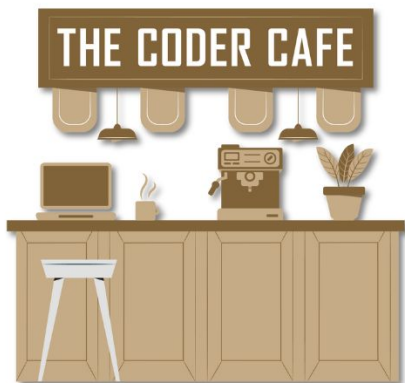




The Coder Cafe

Media Kit

October 7, 2025



LEARN ONE CONCEPT WITH YOUR COFFEE

Missing direction in your tech career?

*At The Coder Cafe, we serve timeless concepts with your coffee
to help you master the fundamentals. Written by a Google SWE and trusted
by thousand of readers, we support your growth as an engineer, one coffee at a time.*

Meet the Author



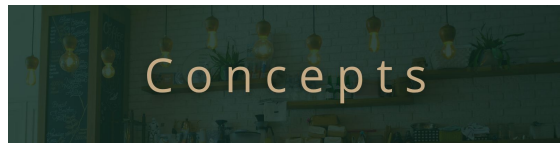
Teiva Harsanyi

- Software engineer at Google
- 13 years of experience with a strong focus on large-scale and reliable systems
- Author of *100 Go Mistakes* (Manning)
4.67 ★ on [Goodreads](#)
- Passionate about learning and sharing with others

The Coder Cafe

- Website: thecoder.cafe
- Created in October 2024
- A weekly-ish newsletter that explores foundational concepts across the following topics:
[Programming](#), [Testing](#), [Distributed Systems](#), [Reliability](#), [Systems](#), and [Beyond Code](#)
- Hosted on [Substack](#)

3 Main Sections



Description

Timeless concepts

Post example

[Availability Models](#)



Description

Personal reflections and stories.

Post example

[So, I Wrote a Book](#)



Description

Build your own X series

First post to be released at the end of 2025, written in collaboration with [ScyllaDB](#)

Say Hello to Our 3,614 Subscribers



Locations

The newsletter reaches subscribers in 119 countries.
Here are the top locations:

United States 22%
India 18%
United Kingdom 5%
Germany 5%
Rest of world 50%



Job Roles

Content reaches professionals in a variety of roles. Here's just some of the roles you'll be reaching:

Software engineers
DevOps engineers
SREs
Tech leads
Architects



Companies

Our subscribers work at some of the world's leading technology companies, including:

Google	Datadog
Amazon	Atlassian
ByteDance	Apple
Shopify	Red Hat

Performance Highlights

266,649

Year 1 total views

2,703

Average views, last 5 posts

34.7%

Open rate, last 30 days

682

Google Search clicks, last 30 days

Top Posts — All Trending on Hacker News



Working on Complex Systems

65,606 views



So, I Wrote a Book

40,932 views



Unit Tests As Documentation

24,776 views

Audience Overlap

Newsletter



[The Pragmatic Engineer](#)



[ByteByteGo Newsletter](#)



[Software Design: Tidy First?](#)



[Lenny's Newsletter](#)



[The System Design Newsletter](#)



[Confessions of a Code Addict](#)

Audience Overlap

51%

28%

24%

19%

17%

16%

Substack Recommendations (What's a Recommendation?)



The Pragmatic Engineer

#1 Substack publication in Technology



Confessions of a Code Addict

Substack bestseller



Software Design: Tidy First?

Kent Beck's newsletter



Kent Beck ✓ Software Design: Tidy First? 20 Dec

...

You are thinking thoroughly, and that's good. You're getting a lot right (that is, we seem to agree 😊), and that's good too. There's some stuff I disagree with, which is also good.

Sponsorship Information

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 - Max height: 300px
- Text limit: 70 words
- Limit in time: No time limit, the sponsor will remain on the post permanently.

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