cssweekly

CSS Weekly Media Kit

Q4 2026 (October - December)

Relevant Stats

43,000
Newsletter Subscribers

50,000
Monthly Views

12,900
YouTube Subscribers

16,900
X/Twitter Followers

8,100
RSS Subscribers

4,300
Bluesky Followers

2,300
Facebook Followers

1,600
TikTok Followers

Contact E-mail

info@css-weekly.com

About CSS Weekly

CSS Weekly is a newsletter, YouTube channel, and blog that helps developers keep up with the latest CSS-related news and improve their front-end development skills. It is published every week to an audience of more than 40,000 front-end developers and UX & UI designers.

Website: https://css-weekly.com
YouTube: https://youtube.com/@cssweekly
Blog: https://blog.css-weekly.com
X / Twitter: https://x.com/@cssweekly
Bluesky: https://bsky.app/profile/cssweekly.com
Facebook: https://facebook.com/@cssweekly
TikTok: https://www.tiktok.com/@cssweekly

Audience

The most relevant topics for our audience are educational material related to frontend, UX, UI, and anything related to web development, from React to AI-related courses and tools.

Gender

94.1% Male
5.9% Female

Age

39.9% 18–24 years
36.7% 25–34 years
17.4% 35–44 years

Device Preference

86.8% Desktop
13.2% Mobile

Locations

68,2% North America
21,4% Europe
4,6% Asia
5,8% Rest of World

Email Clients

68% Gmail
11% Apple Mail
23% Other

Media Channels

CSS Weekly started exclusively as a newsletter, but over the years, it expanded to original content production on YouTube and, lately, on the blog in order to reach a wider audience and increase the impact of CSS Weekly advertisers.

1. Newsletter

CSS Weekly newsletter was started in 2012 and has since become one of the most relevant and well-respected news sources related to CSS.

The audience consists almost entirely of front-end developers and UX & UI designers passionate about technology, occupying roles of engineers, developers, designers, and CTOs in prominent tech companies, with a good percentage working on their startups and side projects.



Stats

Subscribers: **42,509**
Open Rate: **36.82%**
Click Rate: **14.32%**

Newsletters Sent: **620**
Opens per Issue: **22,100**
Clicks per Issue: **2,900**

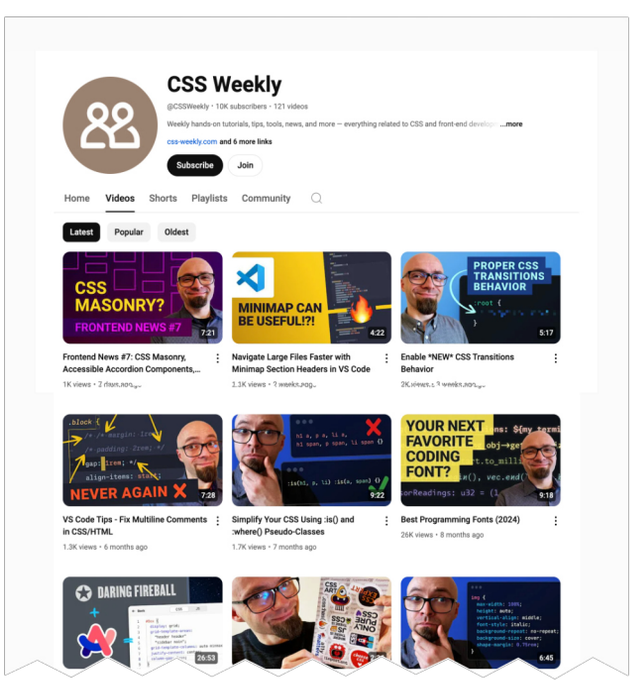
Website: **https://css-weekly.com**

2. YouTube Channel

CSS Weekly's YouTube channel was started in 2022 and has since grown to more than 12,900 subscribers, with over 110 long-form and 40 short-form videos published.

Topics featured on the channel primarily include CSS-related tutorials, hands-on guides, and news, along with content related to Visual Studio Code and front-end development in general.

The channel reception is exceptionally positive, with the likes ratio of 98.3%.



Stats

Subscribers: **12,900**
Average View Duration: **2:23min**
Click-Through Rate: **5.3%**

Total Views: **770K**
Total Watch Time: **23,500h**
Total Impressions: **5,8M**

Sponsorship Types

Trusted. Relevant. Authentic. CSS Weekly's audience looks to us for valuable insights and trusted recommendations. By partnering with us, your brand stands out as a key supporter of the web development community, increasing both your visibility and credibility.

1. Primary Sponsorship

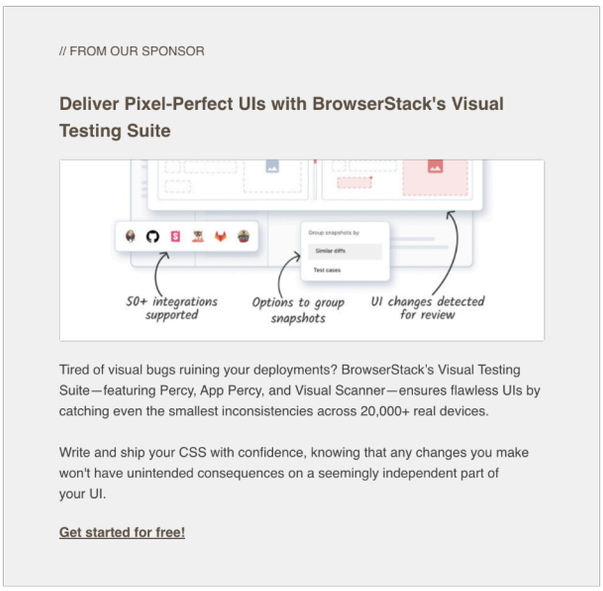
Primary Sponsorship includes all distinguished CSS Weekly channels and features your brand prominently in the Newsletter, on YouTube, and on the Website:

- Primary ad in the top-third of the newsletter (From Our Sponsor)
- 30s video ad in *Frontend News* series on YouTube (mid-roll)
- A full-width ad section in the top third of all articles (1 week)
- Primary ad on the website, shown at the top of sidebar (1 week)
- Social media tag on newsletter & video announcement posts
- Permanent do-follow backlink on css-weekly.com
- A detailed performance report after the campaign is concluded
- Limited to 1 exclusive sponsor per week

Video ad example: *https://youtu.be/98-_b6vzV6Q?t=260*
Frontend News series: *https://cssw.io/frontend-news*
Social Media tag example: *https://cssw.io/social-media-tag-example*
Website Sidebar Ad example: *https://cssw.io/cssweekly-sidebar-ad-example*

Ideal if you want to get maximum exposure and visibility for your brand and keep it at the top of mind of our audience even after the campaign is concluded.

Price: $700



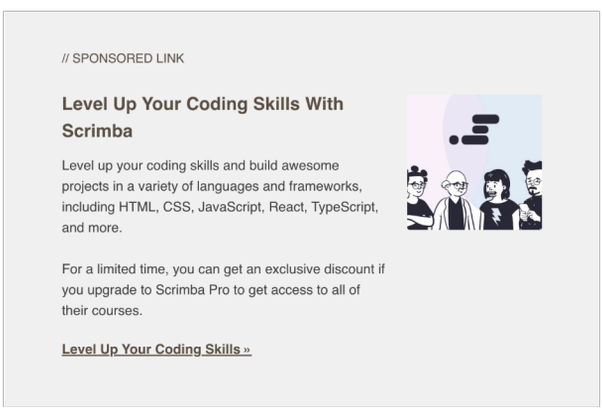
2. Sponsored Link in Newsletter

Your Sponsored Link will be featured in the middle of the newsletter. You will get a highlighted, dedicated section, including a title, description, an image, and a call-to-action link.

- A dedicated ad section in the middle of the newsletter (Sponsored Link)
- Secondary ad on the website, shown at the middle of sidebar (1 week)
- Permanent do-follow backlink on css-weekly.com
- A detailed performance report after the campaing is concluded
- Limited to 1 exclusive spot per issue

Ideal if you want to optimize CTR and engagement.

Price: $300



Sponsorship Types

Partner With CSS Weekly on YouTube. Get in front of thousands of developers and designers by sponsoring CSS Weekly videos. Each mention connects your brand with a dedicated, engaged, and growing audience passionate about tech and web development.

3. Sponsored Video on YouTube

With a Sponsored Video, you will get a 30-90s video segment in a YouTube video recorded and narrated by Zoran Jambor to align it seamlessly with the rest of the video. Only one ad spot is available for each video.

- An ad for your brand produced in the style and voice of CSS Weekly to align with the video perfectly
- A CTA message and a link in the video description
- Social media tag on video announcement posts.
- Permanent do-follow backlink on css-weekly.com on the video post
- A detailed performance report after the campaign is concluded

Ideal for short showcases and overviews, and to get your brand directly in front of our audience with a hands-on demonstration.

Video ad example: *https://youtu.be/qGad28-Qh1E?t=144*

Pre-roll ad at 30-60s: $500
Mid-roll ad at 3-5min: $250

The video content can be aligned with your message and product—reach out to find out more.

4. Dedicated Video & Article

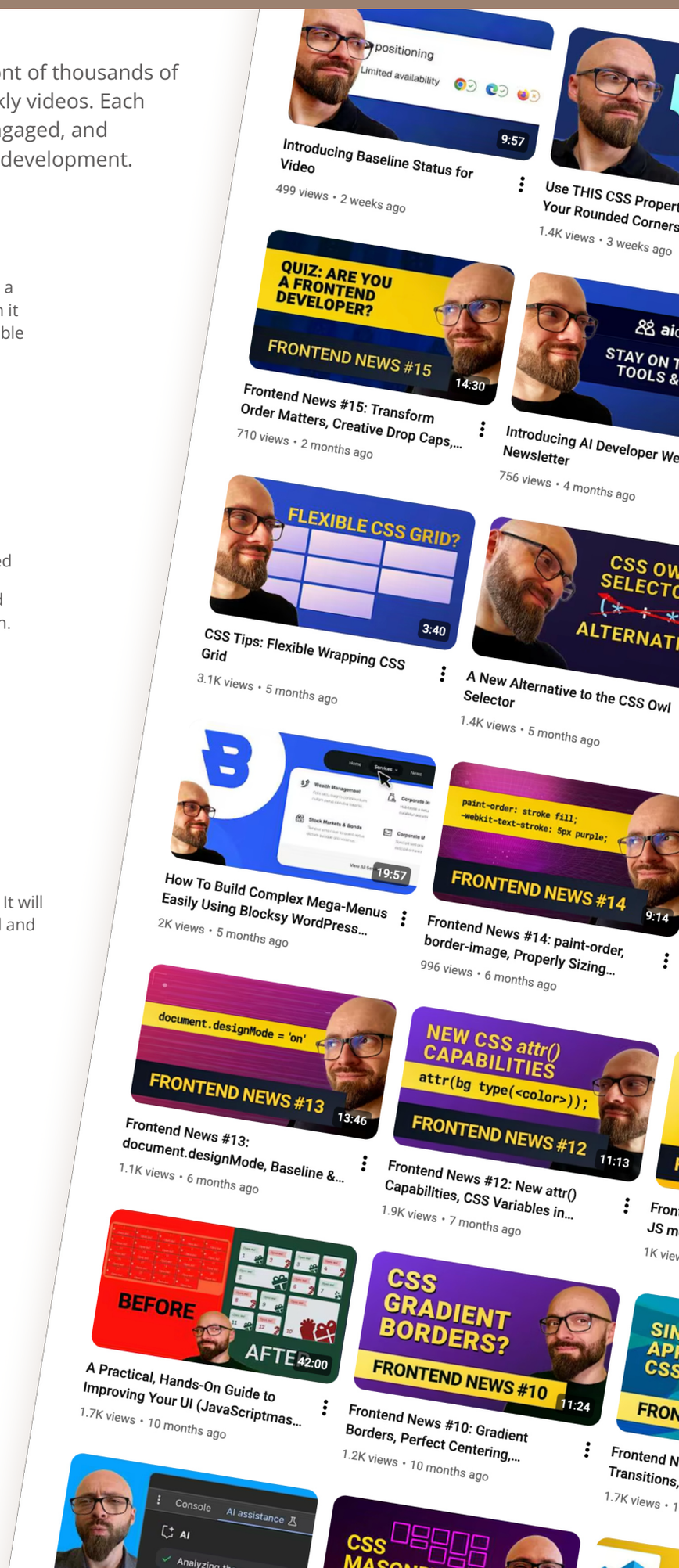
You will get a fully produced, dedicated video for your product. It will be published along with other content on the YouTube channel and blog (labeled as "Sponsored") and will stay there forever.

Additionally:

- Video will be promoted in the newsletter to 43,000 subscribers along with other original content
- Video will be shared on CSS Weekly social media channels with 20,000+ followers in total.
- Video will not be monetized, and the article will not feature in-content ads.
- A video post will be published on the website (labeled as "Sponsored").
- Optional: a full-length blog post that accompanies the video published on the blog, labeled as "Sponsored" (+$300)
- Optional: A video source so you can publish it on your own channels directly (Free)

Video example: *https://youtu.be/C6GDIoZi_CQ*
Video on the website: *https://cssw.io/betheme-dev-features*
Article example: *https://cssw.io/transition-to-height-auto*

Exclusive temporary price: $1,000 (limited availability)



Ad Packages

The following pre-made packages will give you the most impactful continuous presence with the CSS Weekly audience across different media—with huge discounts.

Sponsorship Package

Maintain a continuous presence over an entire month in the CSS Weekly newsletter to establish brand trust with your audience.

2x Primary Sponsorship
2x Sponsored Link

Value: $2000
Discount: 30%
Your Price: $1400

Sponsored Link Package

Get the most value by securing a month-long presence in the newsletter and establish your brand as a trusted CSS Weekly partner.

3x Sponsored Link
1x Primary Sponsorship

Value: $1600
Discount: 40%
Your Price: $960

Enterprise Package

Generate maximum impact across all media channels—ideal if you're launching a new product or want to strengthen your brand's position with your ideal audience.

2x Primary Sponsorship
2x Sponsored Link
2x Sponsored Video

Value: $3000
Discount: 40%
Your Price: $1800

Sponsored Video Package

Showcase your brand thoroughly in the newsletter and YouTube channel to ensure your brand becomes distinctively recognizable by your audience.

2x Sponsored Video
2x Sponsored Link

Value: $1600
Discount: 45%
Your Price: $880

* *If you're interested in a long-term partnership, please reach out to info@css-weekly.com, and we'll find a special arrangement that will work best for you.*

Previous Sponsors

A big thank you to all of our current, past, and future sponsors

CSS Weekly sponsors include big and small companies and startups from different areas of the technology industry. Companies offering education, training, tools, and services for front-end developers and designers are most represented.

PostHog

An Event Apart

"I really appreciate the detailed reporting and feedback you provide us. Your insights have proven to be immensely helpful not only in crafting high-quality ads on CSS Weekly, but also as a valuable resource to inform our overall brand strategy.

— Brad Miller, An Event Apart

SENTRY

BrowserStack

Marker.io

Honeypot

hotjar

percy

Retool

HIRED

Code School
a Pluralsight company

Clubhouse

WorkOS

monday.com

imagekit.io

clevertech

Frontend Masters

Order Process

How advertising in CSS Weekly works

From initial contact to the payment, we'll strive to make your experience as smooth, friendly, and valuable as possible.

Initial contact

You can reach out directly via email at **info@css-weekly.com** or the contact page on the website. You can even directly reserve a spot by submitting the form on the *advertise* page, after which the contact will proceed over email.

Order confirmation

You'll receive an email confirmation that the date you requested is reserved for you or that we can proceed with video planning, along with details on payment and requirements for the creative.

Preview

Once you send us the materials for the creative, you will get a preview so you can see exactly how your ad will look in the newsletter or an outline of how your video will be structured. Additionally, you will get pointers on potentially improving the creative to get better performance.

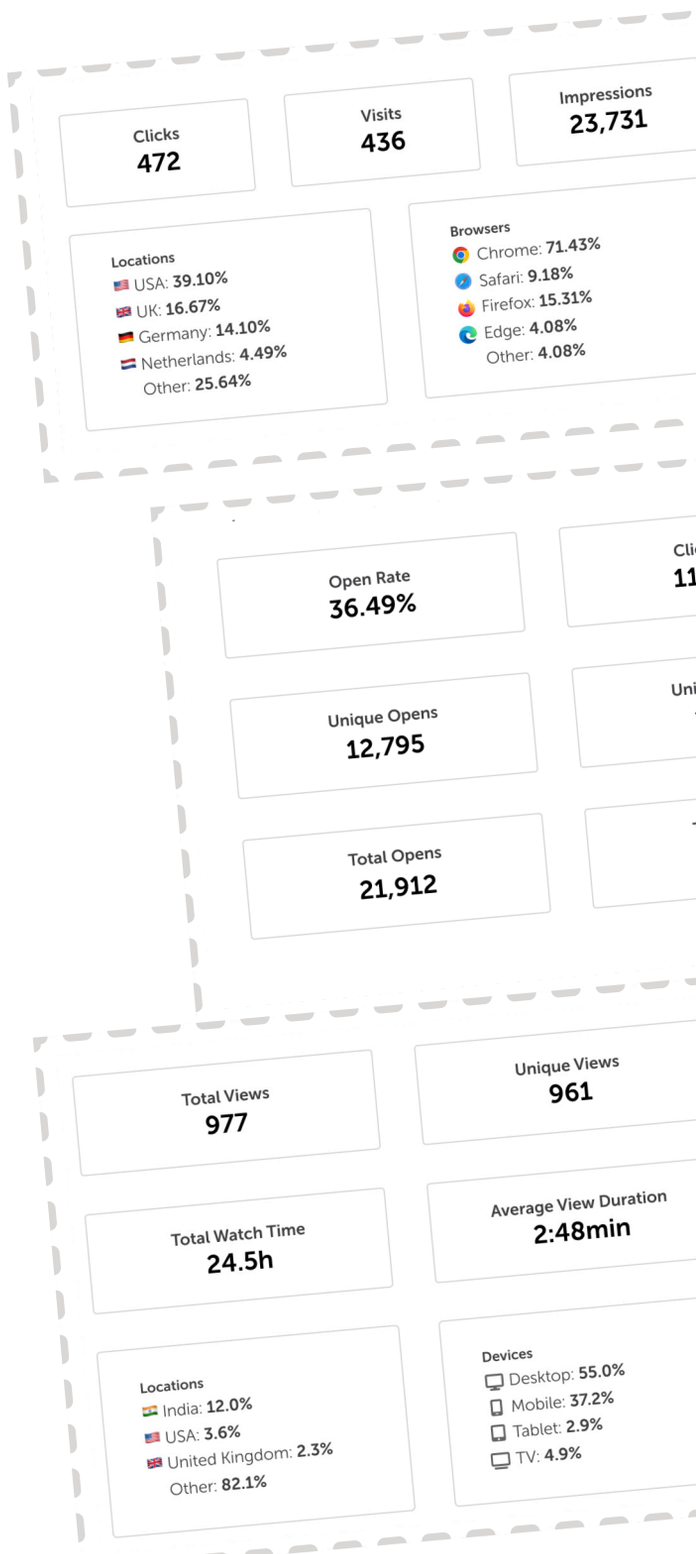
Run

The newsletter will be scheduled and sent out when it's most likely to get the best engagement, based on ESP metrics, approximately within a 24-hour window of the scheduled date. In the case of video, you will get a final preview for approval before it is released.

Performance report

About two weeks after the newsletter is sent out or the video is published, you will get a detailed performance report outlining how your ad performed, along with all relevant metrics for the newsletter and video performance.

A performance report example:
https://cssw.io/performance-report-example



cssweekly

Get In Touch

If you have any questions, proposals, ideas, or if you're just curious about the available dates, get in touch via email. I'll be happy to hear from you.



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CSS Weekly Founder

Email
info@css-weekly.com

Website
https://css-weekly.com

YouTube Channel
https://youtube.com/@cssweekly

X
https://x.com/@cssweekly

LinkedIn
https://www.linkedin.com/in/zoranjambor

Bluesky
https://bsky.app/profile/cssweekly.com

Facebook
https://facebook.com/cssweekly

TikTok
https://www.tiktok.com/@cssweekly