

Cooper Press

Q4 2014 Oct/Nov/Dec Media Kit



JavaScript Weekly

Ruby Weekly

HTML5 Weekly

Node Weekly

Mobile Web Weekly

Postgres Weekly

This revision: August 1, 2014

Note: Please contact us if any information you require is missing. We continue to extend this document over time.

To learn more or discuss opportunities, contact Peter Cooper at peter@cooperpress.com or (650) 319 7334

Overview

We can help you reach software developers effectively.

Cooper Press maintains a roster of e-mail newsletters delivered to over 190,000 software engineers, Web developers, and programmers in 142 countries every week.

Our engagement is high with average open rates of between 42% and 70% across all of our newsletters and sponsors of issues typically receiving anywhere between 200-2000 clicks per mention - our record is just over 3000!

A variety of sponsorship and advertising opportunities are available for quality advertisers and brands interested in exposure to software developers in a variety of niches. Due to increased interest and a waiting list, we are now reserving spots in advance and opening up quarters in advance. Q4 2014 opened for booking on August 1, 2014.

This media kit focuses on our primary newsletters, but contact us if you want to learn about other opportunities not documented here.

**Best Regards,
Peter Cooper**

Publisher-in-chief, Cooper Press Ltd.

peter@cooperpress.com

+1 650 319 7334 (USA)

020 8133 3547 (United Kingdom)

Advertising Types

Our newsletters currently offer two ways to engage with readers:

Sponsorship / text-based advertising

Text and image based sponsorship / advertising within specific issues of our newsletters. This is the only format covered in this media kit.

Job advertising

Text based job listings in our newsletters. Given our audience, our newsletters are a perfect way to cast the widest net for tricky to hire positions. This media kit does **not** cover job advertising, but this can be discussed by contacting peter@cooperpress.com or you can "self serve" job ads in our main newsletters at <https://cooperpress.com/jobs>

Job Testimonials *"We had an applicant come through our Ruby Weekly posting and we're still in the process of interviewing him. So far he is the most promising. We'd happily use the services again in the future! :)"*

"It seemed to work out great - we definitely got a few great candidates through it! There are few places to advertise job openings that aren't littered with recruiter-spam. At GoCardless, we've found that quality of applicant coming through Ruby Weekly is typically way above the average."

"I recently started working at Apple, after following a lead from a job listing in the newsletters back in November so that is thanks to you!"

Job listings start from \$79 per issue. Recruiting agencies acting on behalf of clients should contact us for bulk options.

JavaScript Weekly

javascriptweekly.com

Description

Launched in November 2010, JavaScript Weekly is a popular weekly newsletter aimed at JavaScript developers and Web developers with an interest in JavaScript, Angular, Node.js, and related technologies. Its readership is primarily made up of Web developers.

Subscribers

73,418 subscribers (as of August 2014)

Increasing at approximately 360 per week

Average open rate of 48.6% / click rate of 19.3% in July 2014



Demographic info

Top countries are: United States, United Kingdom, China and Germany

Approximately 48% of subscribers are in the US with approximately 25% in Western Europe and the remainder mostly in Canada, India, Brazil, Japan, and Australia.

Our advertisers include...



JavaScript Weekly

Sample

Eloquent JavaScript 2nd edition, ES6 generators, OCR, animations, and more. — [Read this e-mail on the Web](#)

JavaScript Weekly

Issue 192 — August 1, 2014

[2nd Edition of Eloquent JavaScript Now Available Online](#)

MARIJN HAVERBEKE

Marijn Haverbeke's much loved *Eloquent JavaScript* is back in a 2nd edition and, as before, [free to read online](#). The [print book](#) will be out in November.



[AngularJS Unit Testing - For Real. Though](#)

QUICK LEFT

When Ben Lewis began to use Angular he was keen to keep his TDD approach going but struggled to find many resources to help. Here, he presents a lot of advice and examples based on his efforts to maintain a good TDD workflow with Angular development.

[Announcing JS Error Reporting + AJAX Timing in New Relic](#)

NEW RELIC **SPONSORED**

Currently, 1.2m domains use the New Relic Browser monitoring tools to maintain a comprehensive overview of their browser page load times, throughput, browser transactions, JavaScript errors and Ajax timing. Find out how real-time insights help people build better performing software with New Relic.



[Diving Deeper With ES6 Generators](#)

KYLE SIMPSON

The latest in an ongoing series of posts about [ES6 generators](#) on David Walsh's blog.

[3 New \(Draft\) JavaScript APIs You May Want to Follow](#)

SITEPOINT

The Web Alarms API provides access to a device's alarm settings, the Presentation API helps you take advantage of secondary displays, and the Standby API lets you request a screen remain awake and avoid power-saving states.

[Immutable Data Collections for JavaScript](#)

FACEBOOK

Provides Sequence, Range, Repeat, Map, OrderedMap, Set and a sparse Vector by using lazy sequences and hash maps tries.

JavaScript Weekly

Ad types and specs

Eloquent JavaScript 2nd edition, ES6 generators, OCR, animations, and more. — [Read this e-mail on the Web](#)

JavaScript Weekly

Issue 192 — August 1, 2014

[2nd Edition of Eloquent JavaScript](#)

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Marijn Haverbeke's much loved and, as before, [free to read online](#)

[AngularJS Unit Testing - For](#)

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Primary Inline Unit

An exclusive "sponsorship" of the newsletter including a link with title (up to 80 characters), body text (180-260 characters ideal), and an optional image of either 125x125 or 133x100 (PNG, GIF or JPEG all OK - no animated GIFs).

Secondary Unit (not yet pictured)

A simpler **text only** link with a link of up to 80 characters and body text up to 250 characters.

JavaScript Weekly

Rate card

Primary Unit (one per issue):

- 1 issue: \$900 per issue
- 2 or 3 issues: \$880 per issue
- maximum of 3 issues per quarter

Secondary Unit (one per issue):

- 1+ issues: \$380 per issue

Prices valid until end of October 2014. Contact us for availability.

Click statistics for previous campaigns.

Primary Unit

- Issue #187 - 1945 clicks
- Issue #186 - 298 clicks
- Issue #185 - 2986 clicks
- Issue #180 - 766 clicks
- Issue #179 - 891 clicks
- Issue #178 - 989 clicks
- Issue #173 - 946 clicks
- Issue #161 - 1458 clicks
- Issue #160 - 1839 clicks
- Issue #159 - 2630 clicks
- Issue #158 - 2935 clicks
- Issue #157 - 1407 clicks
- Issue #155 - 857 clicks
- Issue #154 - 1741 clicks
- Issue #153 - 710 clicks
- Issue #152 - 1381 clicks
- Issue #150 - 672 clicks

Secondary Unit

- Issue #188 - 503 clicks
- Issue #186 - 501 clicks
- Issue #183 - 147 clicks
- Issue #182 - 604 clicks
- Issue #177 - 304 clicks
- Issue #173 - 626 clicks
- Issue #172 - 482 clicks
- Issue #167 - 605 clicks
- Issue #164 - 185 clicks
- Issue #159 - 159 clicks (was about .NET tooling)
- Issue #158 - 298 clicks
- Issue #156 - 363 clicks
- Issue #155 - 503 clicks
- Issue #150 - 453 clicks

Note: None of the figures on this page include clicks via our Web-based archived pages. We do not track those but we believe they add approximately 20-30% to the totals after some investigation into their popularity.

Ruby Weekly

rubyweekly.com

Description

Launched in August 2010, Ruby Weekly is the most popular weekly newsletter for Ruby and Rails developers. It has been incredibly popular in the Ruby community.

Subscribers

29,065 subscribers (as of August 2014)

Increasing at approximately 150 per week.

Average open rate of 55% / click rate of 23.2% in July 2014

Demographic info

Coming soon..

However, top countries are:

- United States
- United Kingdom
- Germany
- India

Our advertisers include...



Ruby Weekly

Sample

Matz's Reddit AMA, RubyKaigi reg open, the state of RMagick, Rails 4.2 HTML sanitizing, and more.

[Read this e-mail on the Web](#)

Ruby Weekly

Issue 206 — July 30, 2014

[An AMA \(Ask Me Anything\) with Matz on Reddit Tonight](#)

REDDIT

Matz is visiting Lumosity this afternoon and they'll be asking him the top 10 questions left on this Reddit thread later today. Got a question? Ask it while you can.

[The New HTML Sanitizer in Rails 4.2](#)

KASPER TIMM HANSEN

Rails 4.2 will come with an all new, faster and more flexible HTML sanitization mechanism for cleaning up user-supplied HTML.

[Ship your Rails app with free hosting & deployment.](#)

NINEFOLD **SPONSORED**

Experience superior performance, easier deployment and amazing support for free. Just sign-up, deploy a Rails app and enter your credit card details within 30 days. This gets you a 1.5 GB combined Rails app server in the US, for free.



[RubyKaigi 2014 Registration Now Online \(Ruby's 'Home' Conference\)](#)

OFFICIAL RUBY BLOG

Takes place in Tokyo, Japan between September 18-20.

[RubyConf 2014 Registration Now Open \(San Diego, Nov 17-19\)](#)

[RUBYCONF.ORG](#)

[The State of RMagick Development](#)

LINDUXED

Love it or hate it, RMagick remains one of the most popular image processing libraries in Ruby, but it's gotten a bit messy and someone has [forked it](#) to keep up maintenance.

[RubySteps: Frequent Ruby Coding Practice with Pat Maddox](#)

PAT MADDOX

Pat Maddox (RSpec) has launched a Ruby coding practice service with free daily examples and a lesson each week designed to make you a better Ruby programmer. He'll be adding extended paid features next week but the core is free.

Ruby Weekly

Ad types and specs

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Ruby Weekly

[An AMA \(Ask Me Anything\)](#)

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Primary Unit

The leading "sponsorship" of the newsletter including a link with title (up to 100 characters), body text (180-260 characters ideal), and an optional image of either 125x125 or 133x100 (PNG, GIF or JPEG all OK - no animated GIFs).

Secondary Unit (not pictured)

A simpler text only link with a link of up to 80 characters and body text up to 250 characters.

Ruby Weekly

Rate card

Primary Unit (one per issue):

1 issue: \$700 per issue

2-4 issues: \$650 per issue

Secondary Unit (one per issue):

\$280 per issue

Until end of October 2014. Contact us for availability.

Minimum purchase is for one issue. Units do not have to run in consecutive issues.

Click statistics for previous campaigns.

Primary Unit

Issue #175 - 294 clicks
Issue #170 - 403 clicks
Issue #154 - 568 clicks
Issue #153 - 435 clicks
Issue #152 - 1208 clicks
Issue #151 - 729 clicks
Issue #150 - 527 clicks
Issue #149 - 760 clicks
Issue #148 - 965 clicks
Issue #106 - 312 clicks
Issue #104 - 860 clicks
Issue #103 - 204 clicks
Issue #102 - 307 clicks
Issue #101 - 893 clicks
Issue #100 - 298 clicks
Issue #93 - 926 clicks
Issue #91 - 457 clicks
Issue #90 - 711 clicks
Issue #89 - 1705 clicks
Issue #83 - 530 clicks

Secondary Unit

Issue #178 - 896 clicks
Issue #171 - 370 clicks
Issue #167 - 215 clicks
Issue #166 - 368 clicks
Issue #163 - 281 clicks
Issue #162 - 428 clicks
Issue #155 - 266 clicks
Issue #154 - 373 clicks
Issue #153 - 244 clicks
Issue #150 - 398 clicks
Issue #149 - 933 clicks

Note: None of the figures on this page include clicks via our Web-based archived pages. We do not track those but we believe they add approximately 20-30% to the totals after some investigation into their popularity.

HTML5 Weekly

html5weekly.com

Description

Launched in August 2011, HTML5 Weekly targets Web developers and designers and anyone with an interest in “Web browser technology” and the Web Platform. Topics cover not only HTML5 but ancillary technologies like CSS3, WebGL, NaCl, and WebSockets.

Subscribers

50,844 subscribers (as of August 2014)

Increasing at approximately 300 per week.

Average open rate of 47% / click rate of 16.9% across July 2014.

Demographic info

Coming soon..

However, top countries are:

- United States
 - United Kingdom
 - Germany
 - China
- Approximately 50% of subscribers are in the US with approximately 25% in Western and Northern Europe.

Our advertisers include...

Airbrake
Parse
AppSumo
Mailjet
Sencha

HTML5 Weekly

Sample

The Web Manifest spec, 3 new specs to follow, a WebGL FPS with how-to video, and more.

[Read this e-mail on the Web](#)

HTML Weekly

Issue 148 — July 30, 2014

[The Web Manifest Specification](#)

HTML5 DOCTOR

Marcos Cáceres and Bruce Lawson look at the [Web Application Manifest](#) spec which provides a mechanism for 'installing' webapps so that they become indistinguishable from other apps on a device.

[3 New JavaScript APIs You May Want to Follow](#)

SITEPOINT

The Web Alarms API provides access to a device's alarm settings, the Presentation API helps you take advantage of secondary displays, and the Standby API lets you request a screen remain awake and avoid power-saving states.

[WebRTC Signaling Chat How-to](#)

PUSHER

WebRTC lets you communicate between different clients in various ways, including across the local network without an Internet connection. This tutorial demonstrates how to build your own peer-to-peer chat app using the WebRTC DataChannel API and Pusher.

[Announcing JS Error Reporting and AJAX Timing in New Relic](#)

NEW RELIC **SPONSORED**

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[Xibalba: A WebGL First Person Shooter](#)

DOMINIC SZABLEWSKI

There's also an interesting [making of](#) video.

[GitHub's CSS](#)

MARK OTTO

Mark Otto, a designer at GitHub and creator of Bootstrap, shares a variety of information about how GitHub uses CSS.

[A Roundup of New Firefox Developer Tools in the Aurora Channel \(to be Firefox 33\)](#)

MOZILLA HACKS

Includes an event listeners popup, @media sidebar, Cubic bezier editor, animation keyframe editing, and more.

HTML5 Weekly

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HTML **5** Weekly

Issue 148 — July 30, 2014

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[3 New JavaScript APIs You Should Know](#)

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Primary Inline Unit

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Secondary Unit (not pictured)

A simpler text only unit with a link of up to 80 characters and body text up to 250 characters.

HTML5 Weekly

Rate card

Primary Inline Unit (one per issue):

1 issue: \$620

2+ issues: \$600 per issue

Secondary Unit (one per issue):

\$220 per issue

Until end of October 2014. Contact us for availability.

Click statistics for previous campaigns.

Primary Unit

Issue #147 - 1034 clicks
Issue #146 - 567 clicks
Issue #145 - 687 clicks
Issue #143 - 1787 clicks
Issue #119 - 483 clicks
Issue #118 - 875 clicks
Issue #117 - 665 clicks
Issue #116 - 574 clicks
Issue #115 - 713 clicks
Issue #114 - 1067 clicks
Issue #113 - 757 clicks
Issue #112 - 466 clicks
Issue #111 - 565 clicks
Issue #110 - 993 clicks

Secondary Unit

Issue #148 - 582 clicks
Issue #147 - 469 clicks
Issue #145 - 349 clicks
Issue #120 - 235 clicks
Issue #113 - 349 clicks

Due to a large number of secondary units served by a third party ad partner, we do not have stats for most secondary units since their introduction.

Note: None of the figures on this page include clicks via our Web-based archived pages. We do not track those but we believe they add approximately 20-30% to the totals after some investigation into their popularity.

Node Weekly

nodeweekly.com

Description

Launched in August 2013, Node Weekly has already become a popular weekly newsletter aimed at Node.js developers.

Subscribers

15,371 subscribers (as of August 2014)

Increasing at approximately 200 per week

Average open rate of 59.3% / click rate of 25.1% in July 2014



Sample

node weekly **Issue 19**
January 23, 2014

featured

[Node.js and the Road Ahead](#) — Timothy J Fontaine, Node's new project lead, outlines the state of the Node.js project and where things will be headed in the short term.
TIMOTHY J FONTAINE

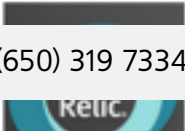
[npm Is Hiring](#) — Want to help the official Node package repository to be even better? Isaac Schlueter's newly formed npm, Inc. is now looking for folks.
NPMJS.ORG

[Nodejitsu Offering Simple Hosted Private npm Registries](#) — If you want to host packages privately on your own npm registry, this could be for you, though it doesn't come cheap.
NODEJITSU

from our sponsor

[Optimize Your Node.js Performance](#)

your app. we give you visibility into your data intensive and real-time Node.js apps so you can track response times and improve performance.



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Node Weekly

Ad types and specs

node weekly

Issue 19
January 23, 2014

featured

[Node.js and the Road Ahead](#) — Timothy J Fontaine, Node's new project lead, outlines the state of the Node.js project and where it's headed.
TIMOTHY J FONTAINE

[npm Is Hiring](#) — Want to help the official Node.js package manager? npm, Inc. is now hiring.
NPMJS.ORG

[Nodejitsu Offering Simple Hosted Packages](#) — Nodejitsu is offering simple hosted packages privately on your own npm registry.
NODEJITSU

Primary Unit

Including a link with title (up to 80 characters), body text (180-260 characters ideal), and an optional image of either 125x125 or 133x100 (PNG, GIF or JPEG all OK - no animated GIFs).

from our sponsor

[Optimize Your Node.js Performance](#)

Using Node.js? New Relic's your favorite tool for monitoring and optimizing your app. We give you visibility into your data intensive and real-time Node.js apps so you can track response times and improve performance. Deploy & [get a FREE Nerd Life shirt!](#)
NEW RELIC



reading

[What's New in \(the forthcoming\) Node.js v0.12 Performance](#) — Performance optimizations are the name of the game for the forthcoming Node.js v0.12. This release is a "corking" (where smaller writes can be combined into larger ones) for improved performance for TLS, cryptography and the garbage collector.
STRONGLOOP

[ECMAScript 6-style Symbols in Node](#)
SEAN MCARTHUR

Secondary Unit (not yet pictured)

A simpler text only unit with a link of up to 80 characters and body text up to 250 characters.

Node Weekly

Rate card

Primary Unit:

\$300 per issue

Secondary Unit:

\$150 per issue

Prices valid until end of August 2014. Contact us for availability.

Click statistics for previous campaigns:

Issue #31 - 356 clicks
issue #30 - 420 clicks
Issue #26 - 536 clicks
Issue #18 - 277 clicks
Issue #17 - 100 clicks
Issue #16 - 476 clicks
Issue #14 - 127 clicks
Issue #13 - 132 clicks
Issue #12 - 210 clicks
Issue #11 - 235 clicks
Issue #7 - 205 clicks

(The same ad was run between issues 11-14, hence the falling response.)

Note: None of the figures on this page include clicks via our Web-based archived pages. We do not track those but we believe they add approximately 20-30% to the totals after some investigation into their popularity.

Other Newsletters

cooperpress.com

Description

We also have three other newsletters currently being released on a weekly basis.

Postgres Weekly (postgresweekly.com)

6,155 subscribers

Dedicated to the open source PostgreSQL/Postgres relational database management system. \$120 per issue for exclusive sponsorship with a minimum 2 issue buy.

DB Weekly (dbweekly.com)

4,932 subscribers

Dedicated to databases and DBMSs and due to launch in February 2014 with around 3,000 subscribers. Exclusive sponsorship is taken by Rackspace until Q3 2014.

Mobile Web Weekly (mobilewebweekly.co)

2,433 subscribers

A mobile Web design and hybrid-app design oriented newsletter curated by Brian Rinaldi and Holly Schinsky. \$100 per issue for exclusive sponsorship with a minimum 2 issue buy.

Further newsletters are to come so if you have an interest in supporting a new title early in its life (in return for some great value), get in touch to learn more.