

Newsletter pricing guide



You want to find sponsors for your newsletter, but you don't know how much to charge. Or you're already working with brands, but you have no idea if you're under or overcharging them.

Sound familiar?

The best way to feel more confident about pricing ads in your newsletter is to find out what other people are charging.

We've spoken to **over 100 creators across different niches, audience sizes and open-rates**, so that you can price your newsletter more confidently. Let's help you get paid!

CHAPTER 1

Newsletter products

CHAPTER 2

Different niche, Different price

CHAPTER 3

Now what?

CHAPTER 1

Newsletter products

Sponsored Ad

€400

Your brand will be featured as
the only ad in the newsletter



Classified Ad

€200

Your brand will be advertised
in the newsletter

Types of products

There are 3 types of newsletters ads:

- **sponsorships**
- **classified ads**
- **deep dives**

We'll go through each of these in turn, and look at how other creators are currently pricing them.

Sponsorships

Sponsorships are the most common type of newsletter ads.

They're usually placed prominently and sometimes exclusively (i.e. no other brands will be featured in the issue) in the newsletter issue. They often feature a visual, 300 words of copy, and a CTA.

The table on the next page shows you flat rates you can charge for sponsorships based on your audience size. Use your average open rate to determine whether to use a minimum, median, or maximum flat rate as a starting point.

Sponsorships

Choose your sponsorship fee according to your audience size and flat rate:

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
1k – 4.9k	\$89	\$375	\$2,000
5k – 14.9k	\$150	\$550	\$1,750
15k – 29.9k	\$100	\$580	\$3,000
30k – 49.9k	\$250	\$1,375	\$4,000
50k – 100k	\$200	\$600	\$1,250
> 100k	\$200	\$1,750	\$10,000

what flat rate
should you use?

Use minimum flat rate if
your open rate is <30%

Use median flat rate if
your open rate is 30–
60%

Use maximum flat rate if
your open rate is >60%

Sponsorships: CPO

Instead of a flat rate, you can charge brands with a cost per open (CPO) fee. This is the amount of money the advertiser is willing to pay per email opened or read.

CPOs for sponsorships range from **\$12-\$1000** and are highly dependent on your niche and click-through-rate (CTR).

A CPO of **\$50** is a good place to start and generally worth considering for creators with more than **30k** subscribers.

Sponsorships: CPO

Cost per open (CPO) is affected by your click-through rate (CTR)

CTR	Min CPO	Median CPO	Max CPO
< 1%	\$12	\$13.5	\$15
1% – 2%	\$30	\$50	\$12,500
> 2%	\$50	\$60	\$1,250

Classified ads

Classified ads are usually just links with a short explanation, but no visual or concrete CTA.

They're most commonly placed in the **middle or towards the end of each issue, and often multiple brands** are featured.

Since they're less expensive, classified ads are generally less popular, but they're an easy and affordable way for advertisers to be featured in a newsletter.

Most commonly they're priced with flat rates and sold in bundles.

Classified ads

If charging a flat rate, consider your audience size and open rate:

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
1k – 4.9k	\$10	\$10	\$10
5k – 14.9k	\$25	\$158	\$300
15k – 49.9k	\$200	\$270	\$1,000
50k – 100k	\$30	\$500	\$500
> 100k	\$250	\$625	\$1,000

what flat rate
should you use?

Use minimum flat rate if
your open rate is <30%

Use median flat rate if
your open rate is 30–
60%

Use maximum flat rate if
your open rate is >60%

Deep dives

Deep dives, or takeovers, are the most in depth newsletter ads. In this type of ad, an entire issue of a newsletter is dedicated to a brand.

Since it's difficult to find brands which fit a newsletter's niche or audience so well that an entire newsletter can be written about them, often creators only offer deep dives for their own products or services.

If you offer a deep dive, it's always better to overcharge than undercharge.

Deep dives

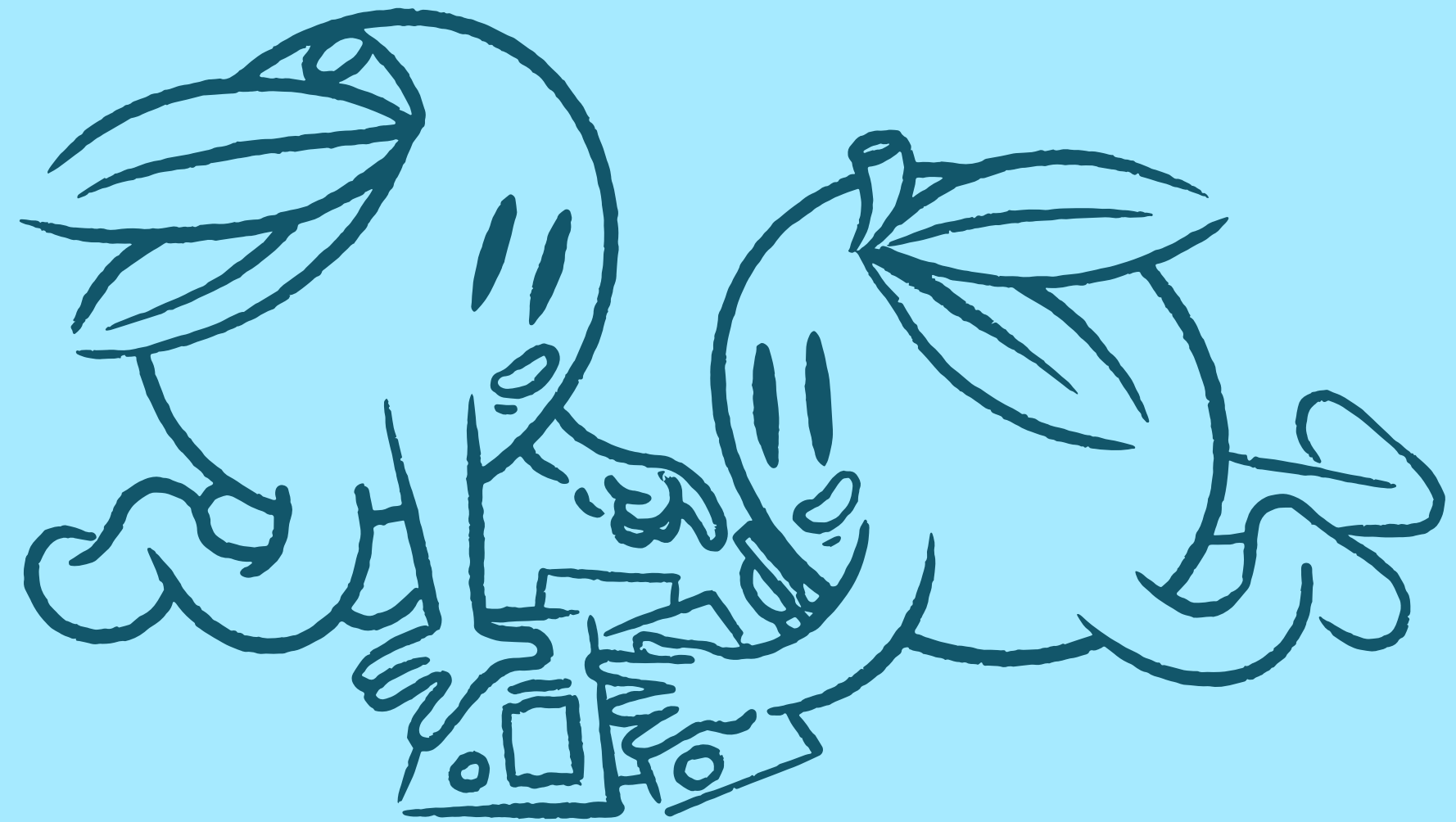
Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
< 15k	\$375	\$1,550	\$10,000
15k – 29.9k	\$450	\$1,475	\$2,500
30k – 49.9k	\$10,000	\$10,000	\$10,000
50k – 100k	\$2,500	\$2,500	\$2,500
N > 100k	\$1,900	\$15,950	\$30,000

what flat rate
should you use?

Use minimum flat rate if
your open rate is <30%

Use median flat rate if
your open rate is 30–
60%

Use maximum flat rate if
your open rate is >60%



CHAPTER 2

Different niche, different price

The niche factor

So far we've given you data based on averages across all creators.

But there's a massive factor that we need to take into the equation: **niche**.

Some niches are more high-paying than others, so that's going to affect how much you charge.

In this chapter we'll break down the flat rates and CPOs for different niches. We'll also go behind the scenes of some newsletter creators to find out exactly what they're charging.

Niche #1

Beauty · Hobbies ·
Lifestyle · Personal



Median flat rate price per ad by subscriber

Below 15k \$175

Over 100k \$2,000

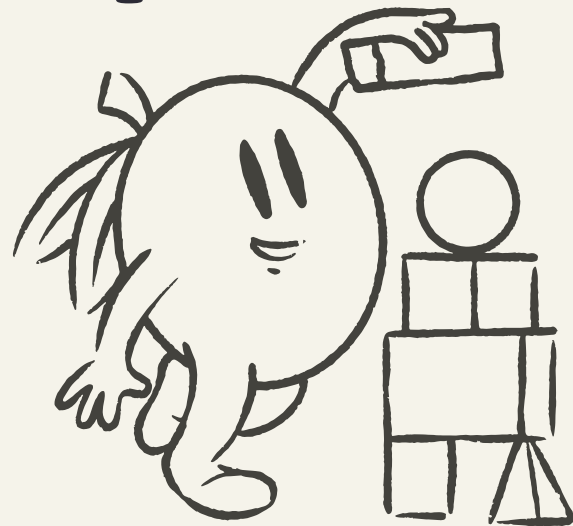
If you have more than 30k followers, CPOs will earn you more money than a flat rate. Usually, \$50 is a good starting point for CPOs.

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
< 15k	\$175	\$175	\$175
15k – 29.9k	\$200	\$234	\$1,000
30k – 49.9k	\$272	\$336	\$1,000
50k – 99.9k	\$203	\$600	\$1,000
> 100k	\$1,500	\$2,000	\$3,500

CTR	Min CPO	Median CPO	Max CPO
< 2%	\$30	\$50	\$50
> 3%	\$50	\$50	\$65

Niche #2

business · marketing ·
start ups



Median flat rate price per ad by subscriber

Below 15k \$250

Over 100k \$2,000

If you have more than 30k followers, CPOs will
earn you more money than a flat rate.

The median CPO in this niche is \$150, but they
range from \$12 to over \$8,000.

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
< 5k	\$89	\$250	\$2,000
5k – 14.9k	\$250	\$750	\$1,750
15k – 29.9k	\$100	\$820	\$3,000
30k – 49.9k	\$67	\$1,375	\$9,600
50k – 99.9k	\$350	\$12,325	\$30,035
> 100k	\$1,500	\$2,000	\$3,937

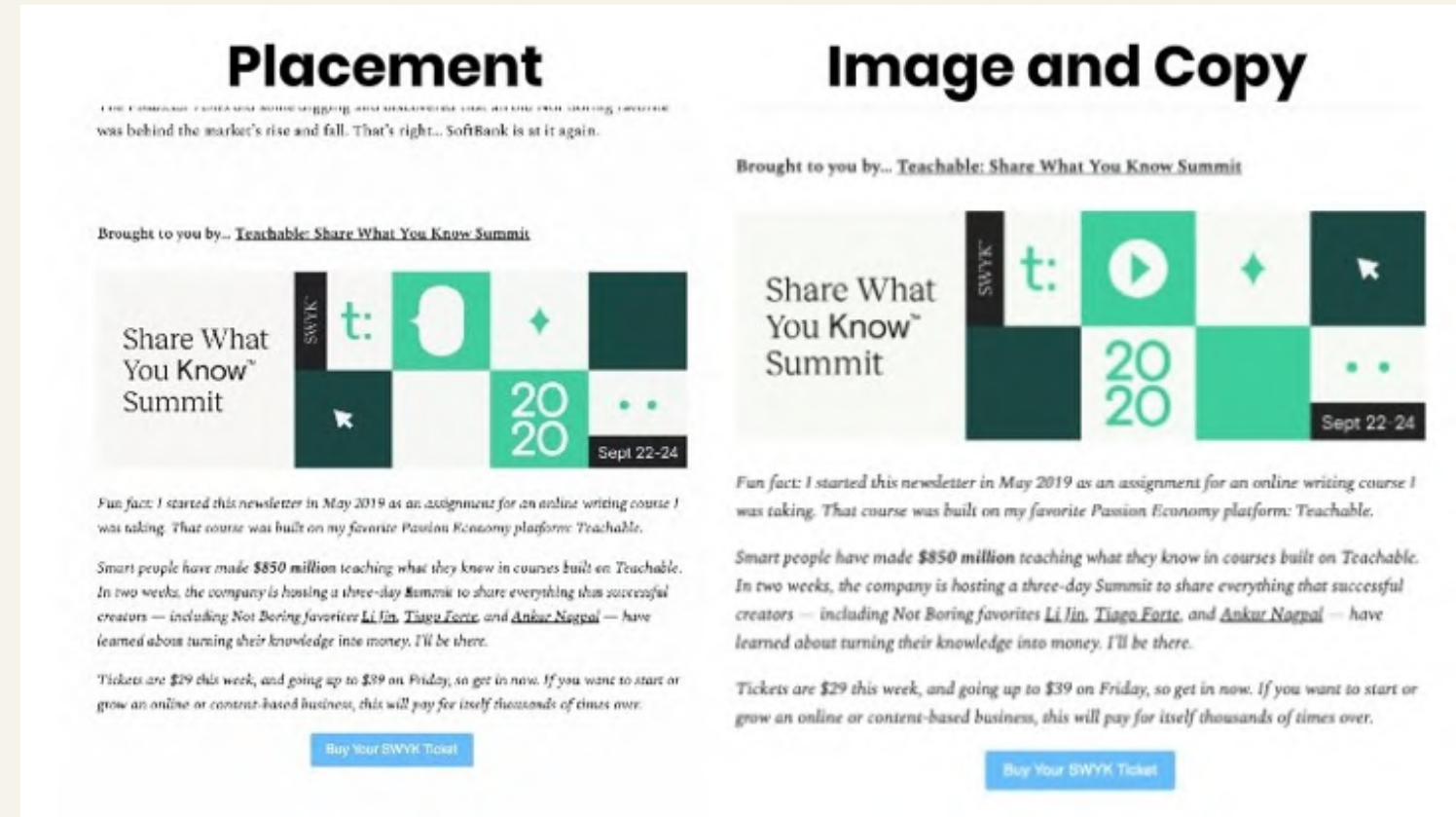
CTR	Min CPO	Median CPO	Max CPO
< 1%	\$12	\$14	\$15
1% – 2%	\$100	\$150	\$8,500
> 2%	\$50	\$500	\$1,000

Packy McCormick

web3 · STARTUPS



Not Boring is a bi-weekly newsletter written by Packy McCormick that has made well over \$1M in revenue.



Subscribers > 100,000

Openrate > 50%

Price* \$1k - \$3k (Sponsorship)

\$20k (Deep Dive)

Niche #3

creators · future of work · productivity



Median flat rate price per ad by subscriber

Below 15k	\$490
Over 30k	\$650

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
< 5k	\$89	\$250	\$500
5k – 14.9k	\$150	\$480	\$1,750
15k – 29.9k	\$275	\$702	\$3,000
30k – 49.9k	\$650	\$650	\$650

Few creators in this niche use CPO to charge for their sponsorships, but CPO typically ranges from **\$50 to \$100**. Your click through rate should determine where within this range your ideal CPO lies.

Josh specter

Creators · future of work · Learning



Josh Spector's **For the Interested** is a bi-weekly publication sent to over 18k people with a CTR of more than 50%. Ads can purchased via his custom web shop, with only one option priced at \$200. Sponsorships and a classified ads are shown below.

- As an all-in-one marketing platform, [Sendinblue](#) helps you navigate the digital landscape with Email Marketing, Marketing Automation & more.
- [Campaign Monitor](#) is an easy-to-use tool to help you stand out in a crowded inbox. Spend less time building emails and more time getting results.
- [Alternative Assets](#) demystifies the world of unique investment ideas. Collectibles, NFTs, Wine, Sneakers & more. Give yourself an edge. Subscribe now.
- [Passionfroot](#) is a no-code tool that helps creators to sell products and services, manage their business and save time - all in one place. [Sign up now](#).
- [Personalization Decoded](#) is a newsletter showing step-by-step how to create personalized customer experiences. Get case studies right into your inbox!

Have something you'd like to tell 18,000 FTI readers about?

[Reserve an ad here.](#)

On average, sponsors get 150 clicks on their ads.

Subscribers > 18,000

Openrate 55%

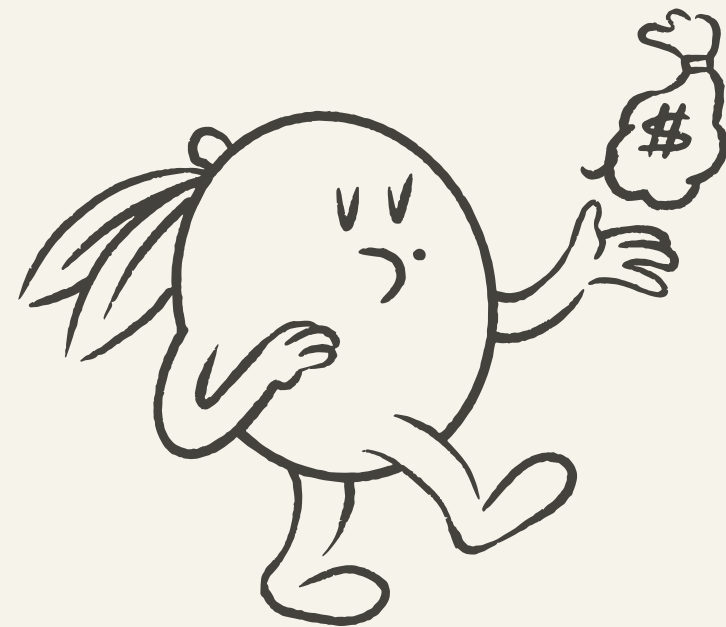
CTR on Ads 2.4%

Pricing \$200 (2 Ads)

passionfroot

Niche #4

finance · VC · investing



Median flat rate price per ad by subscriber

Below 15k \$270

Over 100k \$5200

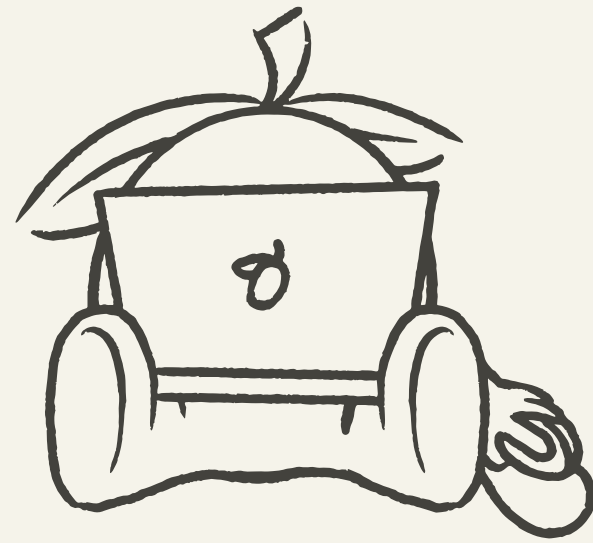
Finance is one of the few industries where CPOs can perform better than flat rates, even for creators with less than 15k subscribers. The average **CPO is \$50 – \$60** but can start from \$12, and rise to over \$1,000.

Subscribers	Median Price (Flat Rates)
< 15k	\$275
15k – 49.9k	\$825
> 50k	\$3,450
>100k	\$5200

CTR	Min CPO	Median CPO	Max CPO
< 1%	\$12	\$12	\$12
1% – 2%	\$50	\$50	\$100
> 2%	\$60	\$70	\$1250

Niche #5

tech · web3



Median flat rate price per ad by subscriber

Below 15k \$493

Over 50k \$12,200

CPOs are a valid option for creators even under 30k subscribers. \$50 to \$1,000 are common CPOs but they can be as high as \$12,000.

Subscribers	Min Flat Rate	Median Flat Rate	Max Flat Rate
< 15k	\$190	\$493	\$1,000
15k – 29.9k	\$100	\$560	\$3,000
30k – 49.9k	\$250	\$1,250	\$2,500
> 50k	\$381	\$12,200	\$30,035

CTR	Min CPO	Median CPO	Max CPO
< 2%	\$50	\$650	\$1,250
> 2%	\$60	\$6,280	\$12,500


Kai brach

ProductivitY · Tech



Dense Discovery is a weekly newsletter in the tech and design industry. Both classifieds and standard sponsorships are offered and can be booked through a custom google spreadsheet.

Ethical Privacy Protection



IVPN →

A VPN that puts principles before profit

Not all privacy protection services were created equal. IVPN is run by a transparent team of privacy activists who reject personally targeted advertising, paid reviews and misleading affiliates. Choose an ethical VPN that aligns with your values.

Format B is similar to format A but includes a square image. Great for promoting digital products or services.

Main title	2–5 short words (we may edit this)
Name & URL	Name of your product and URL
Byline	5–8 words that summarise your product
Description	The description of your product (280 characters max)
Image	A square image (JPG only, 800 by 800 pixels). The image should not contain fine details or text that competes with the text next to it. Simple photos or illustrations work best to get attention.

Classifieds

Creative Companion is a weekly newsletter that teaches you the business of becoming a professional creator.

Increase your conversion by up to 40% by **automating** your customer onboarding, engagement and reactivation messaging.

Take the **Mini Design MBA** and learn business skills relevant for designers with the free 7-day email course.

The Story is a magazine about the art, craft and science of storytelling. Learn how to tell your story more effectively, and read up on the stories that shape the world around us.

Classifieds are paid ads that support DD and are seen by our 37,000 subscribers each week.

[Book yours →](#)

Subscribers > 37,000

Openrate 55%

CTR on Ads 16%

Price \$690 (Sponsorship)
\$110 (Classified)

CHAPTER 3

Now what?



Media kits

Now you know how to price your newsletter ads, but how do you get brands interested in the first place?

Media kits are a great way to show what you can offer. They include information like:

- Reach across all platforms & analytics
- Examples of specific content that performed well (links)
- Case studies & testimonials
- Your unique value proposition

Negotiating

If you're working with a brand long term, consider locking prices in. Let's say a brand wants to collaborate with you in 4 months. By telling them your prices may be higher by then, they're more likely to close a deal now at your current price.

You can also offer bundles with a discount. This allows brands to sponsor multiple issues, rather than just a one-off issue.

Other factors

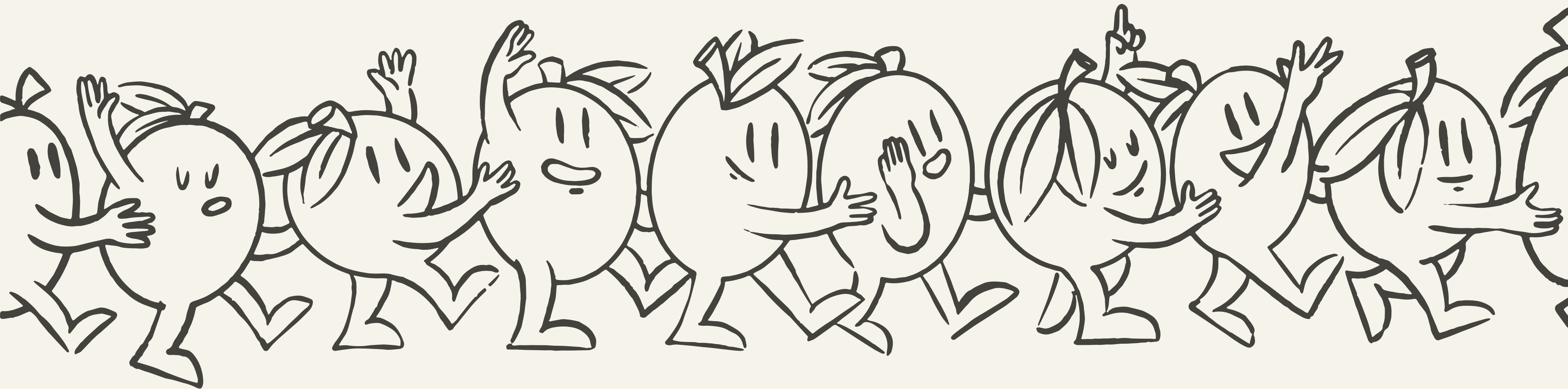
Our data is based on averages. You also have to consider other factors, such as:

- Willingness of advertisers to pay more e.g. during holiday season
- Your constant growth as a creator – you should regularly raise your prices)
- Demand – If you're constantly selling out, you should charge more
- Conversion – If only few leads turn into customers, your prices might be a little high or there might not be enough social proof.

You regularly have to analyze your own data and re-consider your pricing.

Wrapping up

There's a lot of numbers in this guide, but ultimately, only you can determine your worth. You've got the talent and the audience. All you to do is go out there and charge accordingly.



passionfroot

Space to do **your** thing.

Passionfroot lets you handle sponsorships, collaboration requests, bookings, and payments – in one single place. Stop feeling overwhelmed by the opportunities. Start seizing them.

