HACKERNOON

The Sponsorship Playbook
We Published Our First Story in 2016
Alexa Rank 3000 (worldwide)
50+ years worth of Stories’ reading time

4.5 Million Readers Worldwide (Monthly)
Prefers to publish Opinions and Analyses over Click-bait News
10,000+ contributors from Every Tech Company in the World
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?
Conor McGregor Is the Poster Child for Toxic Masculinity in the UFC

Press Releases

- ANON Summit is Set to Exceed All Expectations in 2020
- TechInk hosts global summit for Major Tech Industry Movers
- Inaugural South Carolina Blockchain Conference, March 13-14, 2020

LEAD MORE

- Bitcoin Price Ready to Push Above Key Resistance to Hit $18,000
- 'Walk Hands-Are-Out' - Trader Who Called $25K Bitcoin Top Calls Bottom
- #1 Liquidity on crypto market

Let Peer Tech Publications’ Front pages Talk…
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
Sitewide Top Nav Billboard Advertisements
Top of All Hacker Noon pages
Optimized for Visibility

Tag Specific Advertisements
Target Highly Relevant Audience
Optimized for Conversion

Thematic Newsletters
AD-Optimized Commentary
Optimized for Clicks

Noonification Newsletters
Piggyback On Top Stories
Optimized for Value

Brand As Author Program
Your voice on Hacker Noon
Optimized for Credibility
• Exclusive Billboard Placement
• 200k – 250k Impressions Daily
• 0.5% – 0.8% CTR
• 1,000 Clicks Daily (Average)
• Unblockable by AD Blockers
• Complimentary placement of larger ad on community pages
• Weekly Commitments Available
Tag Specific Advertisements

Pick your favorite Tag such as Blockchain, Ethereum, AI, ML, and Startups to display your ads just below the tag.

Suitable for those with a niche tech audience (example: AWS developers, Ethereum, and Javascript)
Thematic Newsletters

- Click to View Thematic Newsletter
- Written by Hacker Noon Editors
- Custom Composition designed to get 150+ clicks on your AD alone
- 75k+ Technophile Inboxes
- 25% Open Rate
- Sent Thrice a Week

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!
Noonification Newsletters

- Click to View Noonification
- RSS Syndicated Daily Newsletter to 75k+ Inboxes at Noon
- Your AD at the top and the bottom
- Along with Hacker Noon Top Stories
- Open Rates: 31%
- CTR: 1.5%-4%

Risk Aversion Kills Startups
By Dana 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 Pease
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
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, Podcast Interviews, and Copywriting
3. Monthly 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

- Niche Tech Company wanted to advertise 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>Sitewide Billboard AD</th>
<th>7 Days</th>
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<tbody>
<tr>
<td>Thematic Newsletter</td>
<td>1 Day</td>
</tr>
<tr>
<td>Noonification Newsletters</td>
<td>1 Week</td>
</tr>
<tr>
<td>Brand As Author Stories</td>
<td>2</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Results without Bespoke Campaign</th>
<th>5500+ clicks (High CPC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results with Bespoke Campaign</td>
<td>7200+ clicks (Low CPC)</td>
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Over the Same Advertising Period, the Bespoke Campaign receives 30% more Impressions
• ...and 100+ Tech Companies trusted Hacker Noon for their Sponsorship Needs in 2019
• 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