Introduction:

Hacker Noon is built for technologists to read, write, and publish. We are an open and international community of 19k+ contributing writers publishing stories and expertise for 2M+ curious and insightful monthly readers.

We built our site from the ground up. In July 2019, we removed the Medium content management system from our site and launched our own publishing platform. Overnight, Hacker Noon became not only a publishing company but also a software company.

We built (and continue to build) the Hacker Noon platform:

- For readers to enjoy access to the highest quality, evergreen, and topical tech content—paywall and pop-up-free;
- For writers to elevate their own voices with the support of our team of human editors to review, improve, publish, and distribute their words online;
- For sponsors to make a positive and potentially profitable impression on tech's most influential and innovative minds

Why Hacker Noon?

Accreditation - Instead of submitting as faceless 'Bob', 'Ben', or a 'Michael', own your Brand's voice on Hacker Noon.

Validation - Over 60% of submissions to Hacker Noon get rejected. If you cross this chasm, you've earned the rights to brag about it

Exposure - Once we hit the 'Publish' button on a story, it gets distributed via email, across multiple tags, social media channels, RSS, text-to-voice podcast, websites, and more
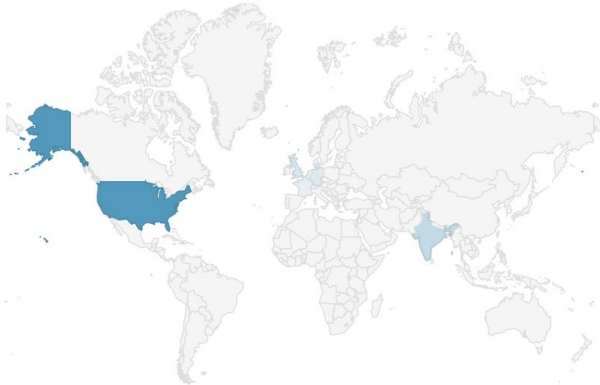
Key Facts:

- (200+) + stories published weekly
- 2M+ unique visitors per month
- (5M) + page views per month
- 46% + mobile app users
- 100% organic traffic
- (1) daily and (3) weekly newsletters with (65k+)K+ subscribers

Traffic to hackernoon.com by country ⓘ
Visits to hackernoon.com by country
🖥 On desktop

🇺🇸 United States	**19.35%**	∧ 8.87%
🇮🇳 India	**7.13%**	∨ 7.16%
🇬🇧 United Kingdom	**4.27%**	∧ 16.62%
🇩🇪 Germany	**4.14%**	∧ 24.11%
🇫🇷 France	**3.35%**	∧ 23.63%

See 247 more countries

New Readers added last month.

Hackernoon formats:

- Corporate blog
- Tech news release
- Newsletter
- Target niche marketing
- Sidewise takeover
- Podcasts
- Interviews
- Experts attraction

Free TON and Hackernoon partnership

Hackernoon proposes to develop a marketing campaign for the Free TON community by involving the Hackernoon community: podcasts, conduct interviews, place banner ads on Hackernoon, contests, premium newsletter, publish press releases, social media posts.

Our focus:

- Creating an information field by publishing content
- Creating a corporate blog for the community
- Motivate people to create content about Free TON and its Decentralization role
- Educate the people.

Many developers and technicians learn about Free TON via Hackernoon.

Marketing plan

Hacker Noon shall develop, design, and implement a marketing plan for Free TON as per the following schedule:

Rest of Quarter 1 (Mar) - Aggressive Campaign for Max Impact:
- AD on the daily newsletter (Tech Brief)
- A Writing Competition with **Weekly** Rewards to 3 Best Stories
- Social Media Content + Graphic Development
- Social Media ADs + AD networks to advertise to prospective writers
- Thematic Newsletters - 2 per week
- AD on the Navigation bar
- Content Seeding
- Invitation to FreeTON advocates on the Hacker Noon Podcast

Q2 (April, May, and June) - Directing and Education for Longevity of Impact

- ADs targeting Hacker Noon's Crypto/Blockchain Readers
- AD on the daily newsletter (Tech Brief)
- A Writing Competition with **Monthly** Rewards to 5 Best Stories
- Social Media Content + Graphic Development
- Social Media ADs + AD networks to advertise to prospective writers
- Thematic Newsletters - 2 per week
- AD on the Navigation bar
- Content Seeding
- Invitation to FreeTON advocates on the Hacker Noon Podcast
- Host AMAs on Hacker Noon's Slogging

Q3 (July, August, September) - Resurgence of Aggression Campaign

- ADs targeting Hacker Noon's Crypto/Blockchain Readers
- AD on the daily newsletter (Tech Brief)
- A Writing Competition with **Monthly** Rewards to 5 Best Stories
- Social Media Content + Graphic Development
- Social Media ADs + AD networks to advertise to prospective writers
- Thematic Newsletters - 2 per week
- AD on the Navigation bar
- Content Seeding
- Invitation to FreeTON advocates on the Hacker Noon Podcast
- Host AMAs on Hacker Noon's Slogging

Q4 (October, November, December) - Swansong of Success

- ADs targeting Hacker Noon's Crypto/Blockchain Readers
- AD on the daily newsletter (Tech Brief)
- A Writing Competition with **Monthly** Rewards to 5 Best Stories
- Social Media Content + Graphic Development

- Social Media ADs + AD networks to advertise to prospective writers
- Thematic Newsletters - 2 per week
- AD on the Navigation bar
- Content Seeding
- Invitation to FreeTON advocates on the Hacker Noon Podcast
- Host AMAs on Hacker Noon's Slogging

Token request schedule

Hacker Noon requests the payments to be made as per the following schedule:

1st Instalment - upfront 150.000
Q2 - 150.000
Q3 - 150.000
Q4 - 150.000

Free TON address:
0:804bcb9c6e98681995ec292168181da702e7a75fe3a2e9fd0fcc9fdb829ac47f