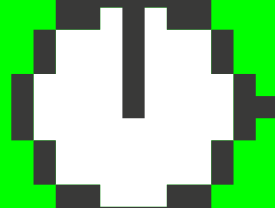


# HACK:EARNOON

The Sponsorship Playbook



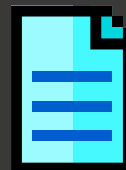
# WHAT IS HACKER NOON



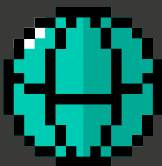
We Published Our  
First Story in 2016



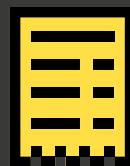
Stories span 22k+  
curated tags



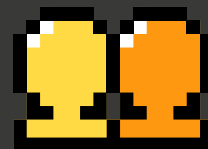
100+ years worth of  
Stories' reading time



65k+ Readers  
Worldwide (Daily)



Prefers Opinions  
and Analyses over  
Click-bait News



14,000+ tech  
contributors worldwide

SAY HI TO YOUR  
**AVERAGE  
HACKER**

## **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?

**how hackers  
start their afternoons.**  
<P><b>Most popular tags  
on Hacker Noon</b></P>

- <ul>
- <li>Artificial Intelligence</li>
- <li>Blockchain</li>
- <li>Cryptocurrency</li>
- <li>Economics</li>
- <li>Ethics</li>



OP-ED SPORTS NEWS

## Conor McGregor Is the Poster Child for Toxic Masculinity in the UFC

January 18, 2020 Aubrey Hansen @aubreyhansen021



HOUSING MARKET OP-ED

## Millennials are the Only Thing Saving the U.S. Housing Market From Crashing

January 18, 2020



GAMING NEWS OP-ED

## Ubisoft Finally Realises How Bad (Most Of) Their Games Are

January 18, 2020



ENTERTAINMENT GAMING NEWS OP-ED

## This Kid Destroyed Us for That PewDiePie Roast – And We Love Him for It!

January 18, 2020



OP-ED SPORTS NEWS

## Jurgen Klopp's Liverpool is Already the Premier League's Greatest Team

January 18, 2020



BUSINESS NEWS OP-ED

## Netflix Disrupted the Status Quo But It Now Needs an Old TV Idea

January 18, 2020



SPORTS NEWS

## Arsenal's Impotent €133 Million Attacking Duo Have Nowhere to Hide

January 18, 2020



### PRESS RELEASES



ANON Summit is Set to Exceed All Expectations in 2020



TechPark Hosts Global Summit for Major Tech Industry Players



Inaugural South Carolina Blockchain Conference, March 13-14, 2020

[Load more](#)



Bitcoin Price Ready to Push Above Key Resistance to Hit \$10,000

by Michaël van de Poppe

2 HOURS AGO



'Weak Hands Are Out' – Trader Who Called \$20K Bitcoin Top Calls Bottom

by William Suberg

4 HOURS AGO



Bitcoin SV Drops 40% as Lawyer Admits Craig Wright Has No Private Keys

by William Suberg

6 HOURS AGO

Let Peer Tech Publications' Front pages Talk...

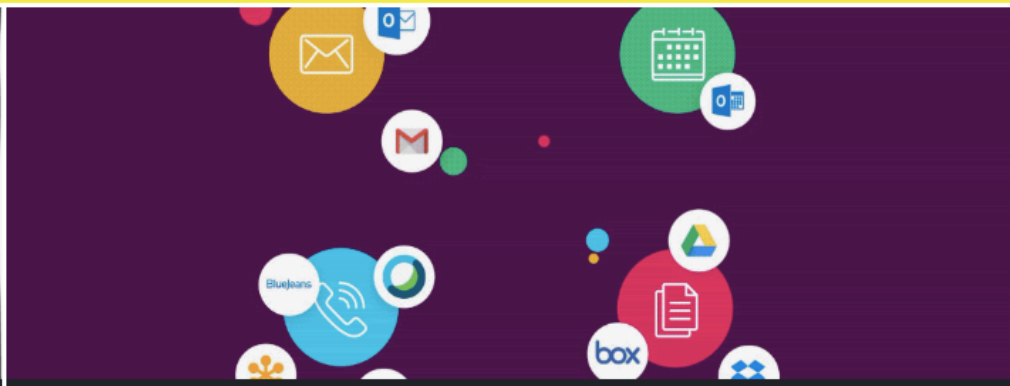
OUR FRONT PAGE ON  
THAT DAY BE LIKE...

Heroku: Fastest way to go from idea to URL



Change Management: How To Use Narratives To Make Better Products

Sara Tortoli February 6 # Product Management



The Best Companies Built On Top Of Slack

Peter Schroeder February 6 # Slack



How to Design a Web Application: Software Architecture 101

Fahim ul Haq February 5 # Software Architecture



How to Structure a PyTorch ML Project With Google Colab and TensorBoard

Michael Li February 5 # Machine Learning



Creativity is the Heart of Cybersecurity

Elisheva Marcus February 5 # Cybersecurity

# 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.



# HACKER NOON TOP STORIES IN 2019

**The 2019 Web Developer RoadMap**  
April 11th 2019

Avatar: Javin Paul  
Title: Java programmer, blogger at <http://javin paul@medium.com> and <http://javinpaul.com>

174,794 views  
6:07 min average reading time

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

Web Developer in 2019

Choose your path

Front-end, Back-end, Full-Stack

Legend: **Primary Recommendation**, Available Options

**Angular vs React vs Vue: Which is the Best Choice for 2019?**  
July 9th 2019

Avatar: Sophia  
Title: Tech Lead and Technical content writer @Dynamilis, Tech Geek, passionate writer, business consultant

140,225 views  
7:11 min average reading time

ANGULAR VS REACT VS VUE - WHICH IS THE BEST CHOICE FOR 2019?

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

**THE MOST FREQUENTLY ASKED QUESTION - Alternatives to Google**  
February 8th 2018

Avatar: Christian Stewart @stewartc

113,495 views  
7:43 min average reading time

Google search engines have seen huge growth over the past few years. Until recently, it was unthinkable that anyone could compete with Google in the search realm. However, there are now many smaller players in the search game that are growing rapidly. Google's market share has declined from 76.7 percent in February 2017 to slightly below 70 percent in February 2018.

**RESTful API Designing guidelines – The best practices**  
March 20th 2018

Avatar: Mihnech Holider @mihnech

104,831 views  
5:28 min average reading time

API Design The guidelines

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

**50+ Data Structure and Algorithms Interview Questions for Programmers**  
July 11st 2019

Avatar: Javin Paul  
Title: Java programmer, blogger at <http://javin paul@medium.com> and <http://javinpaul.com>

148,590 views  
5:23 min average reading time

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 organizations like Amazon, Microsoft, and Google, and

Vector, Matrix, Array, Data Frame, Column, Lists

**Git Push and Pull Tips and Tricks**  
December 31st 2017

Avatar: Venkchi @venkchidurai

96,265 views  
5:04 min average reading time

Pushing by default

PUSH, PULL

# 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

Node.js improved error handling

Immad Akhund - 2nd  
Now: CEO, Founder @Mercury & seed investor Was: PT Partner @Y Combinator, Founder @Heyzap (Acquired by [brex.com](#))  
Mercury - Banking for Startups  
University of Cambridge

**Multi-Cloud Approach: An Excellent Way to Future-Proof Your Business**  
Vivek Sonchhatra  
January 20  
# Multi Cloud Approach

**Why Start a Bank? Interview with Mercury CEO Immad Akhund**  
Mark Milastivy  
January 20  
# Fintech

**20 Brazen Tech Predictions For 2020**  
Adrien Book  
January 20  
# Tech Predictions

**Blockchain**

**The Economics of Social Money: Digital Communities in the Next Decade**  
Sid Kalla  
January 20  
# Blockchain

**"The Model for Smart Contracts is Broken," says Charles Hoskinson**  
Daria Kulish  
January 17  
# Charles Hoskinson

**The Economics of Social Money: Digital Communities in the Next Decade**  
Sid Kalla  
January 20  
# Blockchain

**A.I.**

Insights for intelligence

- 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

The screenshot shows the HackerNoon website interface. At the top, there is a green navigation bar with the HackerNoon logo and search, social media, and subscribe icons. Below this is a dark green menu bar with categories: Top Stories, AI, Crypto, Coding, Future, Startups, About, Community, Sponsor, Recommends, and All The Tags. A yellow banner below the menu reads "Updating Legacy Code". The main content area features a "#angular stories" section with 140 results. Six articles are displayed in a grid:

- Discover, triage, and prioritize Angular errors in real-time** (Sponsored by Sentry, 12 min, 03/03/20)
- The Right Approach to Technical Challenges and Getting Hired** (JavaScript, 12 min, 03/03/20)
- Single Page Applications: The Rise of Web Apps in 2020** (Web-development, 4 min, 03/03/20)
- Applying Angular Runtime Configurations in Dockerized Environments** (Angular, 6 min, 02/18/20)
- Angular vs React vs Vue: The Most Versatile Programming Language for 2020** (Angular, 4 min, 02/12/20)
- Sharing Observables: Preventing Identical Http Calls** (Rxjs, 2 min, 01/28/20)

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



**StandUps Are Broken!**

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

**Signup free.**

*(Sponsored by Range)*

## 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%

today's top tech stories | curated by [hackernoon.com](https://hackernoon.com)



Vettery 

[Land a new job with Vettery.](#)

---

the **best tech stories** published on [hackernoon.com](https://hackernoon.com) in the last 24 hours

---

## **Risk Aversion Kills Startups**

*By Dane Lyons*

One of the most important things you can do as a startup, and in life, is 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 Pocus*

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

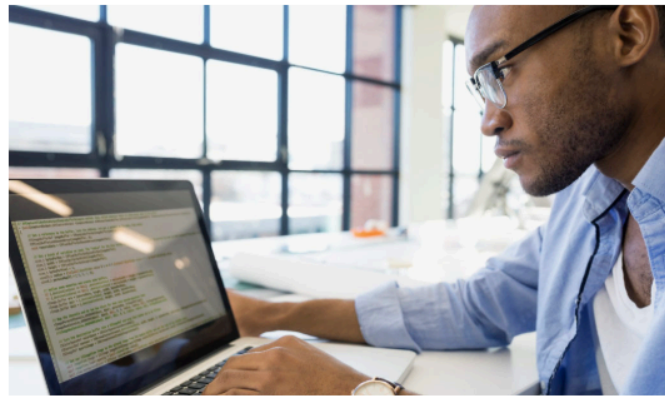


**Seen by Indeed**  
You get tech. We get you. Let's take you further:  
<https://seen.news/hackernoon>

## This Is Who Is Switching Career and Breaking Into Tech Industry

January 10th 2020 [TWEET THIS](#)



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.

- Own Your Company's Voice on Hacker Noon
- Accredited 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



INFO

STRATEGY = ←

BESPOKE CAMPAIGN  
DESIGNING

# SYNERGIZED CAMPAIGN DESIGNING & EXECUTION

- 1** Let Hacker Noon plan out your stories, newsletters, and AD copies on Hacker Noon

---

- 2** Exclusive Freebies such as AMAs, SM Support, Thematic Newsletters, Podcast Interviews, and Copywriting

---

- 3** Regular Reporting of Progress and Course Corrections

---

- 4** Proven Track Record of Enhanced Engagement and Conversions for Indeed Prime and Salesforce in 2019

---

- 5** Cumulative Price is lower than Individual Sum of Prices

# A BESPOKE CAMPAIGN ANALYZED

- 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

Sitewide Billboard AD

7 Days

Thematic Newsletter

1 Day

Noonification Newsletters

1 Week

Brand As Author Stories

2

Results without Bespoke Campaign

5500+ clicks (High CPC)

Results with Bespoke Campaign

7200+ clicks (Low CPC)

---

**Over the Same Advertising Period, the Bespoke  
Campaign receives 30% more Impressions**



HACKER NOON SPONSORS



heroku



AngelList



Google Cloud



SEEN  
BY THREE



electroneum

**RADIX**

- ...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



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Email: [linh@hackernoon.com](mailto:linh@hackernoon.com) (COO)



URL: [Hacker Noon Sponsors Portal](#)



Zoom Call: [Schedule a Meeting](#)