Since day one, **Smashing Magazine** ([www.smashingmagazine.com](http://www.smashingmagazine.com)) has been all about valuable, practical insights for professional designers and developers. It’s been almost 14 years now, but we still publish articles for practitioners in the industry, with a focus on **front-end, design and UX** — and with readers from all over the world. We explore case studies, real-life projects, inspiring techniques, ideas and strategies that worked or failed in actual projects.

We know our audience incredibly well, and we know what they appreciate and how we can get their attention. That’s why we work closely with our dear partners and sponsors to **produce valuable, useful content** which also promotes their brand and/or product. Once we understand the goal you want to achieve, we can design a **custom package** that will work best. This approach gets **many** more people to read and share the content, in a way that pure advertorials just don’t achieve in our experience.

This approach also applies to **SmashingConf** ([www.smashingconf.com](http://www.smashingconf.com)), our friendly, inclusive conferences on front-end and UX. We run for events a year — San Francisco, Austin, New York and Freiburg (Germany) — with 300—500 people in attendance. We thoroughly curate every speaker, as well as every session and every workshop. We take our code of conduct seriously and do our best to create a friendly, safe, and respectful space where the community can learn and grow. At its heart, that is Smashing.
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Smashing Magazine  Smashing Conference  Smashing Packages & Bundles  Contact information
1. Smashing Magazine
A well-respected online magazine for designers and developers.
For almost 14 years now, Smashing Magazine has been helping product and interface designers, web/app developers, product managers, and CTOs improve their skills and deliver better products. The magazine covers everything around front-end, design and user experience, with thoroughly curated articles published every week.

With our articles, podcasts, ebooks, and printed books, Smashing Magazine has become a well-respected, trustworthy resource for everyone who works on digital products, interfaces, and apps.
Smashing Audience

Our **Smashing audience** consists of tech-savvy, digital specialists, most of them being front-end developers, UX designers, web designers, and other digital professionals.

### Top Locations:
1. United States
2. India
3. Canada
4. Australia
5. United Kingdom
6. Philippines
7. Pakistan
8. Brazil
9. Indonesia
10. Germany

### Top job profiles*
- Front-End Developer .......... (53.4%)
- Full Stack Developer .......... (29.9%)
- UX/UI Designer ................. (28.7%)
- JavaScript Developer .......... (21.6%)
- PHP / WordPress Developer .... (20.6%)
- Visual Designer ............... (13.9%)
- UX Consultant .................. (11.7%)
- Art Director / Design Lead.... (11.6%)
- Company Founder ............. (10.4%)
- Information Architect .......... (9.1%)
- Product Designer ............. (8.1%)
- User Researcher ............... (7.6%)
- Product Manager ............. (6.7%)
- Content Creator / Writer ...... (6.6%)
- DevOps / SysAdmin ........... (6.6%)

### Top interests*
- CSS .................................. (79.9%)
- User Experience ............... (73.4%)
- Responsive Design ........... (73.3%)
- Web Design ...................... (68.0%)
- Javascript ...................... (62.5%)
- Usability .......................... (58.8%)
- Design Patterns / Patterns Libraries .... (58.4%)
- Accessibility .................. (55.0%)
- Performance ................... (53.6%)
- Typography ..................... (47.3%)
- Design Systems ............... (45.6%)
- Mobile ........................... (44.0%)

*Data based on our 2019 reader survey.
Smashing Magazine
Partnership Options

Sponsored Articles

Our sponsored articles are always written in an underwritten content format: they inform our readers on the use cases and workflows your platform is intended for. This particular format serves as an educational piece rather than being directly promotional—it’s more of an editorial message than an ad. Example post: “How To Make Cross-Browser Testing More Efficient With LambdaTest”.

List price:
USD 5,000

Volume:
20k page views
Average CTR = 25%

It gets tweeted by @smashingmag:
980.7k followers

It goes on the Facebook page:
295k likes

The post goes out to the RSS feed:
425k readers

It goes into our newsletter:
190k subscribers
This type of content does not directly promote your product, but is likely to be tightly aligned with your ideal user. Examples could be:

- An email service provider sponsoring a series of articles about HTML email design.
- A company with a performance auditing tool sponsoring a series of articles about web performance techniques.
- A company selling graphic design software sponsoring a series of articles about UX, without pushing their product as the solution.

This content will be written by us, in line with our usual editorial process. As long as there is no advertorial element, we’d be happy to provide you with a nice “Thank you” panel, sharing that we’ve been able to make this content possible with your kind and generous help. In that panel you could mention your product or service too.

The real aim of this type of content is to get as many people reading and sharing the content and, therefore, seeing your thank you ad, increasing brand awareness. As the content is tightly aligned with what you do, then the people reading it are likely to be interested in your product.
How To Create A Headless WordPress Site On The JAMstack

QUICK SUMMARY

In this post, we’ll set up a demo site and tutorial for headless WordPress, including a starter template! We’ll use the WordPress dashboard for rich content editing, while migrating the front-end architecture to the JAMstack to benefit from better security, performance, and reliability. We’ll do this by setting up a Vue application with Nuxt, pulling in the posts from our application via the WordPress API.

This article has been kindly supported by our dear friends at Netlify, an all-in-one platform for automating modern web projects. Thank you!
It’s essential that promotional pieces are clearly marked as such, to meet advertising standards rulings in most countries. The most successful advertorial content, in terms of people reading and sharing the article organically, will be the sort of content that is immediately useful to people; for example, demonstrating how to do something using a free plan or trial version, or even showing the way to do something without your product and then revealing how your product makes it much quicker and simpler.

Promotional pieces are set with a content flag at the beginning of the article (e.g. “This feature has been brought to you by our dear friends at COMPANY NAME to introduce PRODUCT NAME.”)

You may be concerned that such a flag wouldn’t work for a tech-savvy audience, but these articles — when well-written and edited — are actually some of the most popular articles every year. We know very well: if an article is valuable, people read it, and they appreciate the honesty of our publication, its editorial integrity, and our advertisers’ sincerity.
Smashing Magazine Partnership Options

Smashing Newsletter Sponsor

NATIVE NEWSLETTER SPONSOR

**Title:** 70 characters

**Body copy:** up to 30 and 50 words plus call-to-action link

**Static image:** 450×325 px, landscape

We'll propose copy that fits natively into our newsletter.

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Example

FROM OUR SPONSOR

**Catch Up On Adobe XD Highlights From Adobe Creative Meetup London**

Discover how to use [voice commands within prototypes](#) to create experiences for Amazon Alexa and learn how the new [Auto-Animate feature](#) enables you to create stunning animations between artboards. Plus, find out how [Responsive Resize](#) is a huge time-saver for designers: this feature makes it easy to resize designs for different screens without having to manually adjust each element. [Watch these and other highlights](#) from the event, including fascinating insights from graphic design duo MinaLima.
Smashing Magazine
Partnership Options

Front Page Ads

The big promo panels on Smashing are one of the most successful banner formats we’ve ever had. They are delivered natively, which means they cannot be blocked by ad blockers. They go below the introduction of all articles on smashingmagazine.com — except sponsored posts — and after the first three paragraphs, so that they get the highest visibility and clicks!

Example

9 DAYS AGO

What Should You Do When A Web Design Trend Becomes Too Popular?

by Suzanne Scacca

This guide aims to help you figure out which approach makes the most sense when considering popular design trends for your site.

1 static image: 450×325 px (Medium rectangle format) • image caption: up to 50 characters

Price per ad:
USD 6,000

Position:
After the introduction

Volume:
ROS, 1,500,000 impressions / month
Average CTR = 0.03% (appr. 550 clicks)
Promo Panels

The wide promo panels in Smashing articles meet our readers where they usually are: reading an article on the site. They are **delivered natively, which means they cannot be blocked by ad blockers**. They are displayed in section breaks, above headings and within the normal reading flow.

**Example**

**Price per ad:**

USD 3,000

**Position:**

Within the reading flow

**Volume:**

ROS, 1,500,000 impressions / month  
Average CTR = 0.15% (appr. 2,250 clicks)

**ASK THE RIGHT QUESTIONS**

Now that you’re armed with your wealth of structured data knowledge, you’re better positioned to lay the foundations for a strong website. Structured data rides a fairly unique line. In the immediate sense, it exists ‘under the hood’ and is there for the benefit of computers. At the same time, it can enable richer experiences for the user.

Body copy: up to 100 characters  
Logo: SVG format  
CTA: up to 15 characters  
Colors: Your brand colors
Smashing Magazine Partnership Options

On-Site Ads

SPONSOR ADS

300×250 px, landscape (Medium Rectangle), PNG or JPG, plus a short text link placed underneath (up to around 25 characters).

Page: www.smashingmagazine.com

Example

Price per ad: USD 3,000
Position: Top-left side on all articles
Volume: ROS, 2,500,000 ad impressions / month
Average CTR = 0.5%

Baking Struct Process

QUICK SUMMARY ~ Retrofitti so far. As metadata gets smarter, i the design process from the start.

SEARCH ENGINE OPTIMIZATION: every kind of website, but its f specialty. Even today SEO is oft on after the fact. It can up to a g engines get smarter every day, smarter too.

The foundations of SEO are the same: clearly labeled will win the day, so try to game the system. The thing they used to be. Meta titles, image 2020, they’re also fairly primitive. Fraction of sites are currently usin
Smashing Magazine Partnership Options

Social Media Post

NATIVE POST
We'll propose copy that fits with our editorial tone and voice. For higher engagement rates, we recommend not to use tracking links — we'll share the metrics with you afterwards.

Page:
www.facebook.com/smashmag
www.twitter.com/smashingmag

Example

List price per post: USD 1,000
Number of posts: 1
Publishing date: TBD
Facebook Fans: 295k
Twitter: 980.7k
2. Smashing Conferences
Established conferences for professional designers and developers.
Demographics & Stats

“Smashing Conferences are superbly put together. The deep connections that Smashing Magazine have with industry experts and a superbly engaged audience, help to create a wonderful conference experience.”

— Phil Hawksworth (@philhawksworth), DevRel at Netlify

“Smashing events are among the best that I support each year: from a production and content perspective right through to having some of the most engaged attendees.

— Keir Whitaker (@keirwhitaker), Marketing Lead at Shopify

Having been held regularly for almost a decade, SmashingConfs are dedicated to providing attendees with real-world, practical insights and training in cutting-edge front-end and UX techniques. All speakers and coaches are thoroughly curated, and we are proud of the friendly, approachable, and inclusive environment at our events.

Nearly 2,000 attendees joined us at Smashing Conferences in 2019 – from more than 1,000 companies in over 50 countries across a wide range of industries.

Job Titles

- Web Developer 32.93%
- Web Designer 13.86%
- UX/UI Designer 28.99%
- Product Designer 7.60%
- Frontend Engineering Supervisor 1.06%
- Other 1.76%
- IT Staff 3.03%
- IT Management 2.18%
- Executive IT Management 1.55%
- Senior Project Manager 5.49%
- Application Development Manager 1.55%
Upcoming Events 2020

FREIBURG  🇩🇪  Sept. 7–8, 2020

We can’t wait to be back already! The 9th SmashingConf Freiburg will be taking place on September 7–8 — this time, online.

With one track, two days and 13 speakers, expect actionable insights for your work — right from our homes to yours.

AUSTIN  🇺🇸  Oct. 13–14, 2020

The Smashing Cat is going online, y’all! Meet an inclusive, practical and friendly conference on front-end, design and UX, with CSS/JS techniques, accessibility, performance, privacy, internationalization, designing for mobile, HTML email and real-life case studies. Mark your calendar October 13–14.

NEW YORK  🇺🇸  Nov. 10–11, 2020

For SmashingConf SF 2020, we’re going online! Join us on November 10–11, we’re bringing two full days packed with front-end, UX and all that jazz! Live sessions on performance, accessibility, interface design, copywriting, designing for emotion, debugging and fancy CSS/JS techniques — and a few surprises along the way.

San Francisco  🇺🇸  Oct. 13–14, 2020

However, we’re thrilled to present the Austin conference online, combined with the NYC programming on October 13–14, and we’d love to see you there!
Online Conferences and Workshops

With online conferences and workshops, we aim to give attendees the **same experience** and access to experts and sponsors as in-person events, without needing to leave their desks. Online conferences can bring even **more attention** to sponsors, so we are thrilled to begin this adventure in 2020!

Online events shouldn't feel like passive webinars. We've partnered with Hopin to create an engaging, interactive experience where attendees can move from one room to another, meet speakers and sponsors, and ask questions directly. We encourage speakers and sponsors to introduce challenges, polls, demos, and Q&A sessions. On our end, we'll provide **collaborative** note-taking and collaborative problem-solving in design/coding tools, as well as experiences like a digital warm-up session, quiz show, and an official networking “party” after the events.

This new experience, **SmashingConf Live**, will take place on **August 20–21**, 2020. The idea is to bring speakers together to share their experiences, but also work on a project *live* in real time — together with attendees — while being available for lengthy Q&As afterwards. We aim for a friendly, hands-on, inclusive event. The conference runs for two days, with break-out sessions and a lot of networking in-between. Ah — and a quiz show with a legendary party as well, of course!
Sponsorship Options

- Contributions to a virtual swag (coupons, ebooks and licenses)
- Games and challenges with prizes to be shipped to the winner(s)
- Schedule for demos, presentations, and Q&As
- Sponsorship of a digital party, DJ performance, a collaborative design or coding session
- Sponsorship of a friendly warm-up party (pub quiz show)
Online Events Sponsorships

Sponsor our friendly online events! The events are designed to boost designers’ and developers’ skills online and provide practical, actionable insights from experts in the industry, live. With insightful takeaways, interactive exercises, access to experts, slides, recordings, networking, and a friendly Q&A.

Online SmashingConf Sponsorship Options

Silicon $10,000

- **Dedicated virtual booth** that can be attended/joined during the event.
- **Lunch time session**: we provide a virtual space to have lunch. It is a great opportunity to run a demo session with our lovely audience!
- **Dedicated schedule slot in the breakout area** between talks, used for a 5–10-minute presentation to share insights/learnings.
- **Digital swag**: reaching attendees with a tracking URL for your products.
- **Introduction video** for the partners booth to be broadcasted to everyone.
- Logo and URL included on the partners booth.
- Logo and URL in rotation on the “Coffee Breaks”.
- Tweet from the official @SmashingConf twitter account (10.3K followers).
- 10 Tickets to the conference.
- Logo and copy in intro video and breaks, before, during, and after the conference.
- Your company’s name, logo, link, and description embedded at the start of one of the talks (also on video) to ensure wide exposure through the rest of the year.
- A community reach of 100k views via YouTube/Vimeo, newsletter, and social media.
Cobalt $7,500

- Your logo, title, and a line of text will be **featured** before one of the talks and included in the video for that talk, which all attendees will view; also displayed when the videos are publicly released to the Smashing Magazine community with 980.7k Twitter followers.
- Inclusion in our **Digital Swag** bag. Provide an offer code and/or digital item that will be emailed to all attendees as part of our event campaign.
- 8 tickets to the conference (you may use these yourself or give them away).
- Thank you tweets from @SmashingConf (10.3k followers) and @SmashingMag (980.7k followers).
- Link, logo, and one sentence of text in the Smashing Magazine Newsletter (190k subscribers).
- Mention at the start and end of the conference (logo display included).

Nickel $5,000

- Inclusion in our **Digital Swag** bag. Provide an offer code and/or digital item that will be emailed to all attendees as part of our event.
- 5 tickets to the conference.
- Thank you tweet from @SmashingConf (10.3k followers).
- Logo shown on opening/closing event slides.
- Logo and link on the SmashingConf homepage with 270k views.

Zinc $2,500

- Inclusion in our **Digital Swag** bag. Provide an offer code and/or digital item that will be emailed to all attendees as part of our event.
- 3 tickets to the conference.
- Thank you tweet from @SmashingConf (10.3k followers).
- Logo shown on opening/closing event slides.
- Logo and link on the SmashingConf homepage with 270k views.
Creative Sponsorship Options

Transcripts and Subtitles — $5,000
Inclusivity lies at the very heart of our conferences. When releasing videos, we’d love to provide attendees with a proofread transcript for each session, so they can read the transcript or follow the video at their own pace on their own device.

Live Captioning — $5,000
There is a reason why many people watch movies with captioning on. To make the event accessible to everyone, we’d love to work with live captioning to display captions on stage as the event is happening.

Student Scholarships — $2,500
Not everybody can afford to attend a conference. We always set aside a dozen tickets to non-profit organizations and students — scholarship tickets. You can participate and support this initiative by donating a few tickets towards a good goal.

Jam Session — $5,000
A fun way to get attendees mixing before the conference begins. We meet in a relaxed setting to socialize, with a few short attendee talks. In online events, attendees bring their own snacks!

Video Production — $5,000
All conference videos are released publicly. We could add your branding to the videos as we release them.

Live Stream — $5,000
We are looking into providing a live stream during the event — it’s not necessarily the conference talks but everything that’s happening backstage, featuring interviews with speakers, attendees, and sponsors. This could also be branded and sponsored.

Online Workshops — $5,000
Run an online workshop, live with the Smashing audience! A 2h plus Q&A online workshop with practical, actionable insights. Share insightful takeaways, interactive exercises, access to experts, slides, and recordings.

Lunch Session — $5,000
During the conference days we provide a virtual space to have lunch. It is a grand opportunity to run a demo session with our lovely audience!
A Selection of our Lovely Partners

Abstract  Adobe  balsamiq  Cloudinary  Coil  deque  Dropbox

fastly  FORESTRY  Gatsby  Google  hp  IBM  mailchimp

mozilla  MyFonts  NEWS DIGITAL  netlify  percy  Shopify  slack

SMARTBART  snyk  SpeedCurve  Tito  wayfair  Corvid by Wix  WOMEN WHO CODE
3. Smashing Bundles
Making the best use of the Smashing Platform for your brand.
To draw a significant amount of attention towards your product, it's worth looking into a bundle of sponsorship options. Indeed, we’re happy to craft together a custom package to meet your goals and objectives! Here are some of the packages we have already.

**MEGABYTE $20,800**
- 2 Magazine Sponsored Post (2.5m pageviews), worth $10,000
- 2 Newsletter Sponsor (190k subscribers), worth $5,000
- 1 Magazine Front Page Spot, worth $6,000
- 1 SmashingConf Nickel, worth $5,000

**GIGABYTE $30,000**
- 3 Magazine Sponsored Post Series (2.5m pageviews), worth $15,000
- 3 Newsletter Sponsor (190k subscribers), worth $7,500
- 1 Magazine Front Page Spot, worth $6,000
- 1 SmashingConf Nickel, worth $5,000

**TERABYTE $43,600**
- 3 Magazine Sponsored Post Series (2.5m pageviews), worth $15,000
- 3 Newsletter Sponsor (190k subscribers), worth $7,500
- 1 Magazine Front Page Spot, worth $6,000
- 2 Smashing Magazine Full-width Panels, worth $6,000
- 2 SmashingConf Silicon, worth $20,000

**PETABYTE $50,900**
- 4 Magazine Sponsored Post Series (2.5m pageviews), worth $20,000
- 4 Newsletter Sponsor (190k subscribers), worth $10,000
- 3 Mag Front Page Spot, worth $18,000
- 3 Smashing Magazine Full-width Panels, worth $9,000
- 2 SmashingConf Silicon, worth $20,000
Thanks for being Smashing.

We’d love to learn your marketing goals, and find a solution to accommodate them with a custom RPF. Please book a meeting via Calendly: [https://calendly.com/mariona_jones](https://calendly.com/mariona_jones) — and let’s chat soon!

Mariona N. Jones
Esther Fernández

*:advertising@smashingmagazine.com*