The Sponsorship Playbook
We Published Our First Story in 2016
Stories span 22k+ curated tags
100+ years worth of Stories’ reading time

65k+ Readers Worldwide (Daily)
Prefers Opinions and Analyses over Click-bait News
14,000+ tech contributors worldwide
76.9 % male
Whom - the ever - creepy Google Analytics tells us - are self-evident “technophiles” and “hobbyists” who frequently travel for business, and nurture personal affinities for movies and media, sports and fitness, as well as “doing-it-yourself”

48.9 % aged 25 - 34
leaning towards 35 - 44 coming in at 21.0 9%. Mostly English speakers who use Chrome, IE, Safari or Firefox - 78.24% on the desktop PCs.

Majority in the USA
with India, Canada, the UK and Australia following. We’re proud to have gained a total of 36,71,218 new users in 2019 alone all over the world.
How are we different from others?
Let Peer Tech Publications’ Front pages Talk…
What About Forbes, WaPo, & WSJ?

1. For Money, an “independent” journalist will “accommodate” your pitch in their story.

2. Popup Ads, Tracking Cookies and Paywalled Stories vex and reduce readership to increase profits.

3. You cannot write under your own name but can pay to get the same thing written by someone with credentials.

4. Smart Readers can smell this from a mile away. For the record, Technologists are Smart Readers.

5. On Hacker Noon, anybody can submit stories which, on meeting our Editorial Guidelines, get published and promoted EQUALLY.
The 2019 Web Developer RoadMap

An Illustrated guide to becoming a Web Developer with links to relevant courses

174,794 views
8:07 min average reading time

Angular vs React vs Vue: which is the Best Choice for 2019?

In 2019, it is important to imagine web development without HTML, CSS, and JavaScript. Javascript is the core of front-end development of webapps. If you have looked on this page, I assume that you are confused between the different frameworks & libraries of Javascript programming language.

140,225 views
7:11 min average reading time

RESTful API Designing guidelines — The best practices

Facebook, Google, Github, Netflix and few other tech giants have given a chance to the developers and products to consume their data through APIs and became a platform for them.

104,831 views
5:28 min average reading time

API Design: The guidelines

Facebook, Google, Github, Netflix and few other tech giants have given a chance to the developers and products to consume their data through APIs and became a platform for them.

148,590 views
5:23 min average reading time

50+ Data Structure and Algorithms Interview Questions for Programmers

There are a lot of computer science graduates and programmers applying for programming, coding, and software development roles at startups like Uber and Netflix. Big organisations like Amazon, Microsoft, and Google; and technology-driven companies like Facebook and Google.

96,265 views
5:04 min average reading time

Git Push and Pull Tips and Tricks

Pushing by default
SPONSORSHIP OPPORTUNITIES ON HACKER NOON
Overview

Sitewide Top Nav Advertisements
Top of All Hacker Noon pages
Optimized for Visibility

Targeted Advertisements
Target Highly Relevant Audience
Optimized for Conversion

Thematic Newsletters
AD-Optimized Commentary
Optimized for Clicks

Daily Tech Briefs
Piggyback On Top Stories
Optimized for Value

Brand As Author Program
Your voice on Hacker Noon
Optimized for Credibility
Sitewide Top Navigation Advertisements

- Exclusive Billboard Placement
- ‘Sticky’ AD – always visible
- 60k – 80k Impressions Daily
- 0.8% – 1.2% CTR
- 600 Clicks Daily (Average)
- Unblockable by AD Blockers
- Complimentary placement of larger ad on community pages
- Weekly Commitments Available
Targeted Advertisements

Simply pick a category – Programming, Crypto, Blockchain, or Startup and display your ads strategically.

Suitable for those with a niche audience. For example, the Startups category shows your ads on tags frequented by Startups.
Thematic Newsletters

- [Click to View Thematic Newsletter](#)
- Written by Hacker Noon Editors
- Custom Composition designed to get [350+ clicks on your AD alone](#)
- 72k+ Technophile Inboxes
- 25% Open Rate

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**StandUps Are Broken!**

**Run async daily check-ins your team will love with Range.**

*Signup free.*

(Sponsored by Range)

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**How NOT to Sell to Technologists [Part III]**

Continuing from the previous weeks (read Part I and Part II [here](#)), Hacker Noon delves deeper into why companies fail to impress Technologists. Consistently!
Daily Tech Briefs

- RSS Syndicated Daily Newsletter
- Your AD at the top and the bottom
- Along with Hacker Noon Top Stories
- Open Rates: xx%
- CTR: xx%

Risk Aversion Kills Startups
By Dana Lyons
One of the most important things you can do as a startup, and in life, is to be smart about how you choose to invest your time and energy. Every meeting you schedule, feature you decide to build, or bug you decide to fix is ultimately a bet. You are betting that your actions will ultimately result in generating or capturing more value as a company.
Read the full story

Literally Everything the Hacker Noon Dev Team Did in 2019
By Austin Peacs
Below is a list of every PR that was merged at Hacker Noon in 2019. In the coming weeks, expect to see regular product updates (with a bit more context 😊), but for now, please enjoy this dump of commit messages I put together in 15-20 minutes.
Read the full story

How to Decentralize Twitter
By Daniel Jeffries
Ever since Jack tweeted about decentralizing Twitter I’ve thought about it constantly.
Brand As Author Program

- Own Your Company’s Voice on Hacker Noon
- Accredit and Republish Your Stories to Your Brand
- Gain Validation by adding Brand logo, CTA, and SM links
- Our Editors improve your story and share them 3x for more exposure

This Is Who Is Switching Career and Breaking Into Tech Industry

January 10th 2020

Ever found yourself daydreaming of another career? Whether it’s to find fulfilling work, earn a higher salary, solve bigger challenges or all of the above, more people than you might expect turn those dreams into reality. In fact, in a recent survey by Indeed.com, 49% of employees told us they’d made a total career change. And the tech industry is no exception.
BESPOKE CAMPAIGN DESIGNING
## Synergized Campaign Designing & Execution

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<table>
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<th></th>
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<tbody>
<tr>
<td><strong>1</strong></td>
<td>Let Hacker Noon plan out your stories, newsletters, and AD copies on Hacker Noon</td>
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<tr>
<td><strong>2</strong></td>
<td>Exclusive Freebies such as AMAs, SM Support, Thematic Newsletters, Podcast Interviews, and Copywriting</td>
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<td><strong>3</strong></td>
<td>Regular Reporting of Progress and Course Corrections</td>
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<td><strong>4</strong></td>
<td>Proven Track Record of Enhanced Engagement and Conversions for Indeed Prime and Salesforce in 2019</td>
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<tr>
<td><strong>5</strong></td>
<td>Cumulative Price is lower than Individual Sum of Prices</td>
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A Crypto-Exchange wanted to advertise an event and get customers. Bespoke Campaign included 10-Day Billboard Ad + 3 Thematic Newsletters.

End of Campaign Results:

- Total Clicks – 10,700
- CTR – 0.5%
- Customers Gained – 155
- CAC – $64
- CLTV:CAC – 4.2:1

Over the Same Advertising Period, the Bespoke Campaign receives 30% more Impressions.
• ...and 100+ Tech Companies trusted Hacker Noon for their Sponsorship Needs
• 85% of all Hacker Noon Sponsors come back for a bigger campaign
Contact Details

Email: utsav@hackernoon.com (VP)
Email: linh@hackernoon.com (COO)
URL: Hacker Noon Sponsors Portal
Zoom Call: Schedule a Meeting