

About Us

Equity Espresso delivers your daily shot of **stock market insights** and business news.

The only recap newsletter you need to read to stay informed on stock market news



14K
Subscribers

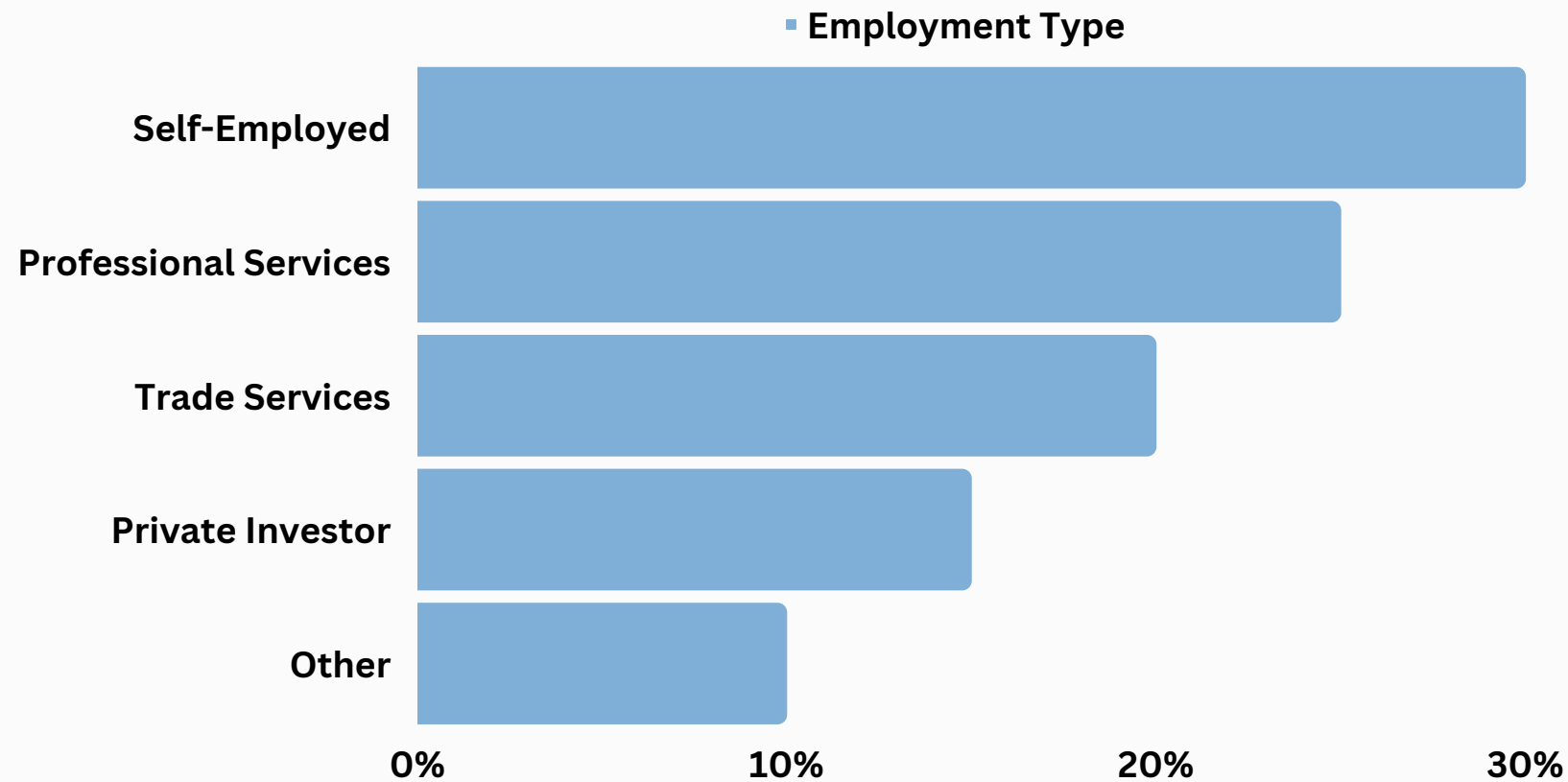
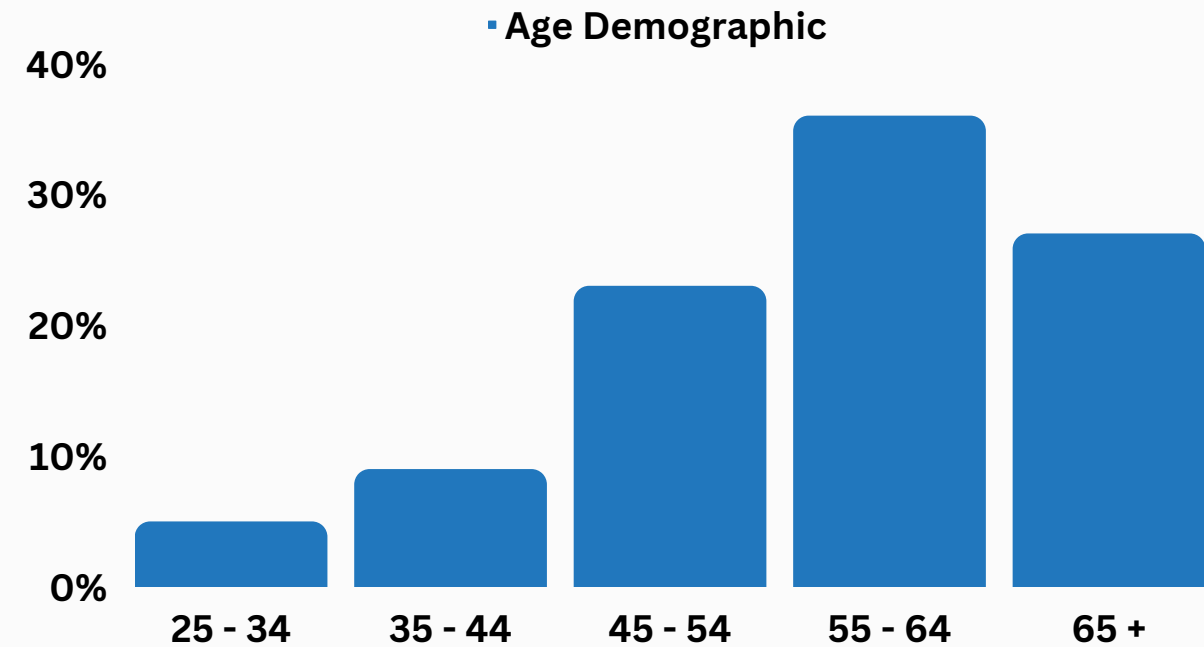
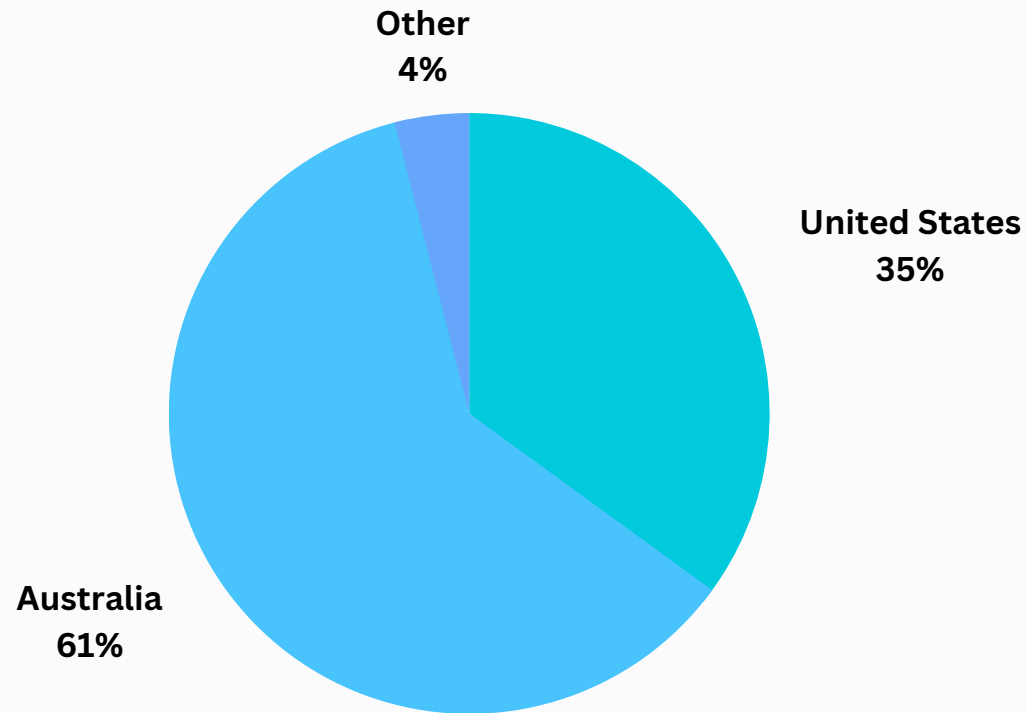


40%
Open Rate



1-2%
CTR

Audience Demographics



Companies Who Have Sponsored Us

A shortlist of some of the companies we have worked with.



Reader Testimonials



elseyr@gmail.com

Selected Awesome! ★★★★★ and wrote

"This was a surprisingly useful, well summarised and comprehensive read. "



wendy.tran229@gmail.com

Selected Awesome! ★★★★★ and wrote

"Great format and I actually read the emails "



f.c.manser@gmail.com

Selected Awesome! ★★★★★ and wrote

"I want to know how to and when to invest and this is a good information starting point. I just need to grow enough money to start investing! This is encouraging information that it may yet be possible..."



crxinvestments@gmail.com

Selected Awesome! ★★★★★ and wrote

"As a private investor who follows the market closely, I reckon this is the best market summary



william.ly84@gmail.com

Selected Awesome! ★★★★★ and wrote

"Hey guys this is refreshing news. Facts without the bs commentary "



leskeadylegal@gmail.com

Selected Awesome! ★★★★★ and wrote

"It keeps me informed "



johannssonaxel@gmail.com

Selected Awesome! ★★★★★ and wrote

"Concise key data & opinions "



william.ly84@gmail.com

Selected Awesome! ★★★★★ and wrote

"Hey guys this is refreshing news. Facts without the bs commentary "

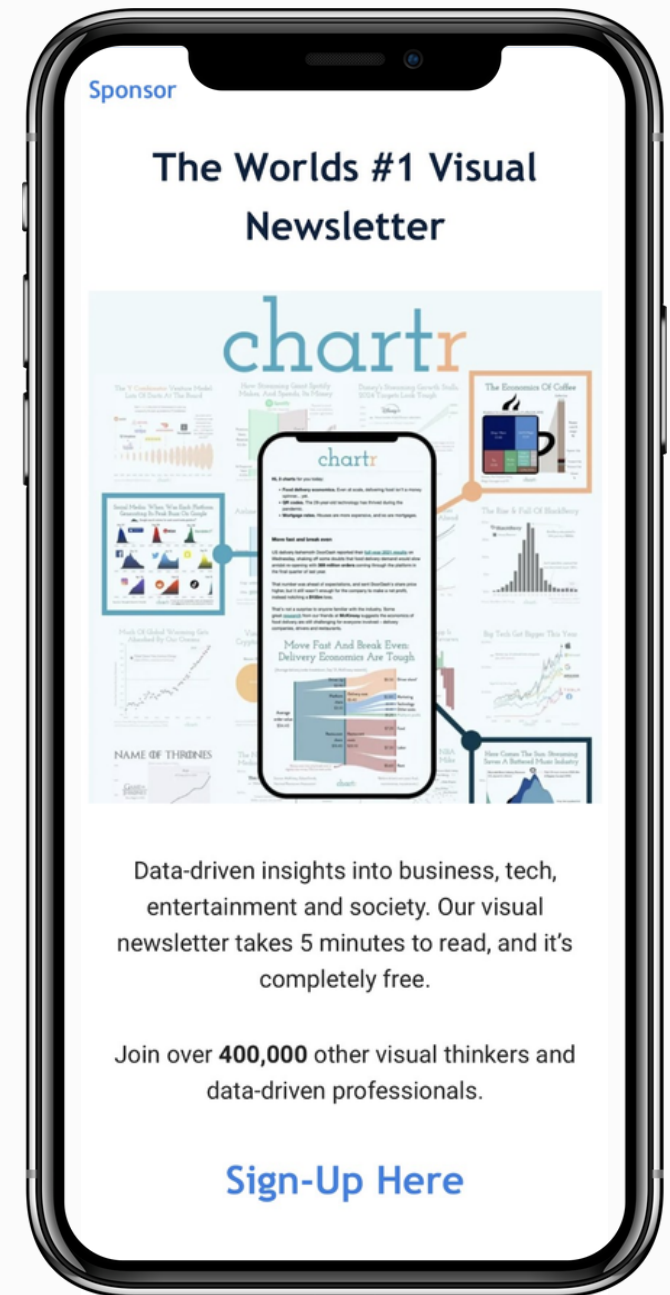
Why Partner With Us

- **Targeted Exposure:** Our readership comprises investors, professional services and self-employed individuals looking to gain new investing ideas and stay up-to-date with business news
- **Maximise Visibility:** With a readership of over 14,000 individuals and a regularly high open rate, your message will reach a wide audience.
- **Brand Enhancement:** Position your brand at the forefront of our readers by showcasing your service or product offering to our engaged and influential audience.

Ad Placements

Body Sponsorship

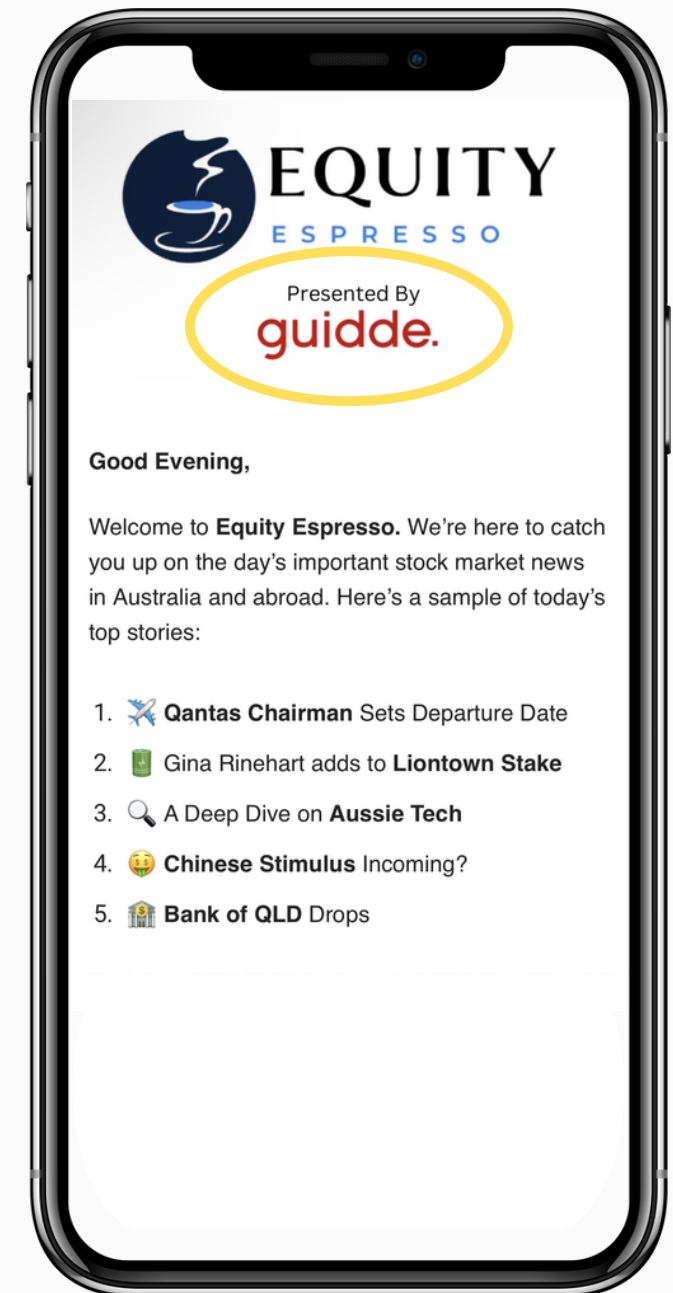
- Get direct placement within the main content and prominently feature your brand with a 100-word content piece accompanied by an attractive image and CTA.
- Organically placed as the second section of the newsletter after Recap. The copy will be written in the same tone to increase engagement.
- Perfect for conveying your brand's message along with a creative image.
- We can support you with creating an image if needed.



Ad Placements

Header Sponsorship

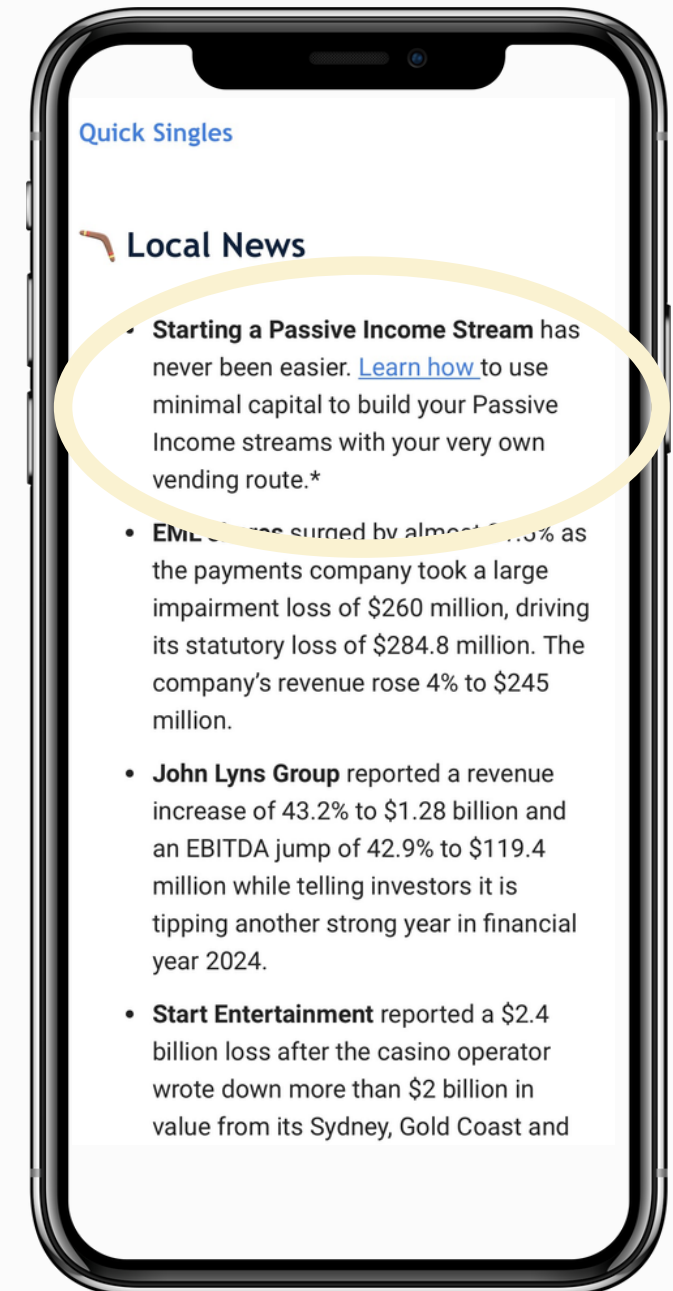
- Capture immediate attention as readers engage with the day's news by securing premium visibility.
- Ideal for brands looking forward to making a strong impression.
- Will include 'Presented By' text next to your brand's logo with a link to your landing page.



Ad Placements

Snippet Sponsorship

- Deliver a one-sentence concise message that captures attention while ensuring your brand stands out amongst newsletter content.
- Up to 35 words of content in the 'Quick Singles' section of the newsletter. This is the third section after Recap and Body Sponsorship.
- Ideal for announcements, promotions, or quick call-to-action.



Rate Card

Ad Placement	Cost (\$USD)	CPM	Estimated Clicks	Estimated CPC
Body & Header - 1 Placement	\$250	\$45	56 - 112	\$2.23 - \$4.46
Body & Header - 2 Placements	\$400	\$36	112 - 224	\$1.78 - \$3.57
Snippet - 1 Placement	\$150	\$27	42 - 84	\$1.50 - \$2.27

Package Deals available. 10% discount when booking **2 or more placements**

Want to Discuss?

If you would like to reserve a sponsorship or have any questions, you can get in touch at sales@equityespresso.com.au or [+61 403 536 577](tel:+61403536577)