

Think Different: reviews written after the testing

How to get a product in front of an audience that reads hands-on verdicts, not press releases

Think Different is an English-language blog written independently from the Czech Republic by Jakub Jirák, a former principal software engineer in performance-critical systems, SIMD and GPU compute. It publishes daily: Apple how-to and buying guides, AI on Apple Silicon, field notes on AI coding tools, automation and smart home, and hands-on reviews. Readers are Mac-first developers and technical creatives, the overwhelming majority in the US, UK and Germany, and they arrive from search: there is no social following, which is why the numbers have held for years.

~2,400

READERS / MONTH

~180,000

GOOGLE IMPRESSIONS / MONTH

~1,200

PUBLISHED ARTICLES

60 days

OFFER WINDOW PER REVIEW

■ What we cover

01

Apple and AI

Daily how-to and buying guides for Mac, iPhone and iPad, plus the AI Power User series on local models and Apple Silicon.

02

Developer tools

Long-running field notes on GitHub Copilot, Claude Code, Cursor, Codex, Gemini and JetBrains AI, from real projects.

03

Hands-on reviews

Keyboards, docks, audio, smart-home hardware, Mac utilities and privacy services, tested on the desk for weeks.

■ How a review unit works

- You send the product or a licence; review units stay with us. Until the review is published the product appears on the test bench only by category, never by name.
- The review is written after the testing, with pros, cons and who should skip it. Sending a unit never buys the verdict; factual corrections are welcome, changes to the verdict are not.
- You get a private preview link. Approving it publishes the article and starts a 60-day window in which the review carries your offer and link, disclosed at the top.
- After the window the review stays up and the offer comes off. Reader discount codes are welcome and shown with the offer. Embargoes are respected.

■ The projects behind the blog

Also by Jakub: jakubjirak.com (engineering and consulting), ai.jakubjirak.com (the tools that write code, team training), performance.jakubjirak.com (Apple Silicon performance), books.jakubjirak.com (twelve books, including the award-winning Think Different) and IDE plugins on the JetBrains Marketplace.

Send a unit

Write through thinkdifferent.blog/contact with the product, a link to its page and any embargo date. The full kit, partner list and test bench: thinkdifferent.blog/partners/media-kit.