

Hacker Newsletter Media Kit

Curpress

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Curpress is a small and independent publisher with a focus on curated newsletters and looking for innovative uses for email. Our original and flagship product is Hacker Newsletter.

The first issue of Hacker Newsletter went out in July of 2010. At the time, it was one of the first niche tech curated newsletters and has become a trusted source to stay current with tech related news and information. Subscribers include developers, startup founders, early adopters, designers, and students.

Sponsoring Hacker Newsletter can put you in direct touch with a highly active and passionate group of people that are always on the lookout for products and services that will help them.

We look forward to working with you!

Best regards,

Kale Davis
Founder, Curpress

Overall List Stats

Subscribers
26,000+

Average Open Rate
48%

Average Click Rate
33%

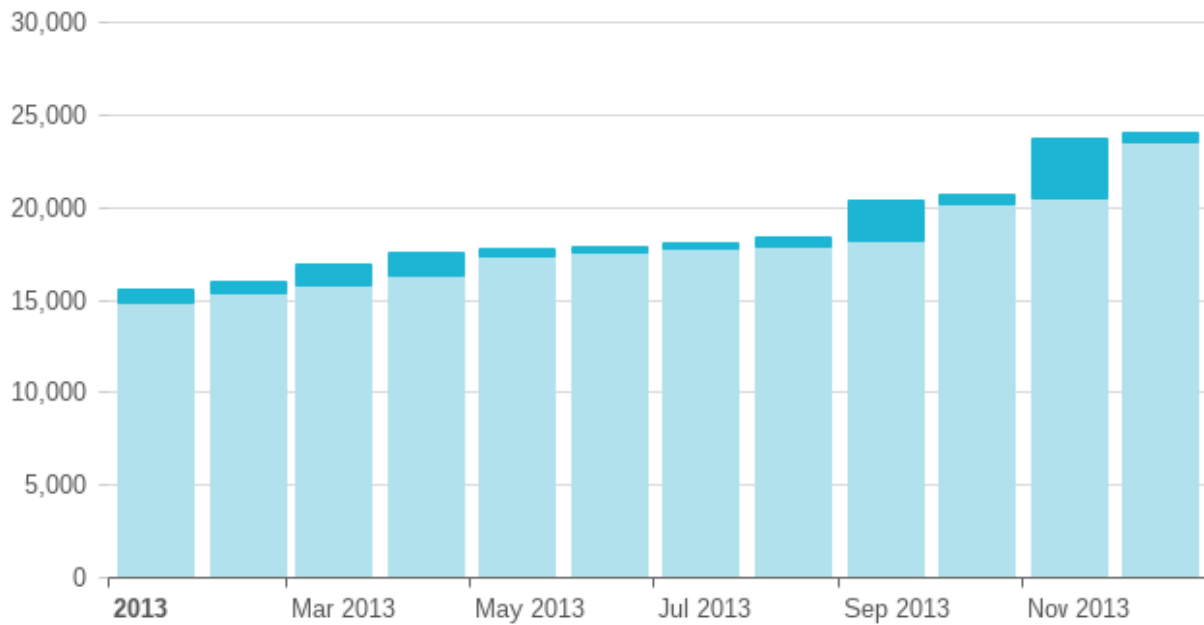
Some of our past sponsors include:

Mandrill, Atlassian, O'Reilly, Braintree, Airbrake, Sencha, Walker Law Group, Pusher, Scout, Fetch, Papertrail, New Relic, General Assembly, Hubspot, SendGrid, and SurveryMonkey

To learn more or discuss booking please contact Kale Davis at kale@curpress.com

List Size & Growth

Hacker Newsletter currently has 26,000+ subscribers. You can find the most up-to-date count on the bottom of the sign-up page at <http://hackernewsletter.com>.



In 2013 over 8,500 new subscribers signed-up, averaging over 700 a month. We predict similar gains for 2014 and look forward to surpassing 40,000 subscribers this year.

To learn more or discuss booking please contact Kale Davis at kale@curpress.com

Ad Spot / Specifics

Each issue contains a single exclusive ad unit and we avoid other inline advertising including Amazon affiliate links. We believe this strategy provides the best results for both our subscribers and sponsors.

The ad spot is located near the top of the issue just below the introduction section and is always placed within the “Sponsor” section. It includes a link with title (up to 60 characters), body text (160-240 characters ideal), and an optional image (125x125 in either png or jpeg format) which will be linked as well.

hackernewsletter

Issue #167 // September 20, 2013 // [View in your browser](#)

Have a great weekend! –kale

#SPONSOR



[Meet Mandrill by MailChimp](#), a new cloud-based email infrastructure service that ensures email delivery. Send 12,000 emails per month for free.

#FAVORITES

[My Friends and I Bought an Island](#)

//tynan comments –

[Don't use Hadoop - your data isn't that big](#)

//chrisstucchio comments –

Rate Card

For the past two years the base rate has remained unchanged at **\$34 CPM** (per thousand subscribers). Additional issue bookings will be discounted at %20.

Pricing based on 26,000 subscribers:

First Issue: $\$34 \times 26 = \884 per issue

Additional Issues: $\$884 \times 20\% = \707 per issue

So for example if you wanted to sponsor two issues it would be: $\$884 + \$707 = \$1591$

Multiple purchased issues don't have to be scheduled consecutively, but the full payment must be made to receive the multi-issue discount. The rate is based on list size when payment is made, not the scheduled run date.

Lastly, an additional 20% discount is offered for non-profit organizations.

Booking

Email sponsor@curpress.com to find out the next open issue and to book a spot. We'll also be glad to answer any questions you have.

Exclusive Sponsorship Partnership

We're excited to offer a year long exclusive deal in which your company or product would be the sole sponsor and marketed as "brought to you by" in all issues as well as the hackernewsletter.com landing site. We believe this partnership would be a great way for a brand to connect with a core audience. Along with the branding, we could work together to help facilitate a limited number of giveaways, contests, or other promotions that you might want to run throughout the year. If interested in discussing details or have questions, please contact Kale at kale@curpress.com.

1 year exclusive partnership (52 issues) - \$36,000

* Please note, we reserve the right to not offer this partnership to companies that we don't feel are a good match for Hacker Newsletter.

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Demographics

Role & Startups

Based on a survey conducted in November 2013 with ~400 responses.

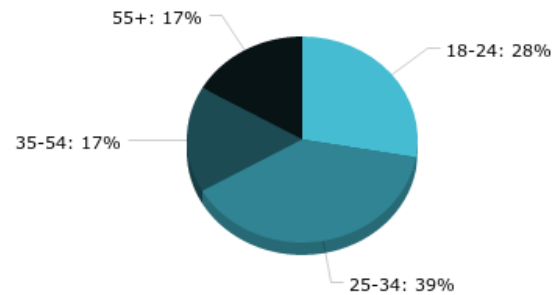
63% - Developer
21% - Other
8% - Designers / UX
8% - Business / Management

32% - Work at startup
12% - Founders

28% - Reported having a current side-project

Age

Based on MailChimp SocialPro data



Top Locations

USA - 58%
UK - 6%
Canada - 3.5%
Germany - 3%
Australia - 2.5%

Anything else you need to know? We are glad to try to help answer your questions if we can.