this self-paced online Bootcamp is for you. Get code reviews and accountability, live group sessions, hands-on support and expand your network.

SCRIMBA SPONSOR



**Demystifying WCAG 2.2** — The W3C recently released the newest version of the **Web Content Accessibility Guidelines**. Nathan breaks down the headlines from WCAG 2.2 for us. Adrian Roselli brings together some other **good related resources and links here**.

NATHAN SCHMIDT

**Chrome's New Origin Trial for Fullscreen Popup Windows** — There's now a new origin trial available in Chrome for opening popup windows in fullscreen mode with just one step.



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.



**38,394 subscribers**  
as of November 2024



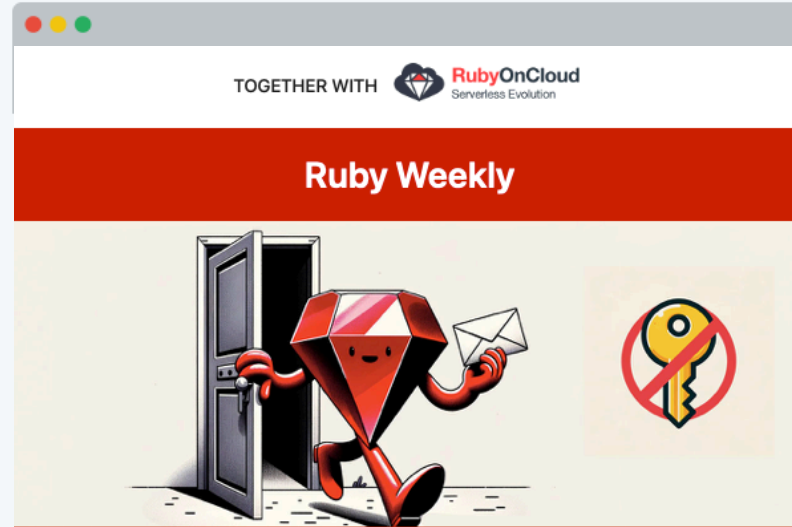
**50% net open rate**  
in October 2024



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



**Ad units available:**  
Primary, Sponsored, Classifieds



**Passwordless 1.0: Magic Link Auth for Rails Apps** — A system to add password-free 'magic link' style authentication to your Rails apps. *"This major release .. changes a lot of things and it is almost guaranteed that you will need to change your code to upgrade to this version."* Luckily, there's [an upgrade guide](#).  
MIKKEL MALMBERG

**The State of Ruby HTTP Clients in 2023** — The creator of [httpx](#) does an extensive survey of the world of Ruby HTTP client libraries, compares their functionality, and concludes that (unsurprisingly?) his is best. Nonetheless, this is a very thorough comparison and worth a look. If you're short for time, [the feature comparison table](#) is what you need.  
TIAGO HONEYRYDER

**Migrate Your Rails App to Serverless** — Ruby on Cloud expertly migrates Rails applications to AWS Lambda, leveraging serverless architecture to reduce costs and enhance software performance. Book your free consultation today and explore numerous possibilities!  
RUBY ON CLOUD **SPONSOR**



**Ruvy: A Ruby to WebAssembly Toolchain** — Built on top of [ruby.wasm](#), Ruvy is a toolchain that takes Ruby code and creates WebAssembly modules to execute it. This makes it easier to distribute a Ruby program in a way that WASM runtimes (such as [Wasmtime](#)) can use.  
JEFF CHARLES (SHOPIFY)

## IN BRIEF:

Koichi Sasada has committed [a M:N thread scheduler for ractors](#) to Ruby. The main advantage is the potential to create huge numbers of Ruby threads or ractors without needing an equally large number of native threads to handle them.

Ruby Central has published [its latest monthly update](#). They remind us that [RubyConf 2023](#) registration is still open, there have been new releases of [RubyGems](#) and [Bundler](#), and [they're hard at work upgrading Rubygems.org](#) from



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, now reaching over 60,000 readers.



**61,366 subscribers**  
as of November 2024



**41% net open rate**  
in October 2024



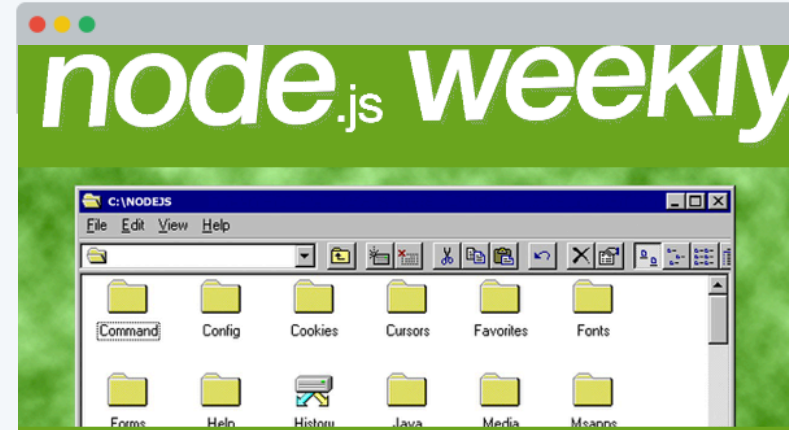
**60% of subscribers opened**  
one of the last five issues



**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.

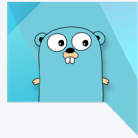
KAYODE OLUWASEGUN

**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.



**38,251 subscribers**  
as of November 2024



**52% net open rate**  
in October 2024



**72% of subscribers opened**  
one of the last five issues



**Ad units available:**  
Primary, Sponsored, Classifieds



TOGETHER WITH Ardan Labs

## Go Weekly



**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, and now reaches over 55,000 subscribers every week.



**56,436 subscribers**  
as of November 2024



**43% net open rate**  
in October 2024



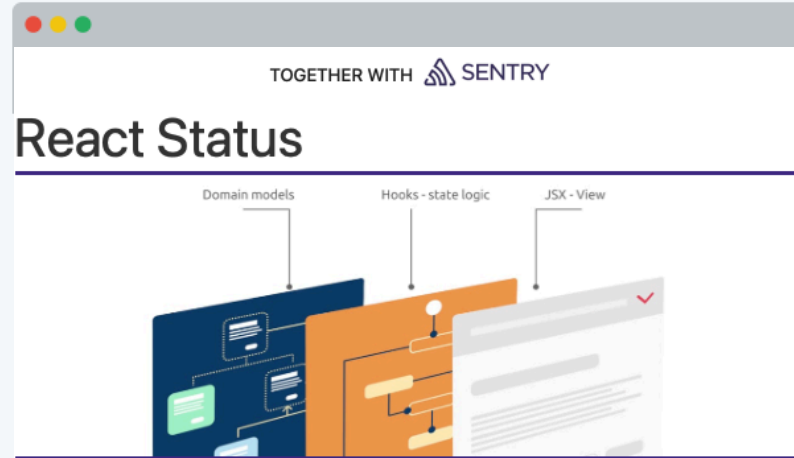
**63% of subscribers opened**  
one of the last five issues



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



**Ad units available:**  
Primary, Classifieds



**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?



NEWSLETTER PROFILE:



# Postgres Weekly

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

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

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



**16,894 subscribers**  
as of November 2024



**53% net open rate**  
in October 2024



**71% of subscribers opened**  
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 November 2024, Open rate data\* is from October 2024.  
All listings are priced per issue in USD. Prices are valid until the end of March 2025.  
Any changes or cancellations to listings requires at least one week's notice.

NEWSLETTER	SUBSCRIBERS	OPEN RATE	PRIMARY	SPONSORED	CLASSIFIEDS
JavaScript Weekly	176,998	36%	\$3680	\$1260	\$250
Frontend Focus	73,537	39%	\$1790	\$560	\$180
Node Weekly	61,366	41%	\$1460	\$650	\$200
React Status	56,436	43%	\$1265	\$650	\$200
Ruby Weekly	38,394	50%	\$1220	\$540	\$220
Golang Weekly	38,251	52%	\$1120	\$620	\$200
Postgres Weekly	16,894	53%	\$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 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 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.





# 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

**“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

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)



# TERMS

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

**Cooper Press Ltd. (the Publisher) is a publisher of digital publications, including JavaScript Weekly, Frontend Focus, Node Weekly, React Status, Ruby Weekly, Postgres Weekly, and Golang Weekly. The Cooper Press Ltd. Terms and Conditions for these publications are incorporated herein, and Advertiser agrees to comply with such terms:**

## 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.**

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