The Sponsorship Playbook
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
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 ARE WE DIFFERENT FROM OTHERS?
Conor McGregor Is the Poster Child for Toxic Masculinity in the UFC

Millenials are the Only Thing Saving the U.S. Housing Market From Crushing

UbiSoft Finally Realises How Bad (Most Of) Their Games Are

This Kid Destroyed Us for That PewDiePie Roast – And We Love Him for It!
OUR FRONT PAGE ON THAT DAY BE LIKE...
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

- 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%
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 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

<table>
<thead>
<tr>
<th>Bespoke Campaign Analyzed</th>
<th>Sitewide Billboard AD</th>
<th>7 Days</th>
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<tbody>
<tr>
<td></td>
<td>Thematic Newsletter</td>
<td>1 Day</td>
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<tr>
<td></td>
<td>Noonification Newsletters</td>
<td>1 Week</td>
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<td>Brand As Author Stories</td>
<td>2</td>
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<table>
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<tr>
<th>Results without Bespoke Campaign</th>
<th>Results with Bespoke Campaign</th>
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<tbody>
<tr>
<td>5500+ clicks (High CPC)</td>
<td>7200+ clicks (Low CPC)</td>
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Over the Same Advertising Period, the Bespoke Campaign receives 30% more Impressions.
...and 1000+ Tech Companies trusted Hacker Noon for their Sponsorship Needs
85% of all Hacker Noon Sponsors come back for a bigger campaign