

# Cooper Press

## 2013 Media Kit



JavaScript Weekly  
Ruby Weekly  
HTML5 Weekly  
StatusCode  
Dart Weekly  
Postgres Weekly  
Node Weekly

Last build: August 1, 2013

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

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

# Overview

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## We can help you reach software developers effectively.

Cooper Press maintains a roster of e-mail newsletters delivered to over 130,000 software engineers, Web developers, and programmers in 142 countries every week.

Our engagement is high with average open rates of between 40% and 60% across all of our newsletters and sponsors of issues typically receiving between 200-2000 clicks (per issue - our record is 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. As of mid 2013, our "primary" sponsorships in HTML5 Weekly, Ruby Weekly, and JavaScript Weekly are entirely booked for 2013 but we have other opportunities available.

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

**Best Regards,**

**Peter Cooper**

Publisher-in-chief, Cooper Press Ltd.

[peter@cooperpress.com](mailto:peter@cooperpress.com)

+1 650 319 7334 (USA)

020 8133 3547 (United Kingdom)

# Advertising Types

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Our newsletters currently offer two key forms of audience engagement:

## Sponsorship and display advertising

Standard 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 the 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](mailto:peter@cooperpress.com) or you can "self serve" job ads in our main newsletters at <https://cooperpress.com/jobs>

*"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 \$89 per issue. Recruiting agencies acting on behalf of clients should contact us for bulk options.

# JavaScript Weekly

[javascriptweekly.com](http://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, CoffeeScript, Node.js, and related technologies. Its readership is primarily made up of Web developers.

## Subscribers

53,237 subscribers (as of August 1, 2013)

Increasing at approximately 550 per week (between March and July).

Average open rate of 48.9% / click rate of 25.2% in January 2013

## Demographic info

Coming soon..

However, top countries are:

- United States
- United Kingdom
- China
- 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

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## Sample

### JavaScript Weekly

*Curated JavaScript news every Friday from Peter Cooper*

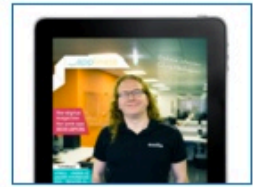
Issue #82 - June 7, 2012

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#### Headlines

##### [Adobe Releases Issue #3 of Appliness, Its Free Webdev Magazine](#)

Appliness is an interesting publishing experiment by Adobe. This month's issue is packed with JavaScript and HTML5 articles, including a beginner's guide to Ember.js. Available in PDF and tablet formats.



##### [Firefox 13 Released: Gets Experimental ECMAScript 6 Map and Set Support](#)

The latest Firefox release went live on the general release channel this week. For JavaScript developers, an interesting improvement is experimental support for ECMAScript 6 Map and Set objects.

##### [Jasmine 1.2 Released](#)

Davis W. Frank has announced the latest version of the popular JavaScript BDD framework. No huge new features but the new homepage (link in article) is an excellent primer for Jasmine.

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#### Articles

##### [Deploying Your First Node.js and Socket.io App to Heroku](#)

Rob Dodson presents a straightforward walkthrough of creating a simple Node.js app and deploying it to the Heroku hosting platform.

##### [50 jQuery Function Demos for Aspiring Web Developers](#)

Smashing Magazine presents essentially a laundry list of things jQuery can do and the functions used to do them. A handy recap.

##### [Explaining JavaScript VMs in JavaScript](#)

Vyacheslav Egorov want to help JavaScript developers understand how JS engines work and do it using the language itself. If you really like geeking out on the details, this is good fun.

##### [Writing Node.js Modules in ClojureScript](#)

##### [Creating Native-like User Experiences in PhoneGap With App-UI](#)

Andrew Trice shows how to use App-UI, a HTML/JavaScript framework for building native-like apps

# JavaScript Weekly

Ad types and specs

Backbone Aura, MS' free IDE for Node, Node 0.8 next week

[Read this on the Web](#)

## JavaScript Weekly

Curated JavaScript news every Friday from Peter Cooper

Issue #83 - June 15, 2012

### Headlines

#### Node 0.7.10 Released; 0.8.0

The second-to-last release of Node 0.7 will arrive (based upon the new

#### JSConf.au 2012's Call For

Want to speak at the forthcoming JSConf.au speaking there? Fill out this

#### DotJS: The Largest JavaScript Conference in France November 30, Paris

A new JavaScript conference, this time in France. At 1000 euro, it's a good value, and they have an impressive roster of speakers already (including Mr.doob!) I'm told code JSWEEKLY will get you 10% off June 22nd (no benefit to me, but they were kind enough to offer

### From Our Sponsor

#### Visual HTML5 App Builder

Quickly build mobile and desktop HTML5 apps with Sencha Architect. Uses Sencha Touch and Ext JS frameworks. Download a 30-day trial now. ([Sponsor this newsletter](#))



### Reading

#### Exclusive 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

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## Rate card

### Primary Unit (one per issue):

1 issue: \$800 per issue

2-4 issues: \$750 per issue

5+ issues: \$720 per issue

### Secondary Unit (one per issue):

1 issue: \$300 per issue

2+ issues: \$250 per issue

Prices valid until end of December 2013. Contact us for availability.

Minimum purchase is for one issue.

Units do not have to run in consecutive issues but can be spread out over time.

15% off for non-profits; agencies, contact us.

# Ruby Weekly

[rubyweekly.com](http://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

21,945 subscribers (as of August 1, 2013)

Increasing at approximately 250 per week.

Average open rate of 53.18% / click rate of 28.4% in June 2013

## Demographic info

Coming soon..

However, top countries are:

- United States
- United Kingdom
- Germany
- India

## Our advertisers include...



**RailsThemes.com**





# Ruby Weekly

## Sample

[View this newsletter on the Web](#) or [see the issue archive](#)

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# RUBY WEEKLY

Issue 96 - June 7, 2012

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### Headlines

**[Rails 3.2.5 Released: Fixes Vulnerabilities and Bugs](#)**  
Rails 3.2.4 was released last week fixing two serious security vulnerabilities (explained in another post below). Rails 3.2.5 then followed a day later as 3.2.4 introduced a nasty scoping bug.


**[Take The Ruby on Rails Hosting Survey 2012](#)**  
Back in 2009 Planet Argon ran a survey of how Rubyists were deploying their Rails apps. We got some interesting (and public) results from it. Now they want to do it again and, of course, share the results again too.

**[RailsInstaller for OS X: Ruby, Rails, Git, and More in One Download](#)**  
Engine Yard's RailsInstaller has long been a popular way to install Rails, Ruby, Git, Sqlite and other tools in one hit on Windows. Now it's here for OS X too.

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### From our sponsor

**[Michael Hartl's Rails Tutorial 2nd Edition, Out Now](#)**  
Michael Hartl has just announced the official release of the 2nd edition of his popular Rails Tutorial screencast series. It's 15 hours of 'over the shoulder' training in Rails 3.2 using Twitter Bootstrap, Ruby 1.9, and full on test driven BDD.



# Ruby Weekly

Ad types and specs

[View this newsletter on the Web](#) or [see the issue archive](#)

## RUBY WEEKLY

Issue 64 - October 20, 2011

### From the Editor's Desk..

It's issue (2 \*\* 6) of Ruby Weekly. This week I've reopened my Ruby Reloaded course for two new runs in November and December. In December we'll be seeing a final Ruby 1.9.3

### Headlines

#### [Why Bundler 1.1 Will Be Much Better](#)

Since its debut, Bundler has become a staple for Rubyists, though many have complained that Bundler 1.0 was lacking and why the

#### [DataMapper 1.2.0 Released](#)

DataMapper is a popular ORM (Object Relational Mapper) and a powerful alternative to ActiveRecord for many developers. Version 1.2 brings support for Rails 3.1, rewrites of key components, and a raft of general improvements.

#### [RubyGems.org Gets A Mobile Version at m.rubygems.org](#)

### From Our Sponsor

#### [Scout: Sys-Adminless Hosted Server Monitoring, Built on Ruby](#)

Monitoring a server cluster without a sys admin? You'll love Scout. You can be up and running within five minutes and then configure your monitoring and reporting scripts online (they'll be automatically and securely retrieved by each of your monitored servers). Easy for sysadmins and non-sysadmins alike.



### Articles and Tutorials

#### [What Ruby's ||= Operator Really Does](#)

#### 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 yet pictured)

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

# Ruby Weekly

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## Rate card

### Primary Unit (one per issue):

- 1 issue: \$500 per issue
- 2-4 issues: \$480 per issue
- 5+ issues: \$450 per issue

### Secondary Unit (one per issue):

- 1 issue: \$250 per issue
- 2+ issues: \$200 per issue

Until end of December 2013. Contact us for availability.

Minimum purchase is for one issue.

Units do not have to run in consecutive issues but can be spread out over time.

15% off for non-profits; agencies, contact us.

## Click statistics for previous campaigns.

### Primary Unit

- 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 #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](http://html5weekly.com)

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## 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

37,654 subscribers (as of July 27, 2013)

Increasing at approximately 700 per week.

Average open rate of 48% / click rate of 23.4% across June 2013.

## 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 Europe.

## Our advertisers include...

Airbrake  
Parse  
AppSumo  
Mailjet  
MightyDeals  
Sencha

# HTML5 Weekly

## Sample

WebGL2, PhoneGap 3.0, HTML5 component development

## HTML5 WEEKLY

#98

July 24, 2013

### featured

#### [WebGL2: New, Experimental WebGL Implementation Built on OpenGL ES 3.0](#)

Mozilla is introducing the idea of an officially specified WebGL 2.0 API that's built on top of OpenGL ES 3.0. Very early days but this could become important in future.

#### [Adobe PhoneGap 3.0 Released](#)

The popular open source mobile app development framework gets a new plugin architecture, supports more platforms (Firefox OS coming soon), new APIs, and better tooling. Brian LeRoux [answers some questions](#) about the release.

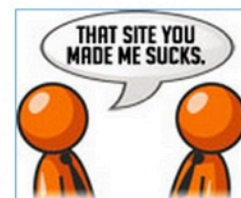
#### [Implementing HTML5 Components with HTML5 APIs and Open Source Polyfills](#)

David Geary shows how to implement HTML5 components using the nascent HTML5 component specifications, with assistance from the Polymer and Mozilla X-Tags projects.

### from our sponsor

#### [Does your mobile website strategy suck? Don't worry, we can help.](#)

Send your developers & designers to BDCConf for 2 days of education, inspiration and peer networking as it relates to mobile website strategy, code, UI/UX & design. Past attendees include: eBay, Lego, Harley Davidson & Google – no sucky mobile strategies here. Code BNACMA1 saves \$100 on registration.



### reading

#### [From Microphone to .WAV with: getUserMedia and Web Audio](#)

A quick and practical walk through the steps involved.

#### [WebRTC and the Ocean of Acronyms](#)

Descriptions and definitions of a variety of technologies associated with WebRTC including ICE, STUN, NAT, TURN, and SDP.

#### [Vibration API Becomes W3C Candidate Recommendation](#)

This specification defines an API that provides access to the vibration mechanism of the hosting device.

# HTML5 Weekly

## Ad types and specs

Currently only one unit type but more to come soon. Please enquire.

[View this newsletter on the Web](#) or [see the issue archive](#).

# HTML5 WEEKLY

Issue #27 - February 29, 2012

## News and Latest Developments

### [Opera Mobile 12 and Opera Mini Next](#)

Opera has released two new versions of its mobile browser. Opera Mobile 12 for Android and Symbian, and Opera Mini Next, a preview-edge version of the lighter browser for Symbian, Blackberry and J2ME.

### [Game Closure Turns Down Facebook to Raise \\$12M for HTML5 Mobile Gaming](#)

Game Closure provides a JavaScript gaming SDK that runs on Android, iPhone, and within Facebook. And it seems investors are seeing such huge value in HTML5 game development they've put \$12m into the company.

## From Our Sponsor

### [Free HTML5 white paper from Sencha](#)

We make application frameworks, tools, and cloud services that equip developers to create amazing app experiences using Web-standard technologies.



### 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)

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## Reading

[Getting Started With the 'Track' Element](#)

# HTML5 Weekly

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## Rate card

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3-4 issues: \$520 per issue

5+ issues: \$490 per issue

### Secondary Unit (one per issue):

1+ issue: \$200 per issue

Until end of December 2013. Contact us for availability.

Minimum purchase is one issue.

Units do not have to run in consecutive issues but can be spread out over time.

15% off for non-profits; agencies, contact us.

# StatusCode

[statuscode.org](http://statuscode.org)

## Description

Launched in February 2012, StatusCode is a frequent newsletter dedicated to software development in general, specifically new trends, algorithms, popular languages with cross niche relevance (C, Java, Python), and tooling. It has the highest open and click rates of all our publications.

StatusCode is well suited to advertisers who want to reach progressive programmers in general (so ideal for tools, training, services, and similar.)

## Subscribers

11,195 subscribers (as of July 27, 2013)

Average open rate of 57.7% / click rate of 34.5% in February 2013.

## Demographic info

Coming soon but broadly similar to our other publications with US dominating and Europe in second place.

## Our advertisers include...

Bocoup  
RedisGreen  
AppNeta  
FreeAgent  
BugRocket  
HTML5 Developer Conference  
Rackspace



# StatusCode

## Sample

**StatusCode**

The weekly digest for developers

ISSUE 25 - MARCH 8, 2013

### featured

[The Pragmatics of TDD](#) — Uncle Bob Martin looks at the old argument of pragmatism vs dogmatism with regards to test driven development and similar principles. Here, he explains his pragmatic standpoint on TDD and when he doesn't practice it.

[My First Programming Job in 1981, and How It Shaped My Career](#) — Andrew Wulf sends us on a nostalgia trip while also summarizing 8 key lessons he picked up at the start of his long programming career.

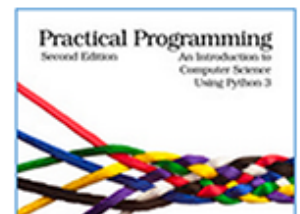
### from our sponsor

[Tired of slow, unreliable Redis hosting?](#) — You shouldn't have to worry about whether your Redis server is being impacted by other users on the same box. That's why all RedisGreen servers are dedicated and constantly monitored. We also give you a detailed metrics dashboard so you can avoid problems before they happen.



### news and releases

[Practical Programming: An Introduction to Computer Science with Python 3 \(2nd Edition\)](#) — A major update of a Pragmatic Bookshelf book that teaches you how to solve real world problems with Python 3 while learning about computer science concepts along the way.



[WebStorm 6.0 Released: The JavaScript IDE](#) — JetBrains' WebStorm claims to be the 'smartest JavaScript IDE.' Version 6 is a major update and adds support for TypeScript, automatic compilation of languages like Dart and CoffeeScript, and full-featured debugging of these languages with source map support.

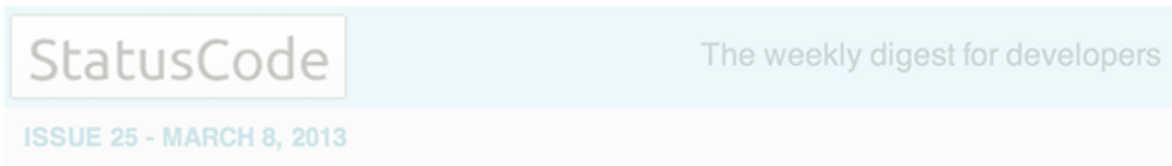
[Komodo IDE 8.0](#) — The free Komodo Edit has also been released at version 8.0 (a handy cross platform programming editor in my experience).

[Analysis Nirvana Via Stripped Executables and Binaries?](#) — Software-analysis tools company GrammaTech has announced a static-analysis tool for analyzing binary libraries and executables.

# StatusCode

## Ad types and specs

Currently only one exclusive (you are the only advertiser in an issue) ad unit type.



## Featured

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[WebStorm 6.0 Released: The JavaScript IDE](#) — JetBrains claims to be the 'smartest JavaScript IDE' and adds support for TypeScript, auto-rename, and full-featured debugging of these languages.

[Komodo IDE 8.0](#) — The free Komodo IDE is the most powerful platform programming editor in my experience.

[Analysis Nirvana Via Stripped Execution](#) — The company GrammaTech has announced a static-analysis tool for analyzing binary libraries and

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# StatusCode

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## Rate card

### Exclusive Inline Unit:

1 issue: \$300 per issue

2+ issues: \$250 per issue

Prices valid until end of December 2013. Contact us for availability.

Units do not have to run in consecutive issues but can be spread out over time.

15% off for non-profits; agencies, contact us. Due to the nature of its content and subscriber base, for StatusCode we also offer a discount for open source related sponsors or projects, as well as independent trainers/developers, etc.

# Other Newsletters

[cooperpress.com](http://cooperpress.com)

## Description

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

### **Dart Weekly (dartweekly.com)**

*1,727 subscribers*

Dedicated to Google's Dart language with blessings from the official Google Dart team. Accepting **exclusive** sponsorships at \$100 per issue with a minimum 4 issue buy.

### **Postgres Weekly (postgresweekly.com)**

*3,916 subscribers*

Dedicated to the open source PostgreSQL/Postgres relational database management system. \$180 per issue for exclusive sponsorship but it is currently booked out until late in 2013.

### **Node Weekly (nodeweekly.com)**

*to launch with 3,000+ subscribers*

Dedicated to Node.js and due to launch in August with around 3,000 subscribers. Main sponsorship unit available for \$180 per issue, secondary at \$120 (formats broadly similar to those of JavaScript Weekly).

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.