

AssertHired

MEDIA KIT

Aston Cook

I write on LinkedIn for QA engineers, SDETs, and test leads, about test automation, AI in testing and development, and how the two are changing the job.

AUDIENCE

- over 1.5 million impressions in the last 90 days
- over 340,000 unique members reached in the last 90 days
- over 30,000 engagements in the last 90 days
- over 25,000 followers
- 61 impressions per follower over 90 days
- 70 percent of impressions land outside my own follower network
- Five posts a week, every week
- Top post all time: over 235,000 impressions
- Twelve posts have cleared 93,000 impressions

Source: LinkedIn creator analytics, 90 days ending July 28 2026

WHO THEY ARE

- QA Engineer is the top single title at 13 percent, plus SDETs, Test Leads, and QA Managers
- IT Services and IT Consulting 44 percent, then Software Development and Cybersecurity
- 23 percent work at companies with more than 10,000 employees
- United States, India, United Kingdom, Canada, Australia

RATES

Single sponsored post with a custom graphic	\$500
Three post series across two to three weeks	\$1,350
Monthly partnership, four posts plus one poll with priority placement	\$1,800
Newsletter feature, dedicated section in an upcoming edition	\$750

EVERY PARTNERSHIP INCLUDES

- one kickoff call
- content built for the partnership rather than a template
- me replying to every comment for the first 48 hours after publishing
- a performance report at 7 and 30 days
- one round of revisions before publish

DISCLOSURE

Every sponsored piece carries a paid partnership label per FTC and LinkedIn guidelines.

CONTACT

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