Sweetcode

All Tech. No Fluff.

Mission

What if there was a place to exchange thoughtful tech insights techie to techie? A place where tools could be discussed from the trenches, without the marketing gloss.

Launched on August 25, 2016, sweetcode.io is the outlet for coders to share their knowledge, a place for them to find community, and a resource for Fixate.io to gather market data, recruit paid contributors and share tactical content.

All posts are technical and peer-vetted. While bloggers may be paid for their content by Fixate, they are not paid directly or indirectly by any company to blog about their products. All topics are chosen by our contributors.

Guiding Principles

🍭 **Transparency is sweet.**
Advertising is always attributed to the sponsoring company.

🍭 **Blog content is sweet. Technical, timely, and peer-vetted.**
At least 2 peers from our contributor community evaluate if the post is of interest and technical accuracy.

🍭 **Diversity is sweet.**
Deeply technical coders come from all disciplines, ages, genders, and colors. Our goal is to reflect this diversity in our contributor community.

🍭 **Education is sweet. Think of us as Sweet U.**
Blogs and comments are focused on building up knowledge, not tearing down coders. Our contributors participate in knowledge-building by sharing failures and success. We also recruit student coders as contributors.

🍭 **Polls are sweet. Contests are sweeter.**
Polls and contests reveal the zeitgeist of the community around different issues of impact to developers.

Reach

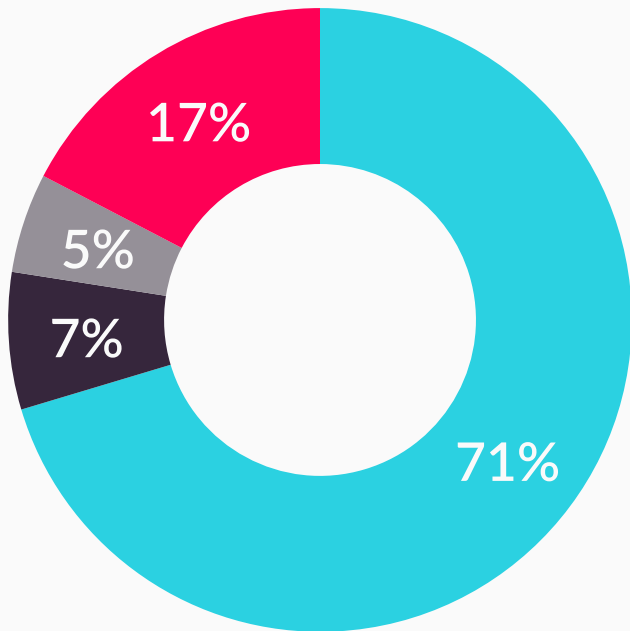Launched August 25, 2016

20-25% weekly growth

17% returning visitors

200% monthly growth (users and views)

🍭

3

Audience

■ USA   ■ India   ■ Germany   ■ ROW

17%

5%

7%

71%

Personas

50% Developers

30% DevOps

10% QA

5% IT Ops

5% SecOps

Coders are a Marketing-Resistant Audience

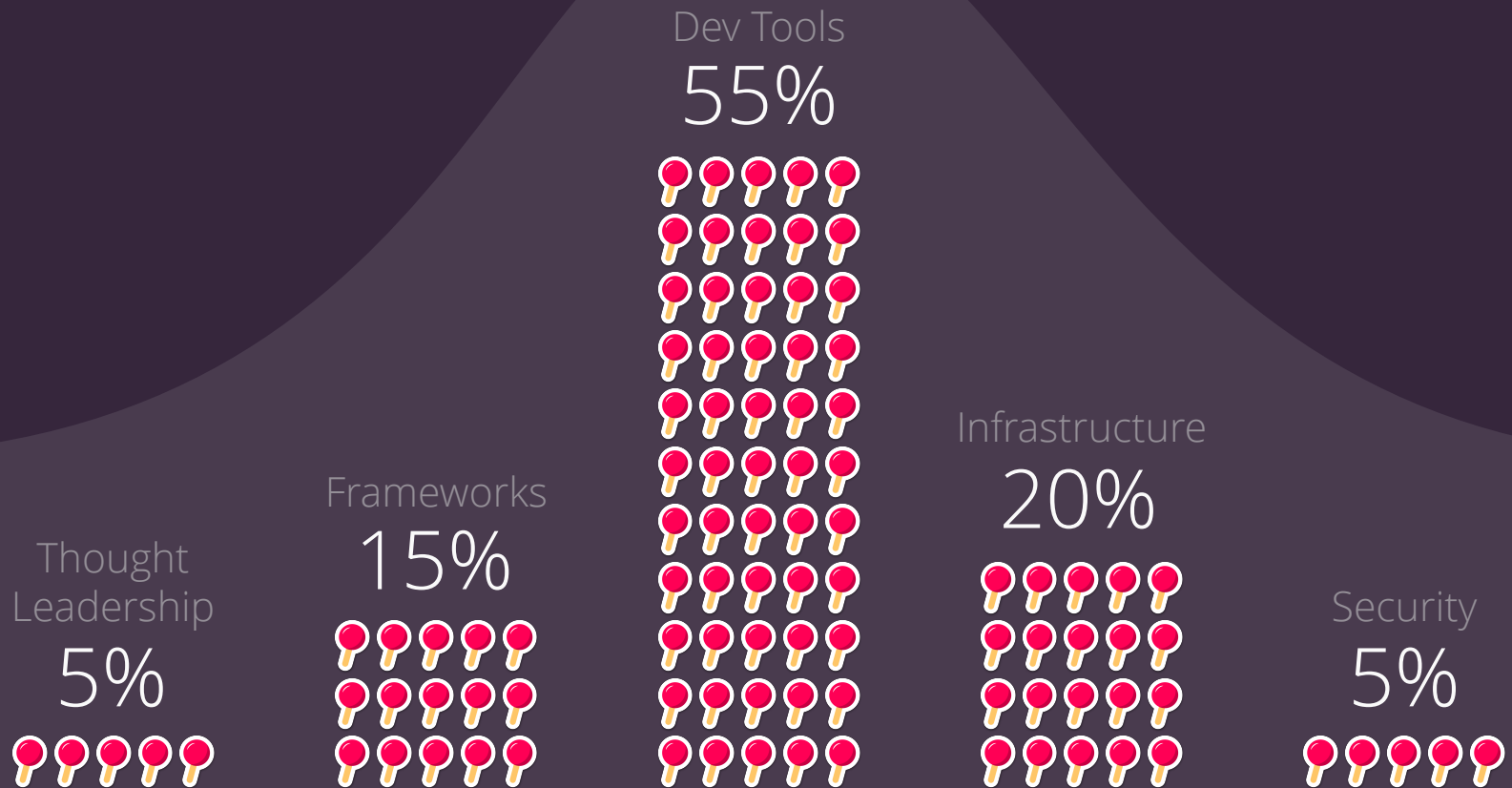**Establish your brand's subject matter authority with Sweetcode**

Sponsorship opportunities:

🍭 Content Syndication

🍭 Technical Article Submissions
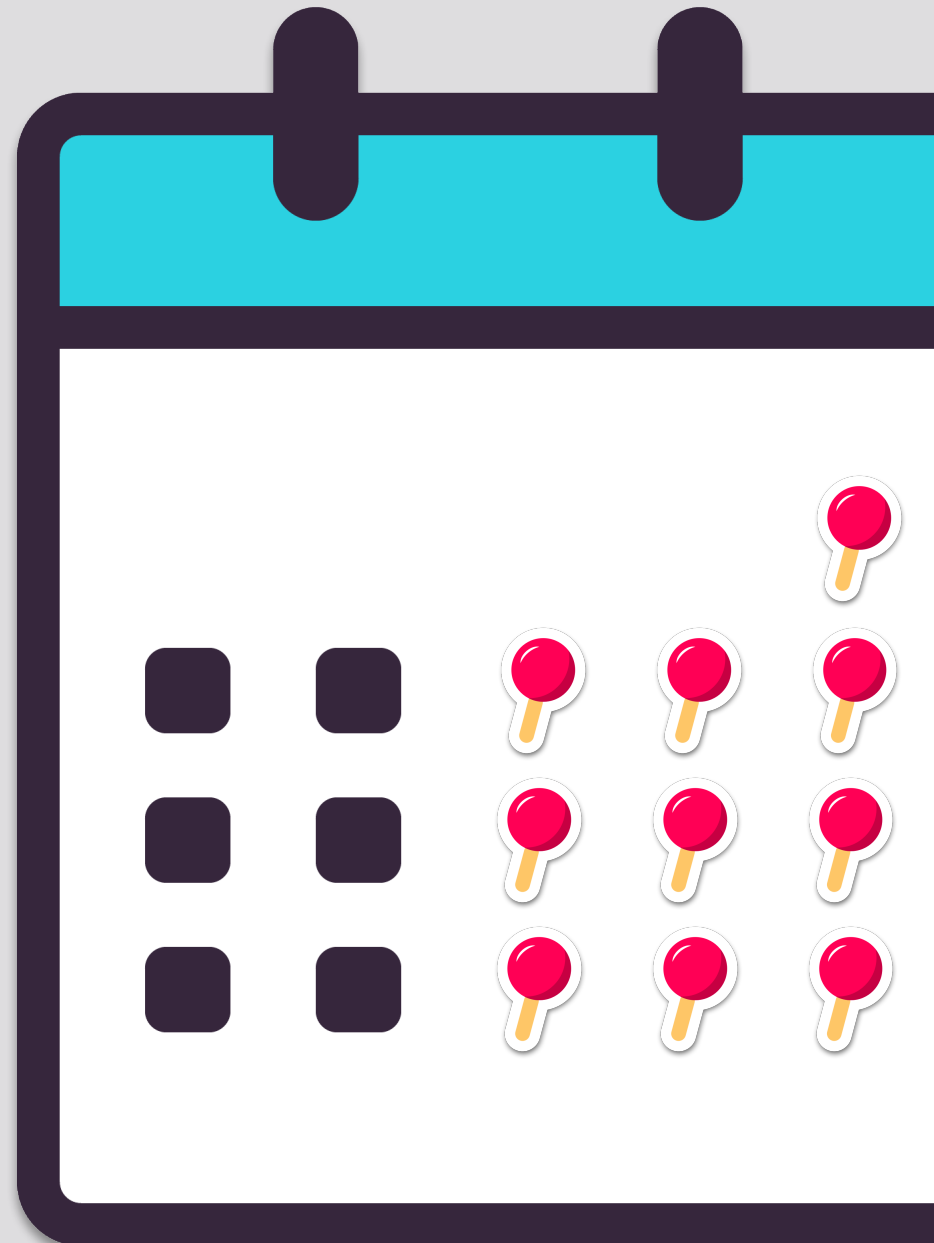
🍭 Case Studies

Want a sweet quote?
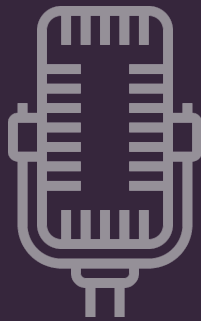
hello@sweetcode.io

Topic Distribution

Editorial Schedule

- We publish every week on Tuesdays, Wednesdays and Thursdays.

- Content to coincide with publication must be reserved at least 10 business days in advance (except for press releases).

- Press releases will be published the same week.

Reach Your Audience with Content Syndication

The Sweetcode community may want the tools you build, but they have to believe your toolbuilders are at least as smart as they are.

We offer quarterly syndication of your content.

- Content must be technical and authored.
- Author must commit to responding to comments.
- Your content will be posted as a blog post on our site.

Create Demand for Your Next Product

Technical Articles:

- Must have technical, not marketing, content
- Must be by-lined
- Author must be able to respond to comments
- Article is branded with your company name.

Raise Awareness of the Most Pressing Tech Issues with Technical Articles.

Education Establishes Your Authority

Nothing is more persuasive than a true story featuring a real technical problem solved by your customer with your product. If it is true, useful, and technical, we'll publish it!

Case studies are:

🍭 Sponsor contributed

🍭 Sponsor by-lined

Publicize Your Brand with Industry News

We accept press releases for products and tools targeted at developers and IT at no cost, anytime.

sweetcode.io

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