

## Advertise with StartUp to ScaleUp: Reach the Heart of Entrepreneurship

The essential weekly newsletter for startup founders and entrepreneurial execs, delivering tactical insights to start, scale, and fund their ventures.

No clickbait. Pure Substance. Real-world strategies and direct, actionable insights from a 3x exited founder.

Crafted for readers who seek practical advice in their quest to scale.

### Promoted Services



### Metrics and Profile

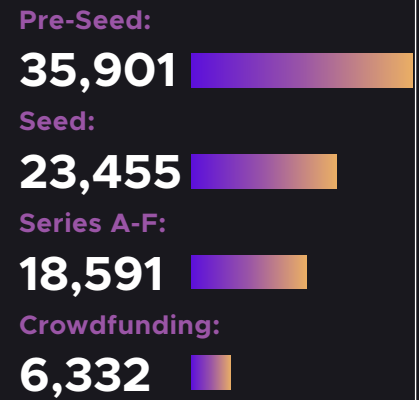
#### Audience Metrics

Subscribers	Growth Rate	Avg. Open Rate	Avg. CTR
<b>120k</b>	<b>13%</b> MoM	<b>51.9%</b>	<b>4.9%</b>

#### Audience Insights

REACH Global <b>64%</b> N.America <b>23%</b> Europe	AUDIENCE <b>StartUp Founders</b>	ROLE Founder / CEO / Co-Founder <b>41,306</b>
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### crunchbase Enriched Subscriber Data



### Newsletter Summary

#### StartUp Founders: Take The HotShot Challenge...

As a Startup Founder, welcome to the ultimate test: If a seasoned titan took your job, what overlooked flaws, obvious failures, and untapped strategies would they reveal? This is the #HotShot test and it's brutal.

Open Rate: **51.7%**  
 Ad CTR: **1.9%**

#### StartUp Founders: Have You Lost Your Way?

When your startup feels like a chore, and your daily goal is just to make it to day's end, it's time to refocus. No one needs a hero. What they need is a founder with a mission.

Open Rate: **47.8%**  
 Ad CTR: **1.3%**

#### Founder Glow Up: With All Your Sh\*t, You're Still The Best CEO

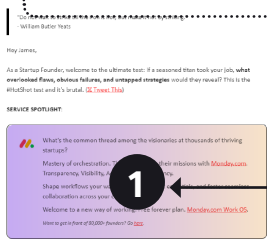
Despite your inexperience, your internal doubts, your secret screw-ups, and your raw edges. Despite the fact that you're probably a pretty sh\*t CEO by traditional standards, you're likely still the best CEO for your StartUp.

Open Rate: **54.1%**  
 Ad CTR: **3.6%**

# Ad Placement Opportunities

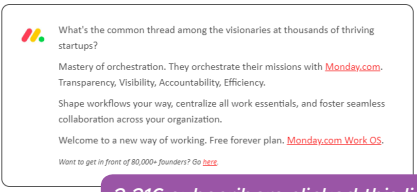
Access StartUp Founders at the Beginning of Their Buying Journey

## 3 STARTUP TO SCALEUP



### 1. Product Spotlight

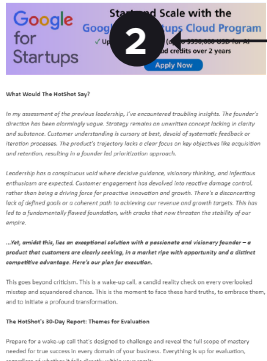
Top of newsletter, text commentary and link to your product or service. Should include an offer for readers.



2,216 subscribers clicked this link

Brand Message, Logo & multiple CTA's  
Average Ad CTR = 1.1%  
Ranges from 0.7% - 3.6% (varies on industry/messaging)  
Price: Contact

1  
What's the common thread among the visionaries at thousands of thriving startups?  
Mastery of orchestration. They orchestrate their missions with [Monday.com](#).  
Transparency, Visibility, Accountability, Efficiency.  
Shape workflows your collaboration across your organization.  
Welcome to a new way of working. Free forever plan. [Monday.com Work OS](#).  
[www.getmonday.com](#)



### 2. Banner Middle

Showcase your brand with a prominent banner in the heart of the newsletter content.



Brand Message, Logo & CTA in image or text form.  
Average Ad CTR = 0.8%  
Ranges from 0.7% - 2.8% (varies on industry messaging)  
Price: Contact

### 4. Dedicated Deep Dive

Flexible format individual newsletter dedicated to one brand and educational to the topic they serve, the founder story or announcement.  
Price: Contact



### 3. Newsletter Takeover

In Partnership (logo adjacent to header banner)

Ad Placement 1 & 2  
Price: Contact

## Testimonials

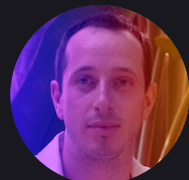
The value-to-fluff ratio here is unmatched. All killer, no filler!!!  
Will B

This has changed my Sundays and how I approach each week, a fresh dose of sounder support  
Carlos R.

The 'Right CEO' newsletter was a masterclass. Best read in my inbox, ever.  
Sophia M.

You've made me question my strategy, in good way. I'm a better founder for it.  
Rob J.

Your experience shines through. It's mentorship in newsletter form.  
Priya P.



James Sinclair

I'm James Sinclair, a 3x Exited Founder (Gaming, DTC, and B2B SaaS), raised over \$50mm and now work closely with remarkable entrepreneurs at all stages, from idea to scale.

I collaborate with startups referred from VC firms, accelerators like YC & Techstars, to passionate lone wolf founders making magic happen every day.

**SUPERPOWER**  
Transforming ideas into success, championing underrepresented talent.

**PASSION**  
Working with incredible founders to convert nothing to something.

45k Followers

10k Followers

## Why Advertise with Us?

**Targeted Reach**  
Direct access to a highly engaged audience of startup founders and entrepreneurs

**Quality Content**  
Align your brand with content that's authentic, insightful, and resonates with the startup community

**Flexible Options**  
Choose from a variety of ad placements to suit your brand's message and goals

STARTUP TO SCALEUP

CONTACT US  
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