

Medium

About:

Medium is a specialized publication for social journalism, which was founded in 2012 by Twitter co-founder Eve Williams. The company aims to change the reading model on the internet. The site is ideal for both private and corporate blogging. The monthly audience of the publication has more than 17 million readers.

Readers have the opportunity to receive high-quality information that interests them, and business has the ability to effectively implement a content marketing strategy.

Tech Stack:

The company is extremely transparent with its stack, they even have public Github repo.

- The environment is deployed to AWS services, more specifically VPC (Virtual private cloud).
- The main language of choice is NodeJS, due to flexibility between server and client.
- Medium heavily relies on Amazon's DynamoDB, a distributed database on single node. They are currently experimenting with Amazon Aurora for potential transition.
- It seems like they are using own JS framework, as the site functions similar to React, Vue, and Angular. Meaning that, page content never goes into a new page but rather reloads the div, which optimizes the performance and allows Medium engineer to completely maintain the DOM.
- GitHub is widely used throughout the company as a version control.
- Python and Bash are generally used for scripting operations.
- For CDN the company uses CloudFlare.
- Google Analytics is used to track and report website traffic.
- GraphQL is used for API manipulation. Additionally, the company publishes its own API.
- The company is firm believer in using Slack as a collaboration tool between employees.