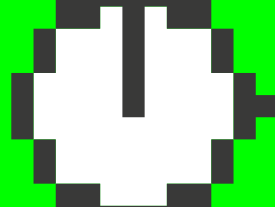


# HACK:EARNOON

The Sponsorship Playbook



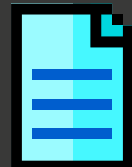
# WHAT IS HACKER NOON



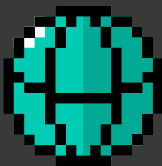
Published Our First  
Story in 2016



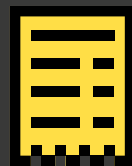
Stories span 35k+  
curated tags



200+ years worth of  
Stories' reading time



8M+ Monthly  
Readers Worldwide



Opinions and  
Analyses over  
Clickbait



25,000+ 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 Germany following. We're proud to have gained a total of **39,71,218 new readers** in 2021 alone all over the world.

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

- <li>Artificial Intelligence</li>
- <li>Bitcoin</li>
- <li>Blockchain</li>
- <li>Cloud Computing</li>
- <li>Cryptocurrency</li>
- <li>Economics</li>
- <li>Ethics</li>

HOW ARE WE DIFFERENT  
FROM OTHERS?



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](#)

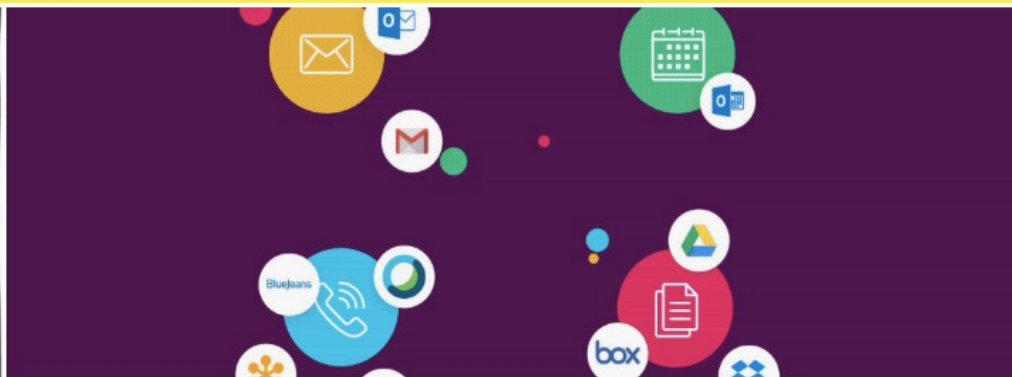


## Change Management: How To Use Narratives To Make Better Products



**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](#)

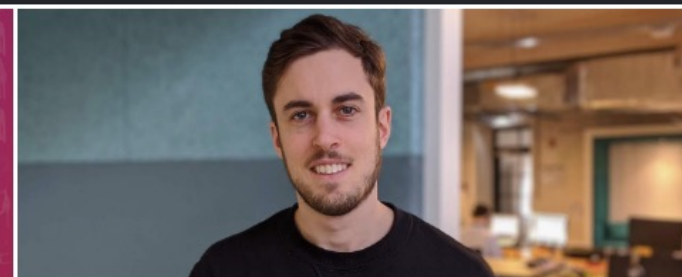


## How to Structure a PyTorch ML Project With Google Colab and TensorBoard



**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.



# SPONSORSHIP OPPORTUNITIES ON HACKER NOON

# OVERVIEW

## **Sticky Billboard Advertisements**

Top of Every Hacker Noon pages  
Optimized for Visibility

## **Niche Advertisements**

Target Highly Relevant Audience  
Optimized for Conversion

## **Noonifications**

Piggyback On Top Stories - Daily  
Optimized for Value

## **Brand As Author Program**

Your voice on Hacker Noon  
Optimized for Credibility

# Sticky Billboard Advertisements

The screenshot shows a HackerNoon page with a yellow header bar containing a notification: "Node.js improved error handling". Below the header, there are three main article cards in a row:

- Multi-Cloud Approach: An Excellent Way to Future-Proof Your Business** by Vivek Sonchhatra, January 20. Tag: # Multi Cloud Approach.
- Why Start a Bank? Interview with Mercury CEO Immad Akhund** by Mark Milastsiv, January 20. Tag: # Fintech.
- 20 Brazen Tech Predictions For 2020** by Adrien Book, January 20. Tag: # Tech Predictions.

Below these cards, there is a section titled "Blockchain" with three article cards:

- The Economics of Social Money: Digital Communities in the Next Decade** by Sid Kalla, January 20. Tag: # Blockchain.
- "The Model for Smart Contracts is Broken," says Charles Hoskinson** by Daria Kulish, January 17. Tag: # Charles Hoskinson.
- The Economics of Social Money: Digital Communities in the Next Decade** by Sid Kalla, January 17. Tag: # Blockchain.

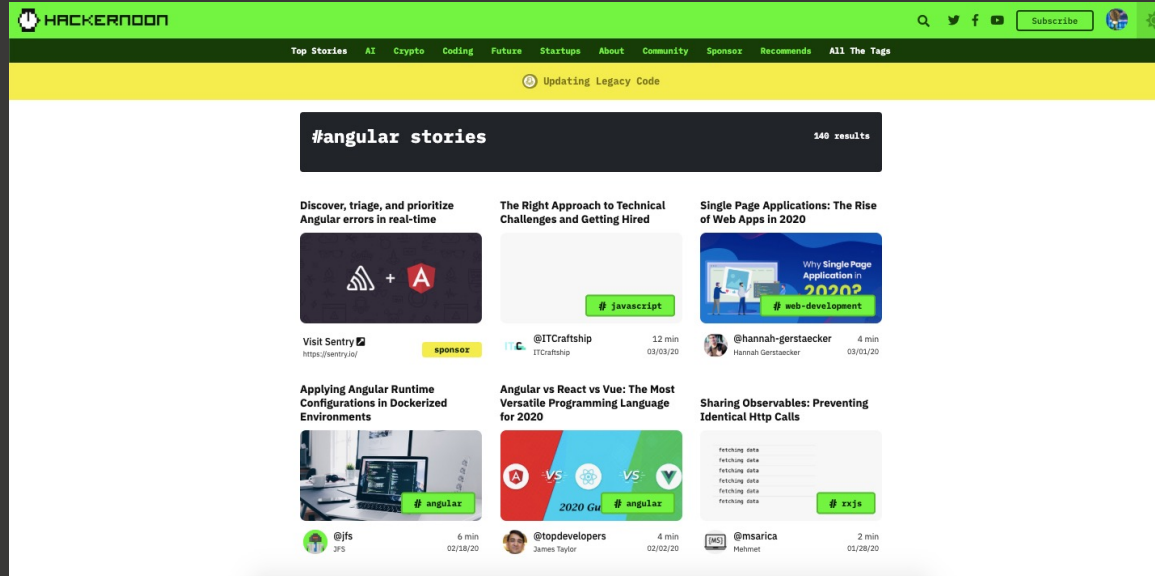
At the bottom of the page, there is a section titled "A.I." with three article cards:

- Insights for intelligence** (with a robot icon).
- Clouds** (with a blue sky and clouds image).
- Robot** (with a robot image).

In the bottom left corner, there is a circular logo with the letter "U" and four small colored circles (red, yellow, green, blue) to its right.

- Atop EVERY HackerNoon page
- 'Stickily' visible
- 60k – 80k Impressions Daily
- 0.8% – 1.2% CTR
- 600 Clicks Daily (Average)
- Weekly Commitments Available

# Niche Advertisements



Simply pick a category – Programming, Crypto, 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

# Noonifications

- Reaches 150k+ inboxes DAILY
- Your AD at the top and the bottom
- Along with Hacker Noon Top Stories
- Open Rates: 13%
- CTR: 15%



Hey there, @Hackerhodi,

Welcome to your **Hacker Noon Tech Brief**. We've got stories for you covering [#hackernoon-top-story](#), [#ethereum](#), [#bitcoin](#), and more.

## Transitioning from Engineer to Product Manager: My Founder's Story



By [@arion](#) [ 10 Min ]

In this post, I'll try to share my experience on learning product manager's job as a software engineer. What the job is like, what's involved, as an introvert can you be a become a product manager, and many other questions you might have. I am a technical co-founder of a product management app called Shipt and needed to put myself into the role of product manager to learn the intricacies of the job. [Read More](#).

## The Singularity: When Will We Transition to a Dictatorship of Robots?

By [@oclubev](#) [ 9 Min ]

*Technological Singularity: the moment when robots reach a level of intelligence that is superior to the current level of human reasonableness or ability to predict the outcomes of unrestrained technological growth. As a consequence, the economic, cultural and political singularity of human civilization follows. And although the singularity is still the subject of many Hollywood films and fictions, the possibility of this hypothetical moment genuinely approaching is looking more and more likely.* [Read More](#).

## "Hang On To What You Believe", Interview with Laurie Dunn

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, Writing Competitions, Podcast ADs, Interviews, and more
- 3 Campaign designed for your success
- 4 Proven Track Record of Enhanced Engagement and Conversions since 2019
- 5 Trusted by 30+ customers



# 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 INDEED



electroneum

**RADIX**

- ...and 1000+ 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](#)