

UNIQUE VISITORS / MO

21,850

EST. PAGEVIEWS / MO

~65,000

AVG. SESSION

2m 40s

SITE FOCUS

QA Automation & Software Testing

AUDIENCE

QA engineers, SDETs, automation engineers, and QA leads at software companies. Readers are practitioners — they run Cypress, Playwright, or Selenium in their day jobs, follow testing trends, evaluate tools on a technical basis, and have direct input on tooling decisions.

- * QA Engineers & SDETs (est. 60%)
- * Engineering Managers & QA Leads (est. 20%)
- * Developers moving into test automation (est. 15%)
- * DevOps / Platform Engineers (est. 5%)

PRIMARY GEOGRAPHIES

US, UK, India, Philippines, Germany

INDUSTRY VERTICALS

Software / SaaS / DevOps / FinTech

WHY ADVERTISE HERE

QAJourney readers evaluate and advocate for tools. A sponsored post here reaches people who are already mid-decision — comparing platforms, writing internal proposals, or setting up CI pipelines. This is not passive exposure; it's purchase-intent traffic.

IDEAL SPONSORS & PARTNERS

BrowserStack, LambdaTest, Sauce Labs, Checkly, Mabl, TestRail, PractiTest, Cypress-adjacent tools

PLACEMENT OPTIONS & RATES

Placement	Rate	Details
Sponsored Post	\$200-\$300	1,000+ word editorial post, do-follow link, permanent, labeled Sponsored
Display Ad - In-Content	\$100-\$200 / mo	300x250 banner placed in post sidebar or body on inner post pages, static or animated
Newsletter Mention	\$75 / issue	1-2 sentence mention with link in CAS email digest
Tool Review / Feature	\$250-\$400	In-depth editorial review post with comparison context

QAJourney.net

MEDIA KIT 2026

QA Automation & Software Testing

qajourney.net

All rates are starting points. Volume discounts and multi-site packages available. Prices increase as traffic grows.

GET IN TOUCH

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NETWORK

CTRL+ALT+SURVIVE Content Network

Multi-site packages available across QAJourney, EngineeredAI, RemoteWorkHaven, and MomentumPath.

Traffic data sourced from Cloudflare Analytics. QAJourney.net is independently operated — no editorial compromises, no pay-to-rank content.