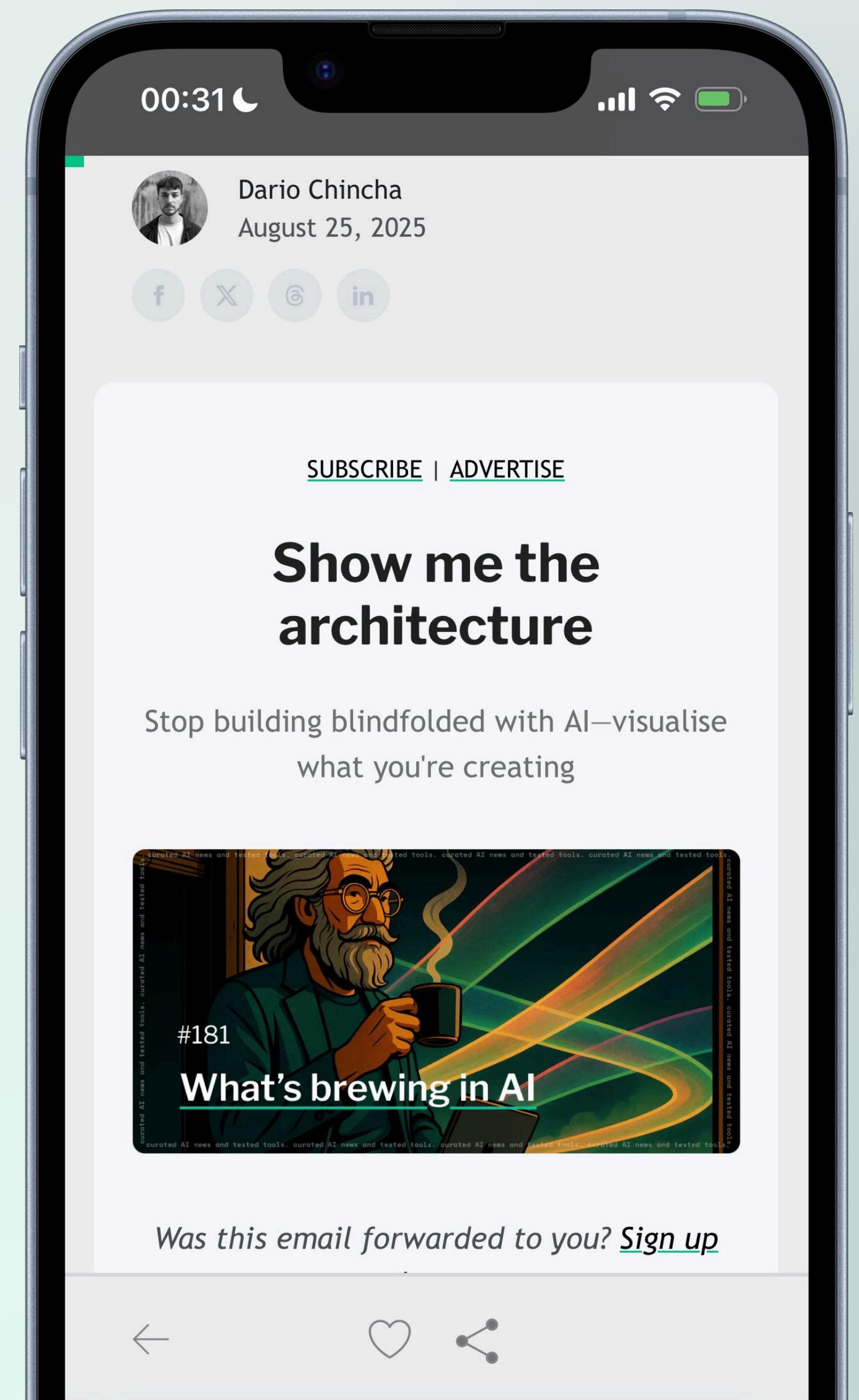


What's brewing in AI

Media Kit – Q1-Q2 2026

newsletter.whatplugin.ai



W

“ ”

What readers say



Selected  Spellbinding and wrote

"This is one of the first (and only) AI email newsletters – yours AND others – that I have excitedly shared with friends and colleagues. Thank you for writing this one! We all feel it, but it's hard to admit for fear of thinking we're the only one."



Selected  Spellbinding and wrote

"I am new to AI, experimenting with a few of the MANY tools out there. I appreciate the frequency, poignancy, clarity and usefulness of your newsletter. Many thanks."



Selected  Spellbinding and wrote

"Mostly deleting all other newsletters but you and your news(letter) is amazing and always some new interesting info.."



Selected  Spellbinding and wrote

"In a world of constant email streams, this is one I need to be sure I don't miss! Fascinating times. Thank you."



Selected  Spellbinding and wrote

"Love your emails man, one of the best newsletters in the AI space!"



Selected  Spellbinding and wrote

"It's great to have authentic relatable life experience, thanks for the emails"



Selected  Spellbinding and wrote

"This is going to be printed out and pinned on the fridge. Really relevant. Thx"



Selected  Spellbinding and wrote

"This newsletter is the quality content I am here for - seriously useful updates."



Selected  Spellbinding and wrote

"I made it to the bottom because I'm genuinely interested! Plus it's a good read - nice bite size chunks and relevant"

“ ”



What's brewing in AI is a weekly newsletter for hands-on professionals who want practical ways to build with AI—without the hype. As a solo founder using AI to do the work of a small team, I test the tools and show what actually works.

I write for tech leaders, founders, marketers, and consultants who are actively building, testing, and buying AI tools.

My mission is to help them understand AI's impact and apply it strategically and consciously.



Hi – I'm Dario.

I started What's brewing in AI in mid-2023. Over 200 editions, I've focused on building in public, essential news, and honest commentary.

By the numbers  Metrics verified on [Passionfruit](#)

 21,000+ active subscribers

 32% open rate

 4.2% click-through rate

 40-100 estimated clicks per main ad

 3 - 6\$ estimated CPC

 newsletter.whatplugin.ai

The newsletter is part of whatplugin.ai (30k unique visits and 50k views per month).

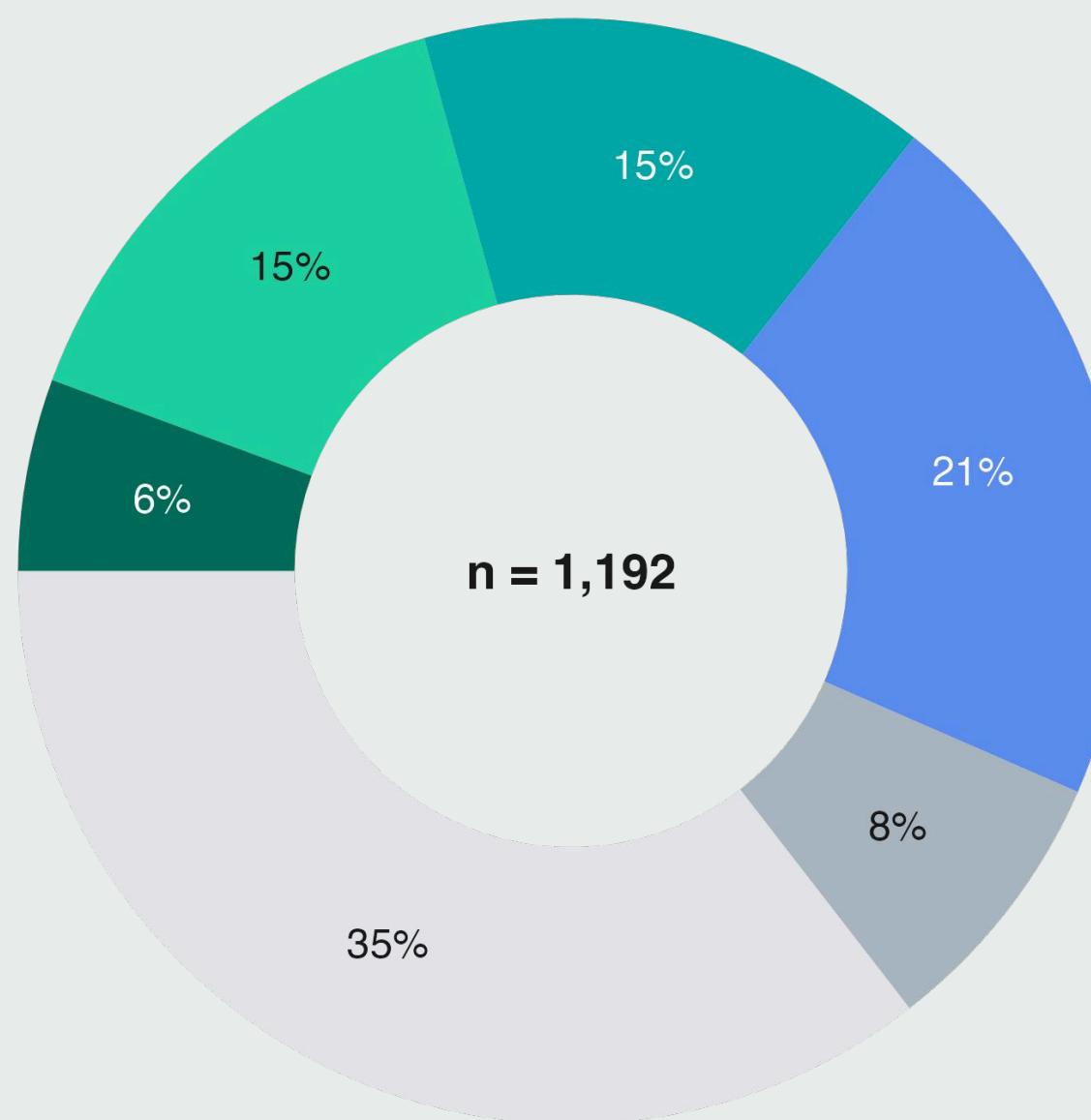


Audience and demographics

🏢 36% Director level or above

👤 8,000+ Founders/Execs

- C-suite
- Founder
- Director/VP
- Mid or entry level
- Student or intern
- Other



📍 Location

82% US

16% EMEA

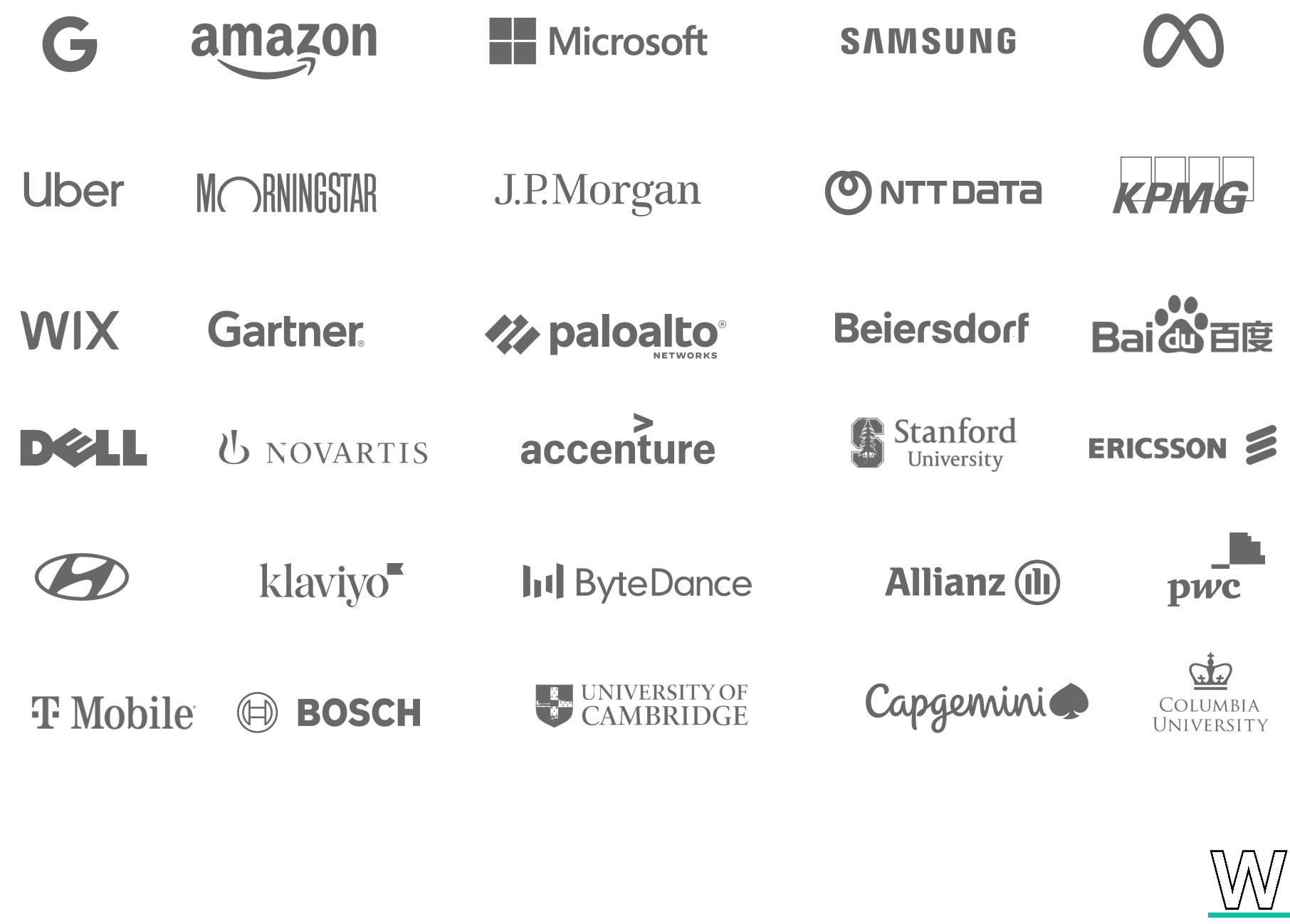
2% APAC

<1% LATAM

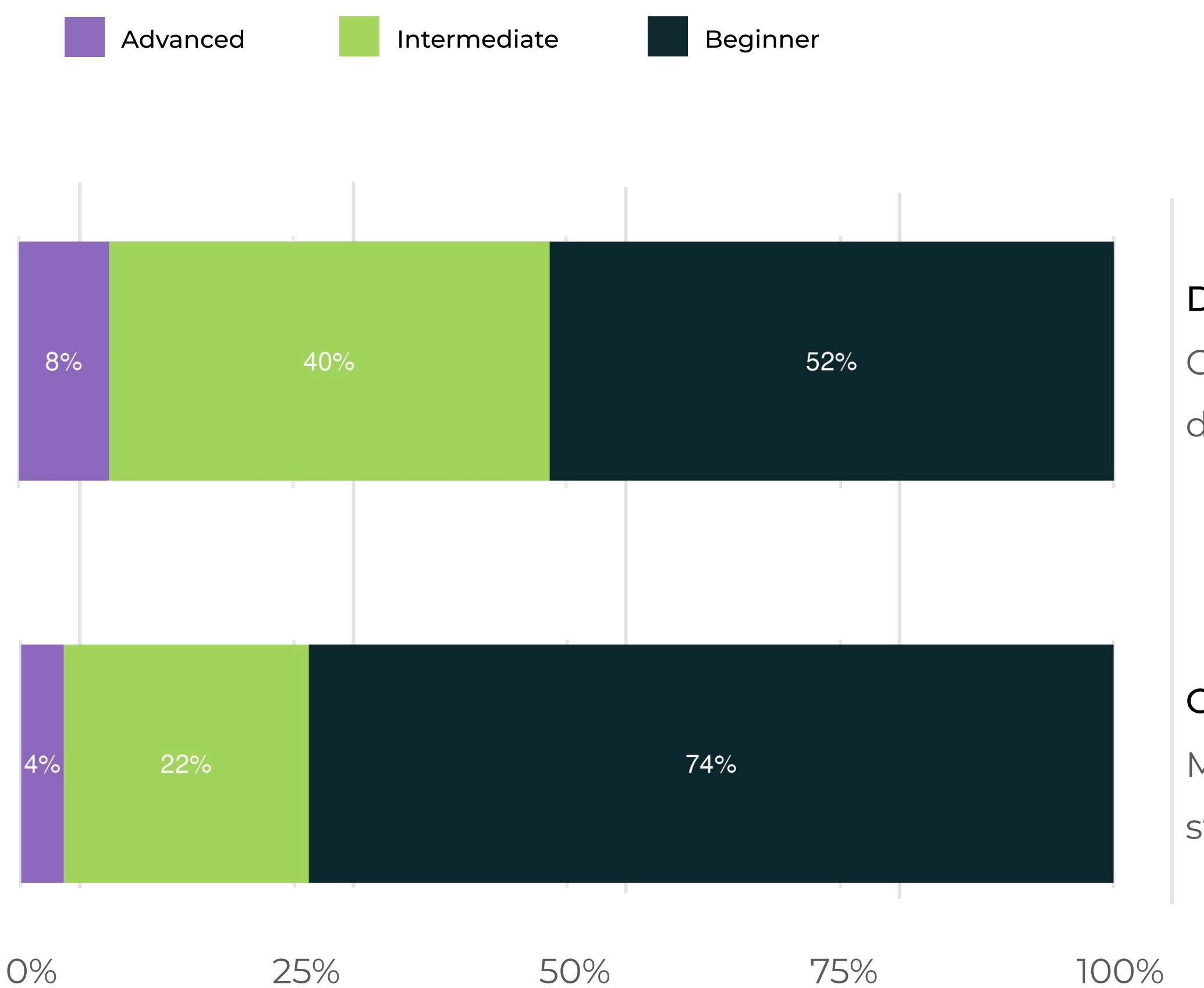
Source: subscriber survey with 1,192 respondents conducted between May-September 2025

65% of readers subscribed through organic acquisition (whatplugin.ai and my referral program), and have a higher click rate on ads compared to paid acquisition.

Read by leaders from influential companies



Audience - AI proficiency



Source: subscriber survey with 1,192 respondents
conducted between May-September 2025

A large portion of the audience are both beginners/intermediate in AI and have buying authority — ideal for promoting everything from simple productivity apps to technical tools and enterprise solutions.

Top goals with AI

- Boost productivity
- Automate boring work
- Create better content

Top challenges with AI

- Lack of know-how
- Time/effort constraints
- Justifying the cost

Biggest AI interests

- AI for business
- Practical AI workflows
- AI agents



Sponsor options

IN PARTNERSHIP WITH PODCASTLE

Content that speaks for itself



PODCASTLE

1000+ Lifelike AI voices

Get premium text-to-speech technology without the huge price tag.

Podcastle offers lifelike AI voices that are perfect for creating compelling audio content in seconds with integrated audio and video editing.

- 1000+ AI Voices.
- Range of accents and emotions.
- Instant voice cloning.

If you're a developer you can also directly access our proprietary TTS via our API. Test it out for free to hear lifelike AI voice generation.

[Try in Platform →](#)

[Integrate via API →](#)



Partner shown: [Podcastle](#)

Most popular

Main ad

- Positioned right after the story intro or after the first news pick; typically within the top 30%
- 2:1 banner
- 700 characters limit
- Rich text formatting and up to 2 links is allowed
- Expected clicks: 40-100



Sponsor options

Secondary ad

- Positioned right before the end of newsletter
- 250 character limit
- Rich text formatting and a single link is allowed
- Expected clicks: 20-50

IN PARTNERSHIP WITH SKEJ

A scheduling assistant so good, you'll forget it's AI.

Skej is an AI scheduling assistant that works just like an EA. Just CC Skej on any email, and watch it book all your meetings. Skej handles scheduling, rescheduling, and event reminders. Imagine life with a 24/7 assistant who responds so naturally, you'll forget it's AI.

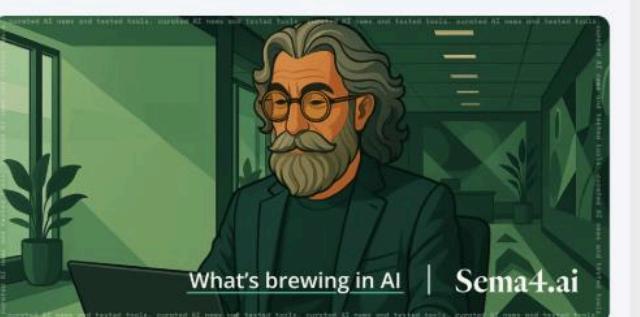
[Try now to get 10 meetings free](#)



Partner shown: [Skej](#)

June 05, 2025 | [Read Online](#)

In partnership with [Sema4.ai](#)



What's brewing in AI | [Sema4.ai](#)

Howdy wizards,

I've partnered up with [Sema4.ai](#) to show you a solution that can quickly turn your team's AI ideas into deployed agents.

Here's what's brewing in (enterprise) AI.



IN PARTNERSHIP WITH [SEMA4.AI](#)

Sema4.ai is bringing the power of enterprise AI agents directly to Snowflake customers

Data



AI has no shortage of demand, but when it comes to actually putting it to work inside the enterprise, many teams hit the same wall: POCs that never make it to production.

Sema4.ai just launched Team Edition, the first enterprise AI agent platform that runs natively on Snowflake. It's designed to take you from idea to deployed agent in a single click, with no complex setup and no orchestration headaches.

Team Edition integrates with Snowflake Cortex and your existing data infrastructure to give teams a fast path from data to decisions. You can build agents that automate forecasting, churn modeling, or customer insights using your own data and enterprise context without writing a line of SQL or code—exactly what busy leadership teams need for automation and efficiency gains.

What makes it powerful:

- Native deployment inside Snowflake: Agents run securely within Snowflake's security boundary.
- Powered by Claude: Uses Anthropic's Claude models via Snowflake Cortex to understand natural language and execute business tasks.
- Built for business users, not just developers: Anyone can deploy agents using natural language—no programming skills required. Teams collaborate through Work Room, an environment where business users chat with agents and oversee their work.
- Multi-source data and apps: Connect Snowflake data with other enterprise systems to drive actions across tools.
- Pre-built + custom actions: Extend with the Action Gallery or build your own using the SDK and new MCP (Model Context Protocol) server support.

Team Edition is available today on request in the Snowflake Marketplace, with a 30-day free trial for new users.

[Check out the blog](#) to see how it works, and learn why companies like Koch Engineered Solutions are choosing Team Edition to automate their workflows and drive real results.

[Try Sema4.ai](#)

Partner shown: [Sema4.ai](#)

Takeover (dedicated send)

- 100% share of voice (no other sponsors)
- Custom intro or angle written around your product
- Average clicks 60-150+



Past results

section

- Product: AI tutor
- Campaign: Main ad, Q3, 2025
- Sponsor clicks: 70 unique

HubSpot

- Product: AI playbook (lead gen)
- Campaign: Main ad, Q2 2025
- Sponsor clicks: 73 unique

Taplio

- Product: AI tool for LinkedIn growth
- Campaign: Main ad, Q2 2025
- Sponsor clicks: 62 unique

wordware

- Product: Platform for building AI agents
- Campaign: Main ad Q2, 2025
- Sponsor clicks: 71 unique

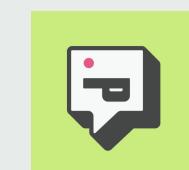
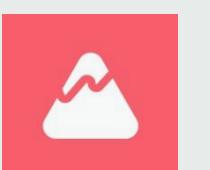
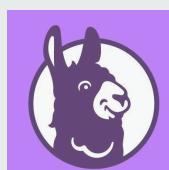
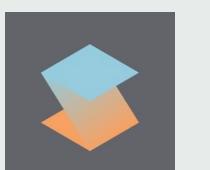
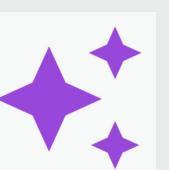
MIT MANAGEMENT EXECUTIVE EDUCATION

- Product: AI course for business leaders
- Campaign: 3 main ads in Q1, 2024
- Average clicks per ad: 70 unique

MaxAI.co

- Product: AI browser extension
- Campaign: Main ad, Q1, 2024
- Sponsor clicks: 63 unique

Selected previous sponsors



Taplio

Writer AI

Delve

Podcastle

Wordware

Section

In addition to the email, sponsorships live permanently in the newsletter [archive](#) on whatplugin.ai (over 30,000 visitors/month).



Pricing

Channel	Ad type	Unit	Price
What's brewing in AI	Main ad	Per edition	\$299
What's brewing in AI	Secondary ad	Per edition	\$149
What's brewing in AI	Takeover	Per edition	\$1,500
What's brewing in AI	Takeover (premium edition) <small>Includes product review + resend to non-openers</small>	Per edition	\$1,900

Ready to work together or have questions? Send me an email and I'll get back to you right after my coffee.



Get in touch: d@whatplugin.ai

