

In Plain English

Media Kit (2025)



Contents



Overview

Audience & Reach

Demographics

Contributing to IPE

Ad Banner Space

Newsletter

Discord Community

Social Media Promotion

Contact

Overview

In Plain English is a leading tech media company founded in 2018.

We're home to some of the world's most recognized tech publications, including **JavaScript In Plain English**, **Python In Plain English** and **AI in Plain English**.

With contributions from over 50,000 writers and over 80,000 published articles, we've helped educate millions of readers globally.

Today, our platform reaches audiences in over 200 countries and has surpassed **160 million views** across all content.

Audience & Reach

Monthly traffic: ~1 million views

Total views to date: 160M+

Countries reached: 200+

Top traffic sources: Organic search, direct, referrals, social (Google, ChatGPT, Bing, Medium, Reddit)

Avg. session duration: 1min 46sec

Demographics



Top 10 Countries:

1. United States
2. India
3. UK
4. Germany
5. Netherlands
6. Pakistan
7. France
8. China
9. Canada
10. Brazil

Our readers range from **aspiring developers** and **content creators** to **experienced engineers** and **tech decision-makers**. What unites them is a shared interest in software, programming, and innovation.

Contributing to IPE

Sponsored Guest Posts



Promote your product or message in a high-impact editorial format.

Starting at: \$499

Includes:

- Editorial review and formatting
- Do-follow links
- Promotion via homepage and blog feed

Link Insertions

We offer selective link placement into high-performing legacy content. These are ideal for relevant and organic placements.

Starting at: \$299

- Tagging: Do-follow (not labeled as “sponsored”)
- Eligibility: Must add value to existing article context
- Platform: Available for plainenglish.io only.

Contributing to IPE (cont.)

Medium Publications



We operate several top Medium publications:

- **JavaScript In Plain English**
- **Python In Plain English**
- **AWS In Plain English**
- **AI In Plain English**

Combined followers: 266,000+

Sponsored Posts on Medium

- Same editorial process as plainenglish.io
- **Pricing starts at: \$299**
- Links are no-follow
- **Cross-promotion available: +\$99** (includes homepage, Discord, and socials)

Ad Banner Space



We offer premium ad placements on our core domain:

Homepage: Below the fold (above featured blog posts section).

Blog posts: Top of page (above the fold)

Format: Static image, HTML, or responsive

Pricing: From \$999/month

Ad Rotation: Available (+\$)

Tracking: UTM-enabled click/impression tracking supported

Note: Banners not available on Medium publications.

Newsletter

Subscribers: 19,000+ (growing by ~400/week)

Send frequency: Weekly

Format: Curated tech news, editorial commentary, and featured content

Sponsorship: Sponsored sections available (contact for rates)

Dedicated sends: Not currently offered

Discord Community



Members: 4,000+

Who's inside: Tech enthusiasts, content creators, new developers

Partner access: We offer brand partnerships inside the community for posting, hosting AMAs, or event engagement. Contact us to discuss options.

Social Media Promotion



We actively promote content and partners via:

Twitter/X: 4,000+ followers

LinkedIn: 4,500+ followers

YouTube: 6,500+ subscribers

Other platforms (TikTok, Instagram) are owned but not actively used right now.

Sponsored posts, shoutouts, and cross-promotions are available upon request.

Contact

For media inquiries, sponsorships, partnerships, or to request a custom package, please contact via email.

Email:

hello@plainenglish.io

Website:

<https://plainenglish.io>

Newsletter:

<https://newsletter.plainenglish.io>

Twitter/X:

<https://x.com/inPlainEngHQ>

LinkedIn:

<https://linkedin.com/company/inplainenglish>