

= Ars Technica =

Ars Technica ( / ˈɑːr ˈtɛknɪkə / ; Latin @-@ derived for the " art of technology " ) is a technology news and information website created by Ken Fisher and Jon Stokes in 1998 . It publishes news , reviews , and guides on issues such as computer hardware and software , science , technology policy , and video games . Many of the site 's writers are postgraduates and some work for research institutions . Articles on the website are written in a less @-@ formal tone than those in traditional journals .

Ars Technica was privately owned until May 2008 , when it was sold to Condé Nast Digital , the online division of Condé Nast Publications . Condé Nast purchased the site , along with two others , for \$ 25 million and added it to the company 's Wired Digital group , which also includes Wired and , formerly , Reddit . Though officially headquartered in the Condé Nast offices in 1 World Trade Center , the staff works from home and is spread across the US in various locations , including the San Francisco Bay Area , Chicago , Houston , and New York City .

The operations of Ars Technica are funded primarily by online advertising , and it has offered a paid subscription service since 2001 . The website generated controversy in 2010 , when it experimentally prevented readers who used advertisement @-@ blocking software from viewing the site .

= = History = =

Ken Fisher and Jon Stokes created the Ars Technica website and limited liability company in 1998 . Its purpose was to publish computer hardware- and software @-@ related news articles and guides ; in their words , " the best multi @-@ OS , PC hardware , and tech coverage possible while ... having fun , being productive , and being as informative and as accurate as possible " . " Ars technica " is a Latin phrase that translates to " technological art " . The website published news , reviews , guides , and other content of interest to computer enthusiasts . Writers for Ars Technica were geographically distributed across the United States at the time ; Fisher lived in his parents ' house in Boston , Massachusetts , Stokes in Chicago , Illinois , and the other writers in their respective cities .

On May 19 , 2008 , Ars Technica was sold to Condé Nast Digital , the online division of Condé Nast Publications . The sale was part of a purchase by Condé Nast Digital of three unaffiliated websites costing \$ 25 million in total : Ars Technica , Webmonkey , and HotWired . Ars Technica was added to the company 's Wired Digital group , which included Wired and Reddit . In an interview with The New York Times , Fisher said other companies offered to buy Ars Technica and the site 's writers agreed to a deal with Condé Nast because they felt it offered them the best chance to turn their " hobby " into a business . Fisher , Stokes , and the eight other writers at the time were employed by Condé Nast , with Fisher as editor @-@ in @-@ chief . Layoffs at Condé Nast in November 2008 affected websites owned by the company " across the board " , including Ars Technica .

On May 5 , 2015 , Ars Technica launched its United Kingdom site to expand its coverage of the U.K. and Europe .

= = Content = =

The content of articles published by Ars Technica has generally remained the same since its creation in 1998 and are categorized by four types : news , guides , reviews , and features . News articles relay current events . Ars Technica also hosts OpenForum , a free Internet forum for the discussion of a variety of topics .

Originally , most news articles published by the website were relayed from other technology @-@ related websites . Ars Technica provided short commentary on the news , generally a few paragraphs , and a link to the original source . After being purchased by Condé Nast , Ars Technica began publishing more original news , investigating topics , and interviewing sources themselves . A significant portion of the news articles published there now are original . Relayed news is still

published on the website , ranging from one or two sentences to a few paragraphs .

Ars Technica 's features are long articles that go into great depth on their subject . For example , the site published a guide on CPU architecture in 1998 named " Understanding CPU caching and performance " . An article in 2009 discussed in detail the theory , physics , mathematical proofs , and applications of quantum computers . The website 's 18 @, @ 000 @-@ word review of Apple Inc . ' s iPad described everything from the product 's packaging to the specific type of integrated circuits it uses .

Ars Technica is written in a less @-@ formal tone than that found in a traditional journal . Many of the website 's regular writers have postgraduate degrees , and many work for academic or private research institutions . Website cofounder Jon Stokes published the computer architecture textbook Inside The Machine in 2007 ; John Timmer performed postdoctoral research in developmental neurobiology ; Timothy Lee is a scholar at the Cato Institute , a public @-@ policy institute , which has republished Ars Technica articles by him . Biology journal Disease Models & Mechanisms called Ars Technica a " conduit between researchers and the public " in 2008 .

On September 12 , 2012 , Ars Technica recorded its highest daily traffic ever with its iPhone 5 event coverage . It recorded 15 @. @ 3 million page views , 13 @. @ 2 million of which came from its live blog platform of the event .

= = Revenue = =

The cost of operating Ars Technica has always been funded primarily by online advertising . Originally handled by Federated Media Publishing , selling advertising space on the website is now managed by Condé Nast . In addition to online advertising , Ars Technica has sold subscriptions to the website since 2001 , now named Ars Premier subscriptions . Subscribers are not shown advertisements , and receive benefits including the ability to see exclusive articles , post in certain areas of the Ars Technica forum , and participate in live chat rooms with notable people in the computer industry . To a lesser extent , revenue is also collected from content sponsorship . A series of articles about the future of collaboration was sponsored by IBM , and the site 's Exploring Datacenters section is sponsored by data @-@ management company NetApp . In the past , Ars Technica collected shared revenue from affiliate marketing by advertising deals and discounts from online retailers , and from the sale of Ars Technica @-@ branded merchandise .

= = = Advertisement block = = =

On March 5 , 2010 , Ars Technica experimentally blocked readers who used Adblock Plus ? one of several computer programs that stop advertisements from being displayed in a web browser ? from viewing the website . Fisher estimated 40 % of the website 's readers had the software installed at the time . The next day , the block was lifted , and the article " Why Ad Blocking is devastating to the sites you love " was published on Ars Technica , persuading readers not to use the software on websites they care about :

... blocking ads can be devastating to the sites you love . I am not making an argument that blocking ads is a form of stealing , or is immoral , or unethical ... It can result in people losing their jobs , it can result in less content on any given site , and it definitely can affect the quality of content . It can also put sites into a real advertising death spin .

The block and article were controversial , generating articles on other websites about them , and the broader issue of advertising ethics . Readers of Ars Technica generally followed Fisher 's persuasion ; the day after his article was published , 25 @, @ 000 readers who used the software had allowed the display of advertisements on Ars Technica in their browser , and 200 readers had subscribed to Ars Premier .

In February 2016 , Fisher noted , " That article lowered the ad @-@ block rate by 12 percent , and what we found was that the majority of people blocking ads on our site were doing it because other sites were irritating them . " In response to an increasing use of ad blockers , Ars Technica intends to identify readers who filter out advertisements and ask them to support the site by several means .

