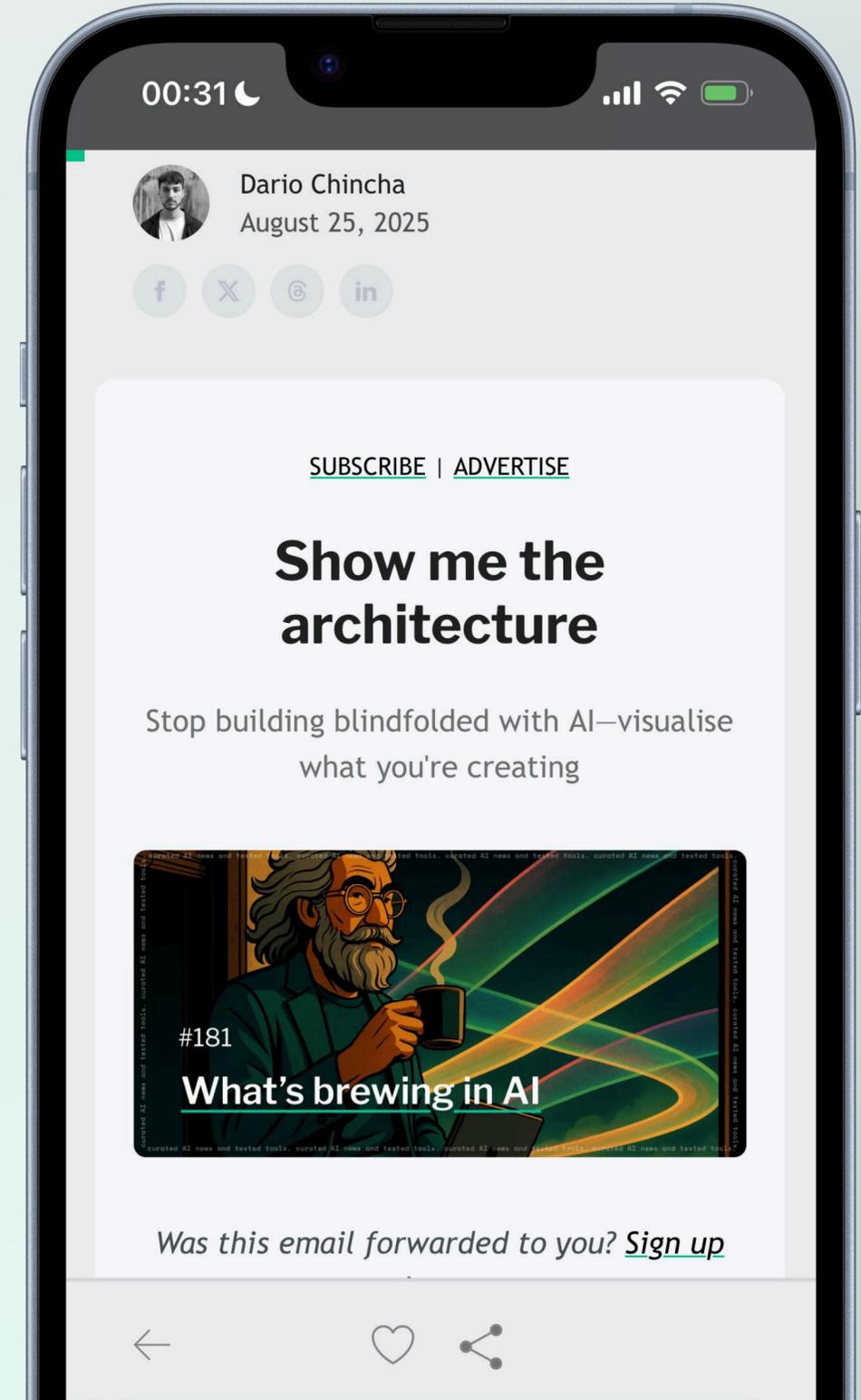


# What's brewing in AI

Media Kit – Q2 2026

whatplugin.ai



“

## What readers say



https://www.linkedin.com/company/spellbinding

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."



https://www.linkedin.com/company/spellbinding

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. "



https://www.linkedin.com/company/spellbinding

Selected ★★★★★ Spellbinding and wrote

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



https://www.linkedin.com/company/spellbinding

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."



https://www.linkedin.com/company/spellbinding

Selected ★★★★★ Spellbinding and wrote

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



https://www.linkedin.com/company/spellbinding

Selected ★★★★★ Spellbinding and wrote

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



https://www.linkedin.com/company/spellbinding

Selected ★★★★★ Spellbinding and wrote

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



https://www.linkedin.com/company/spellbinding

Selected ★★★★★ Spellbinding and wrote

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



https://www.linkedin.com/company/spellbinding

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 that helps operators figure out where AI actually matters. I write from 1,000+ hours of building with Claude Code and a research tool I built to track thousands of real company implementations.

My audience consists of hands-on leaders and builders — from tech executives and founders to consultants and senior professionals — actively building, testing, and buying AI tools for their work.



Hi – I'm Dario. I started this newsletter in mid-2023. Over 200+ editions of building in public, sharing essential news, and honest commentary, I've earned a readership that trusts what I put in front of them.

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

 20,000+ active subscribers

 32% open rate

 4.2% click-through rate

 40-100 estimated clicks per main ad

 3 - 6\$ estimated CPC

 [whatplugin.ai](#)

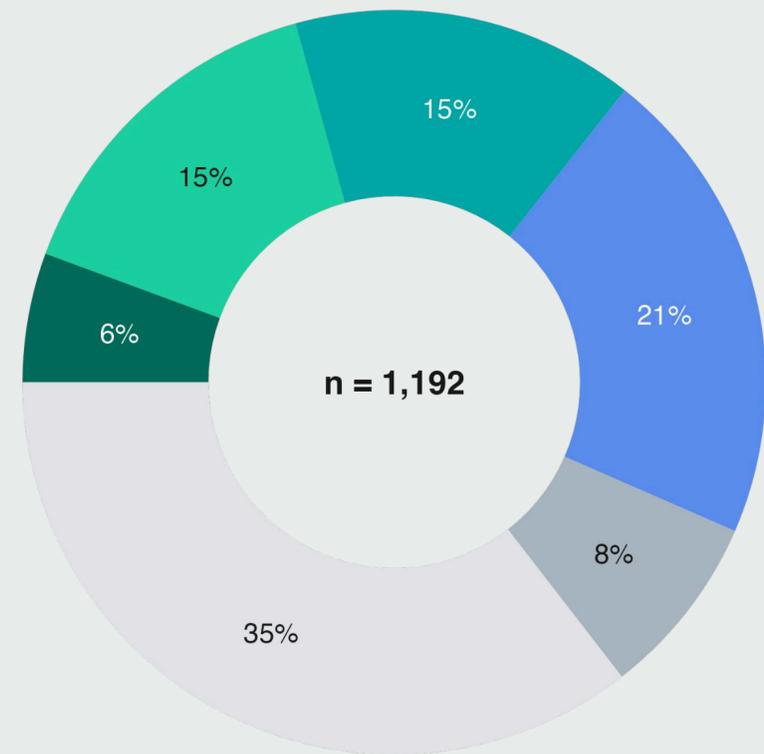


## Audience and demographics

 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

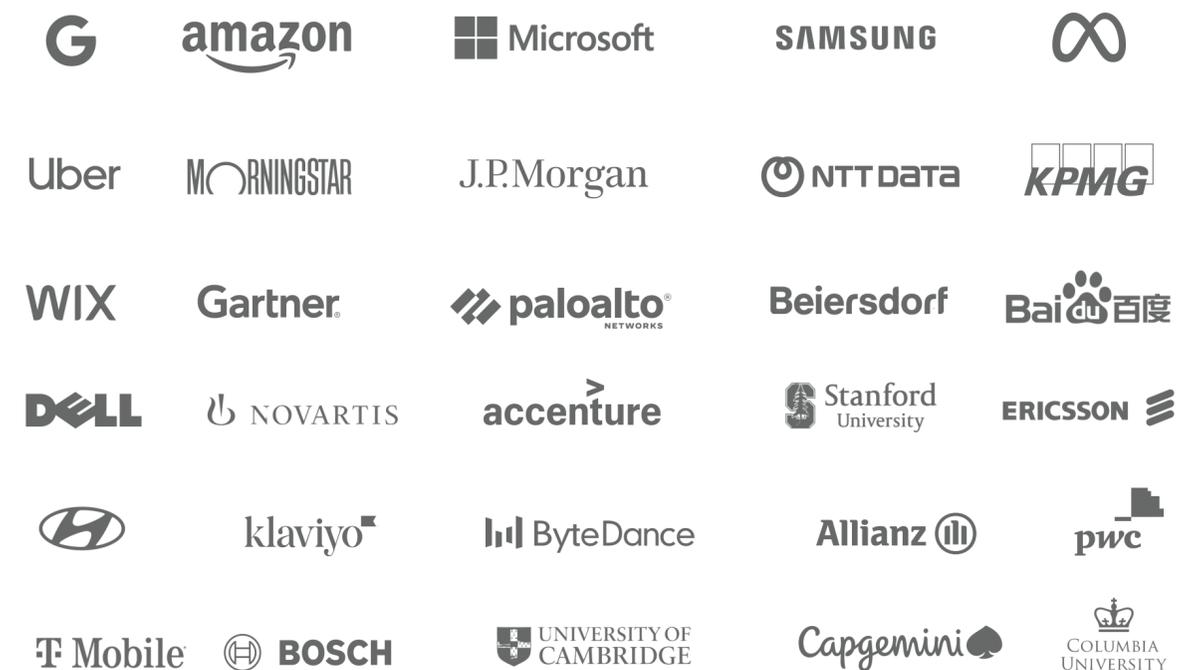
2% APAC

<1% LATAM

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

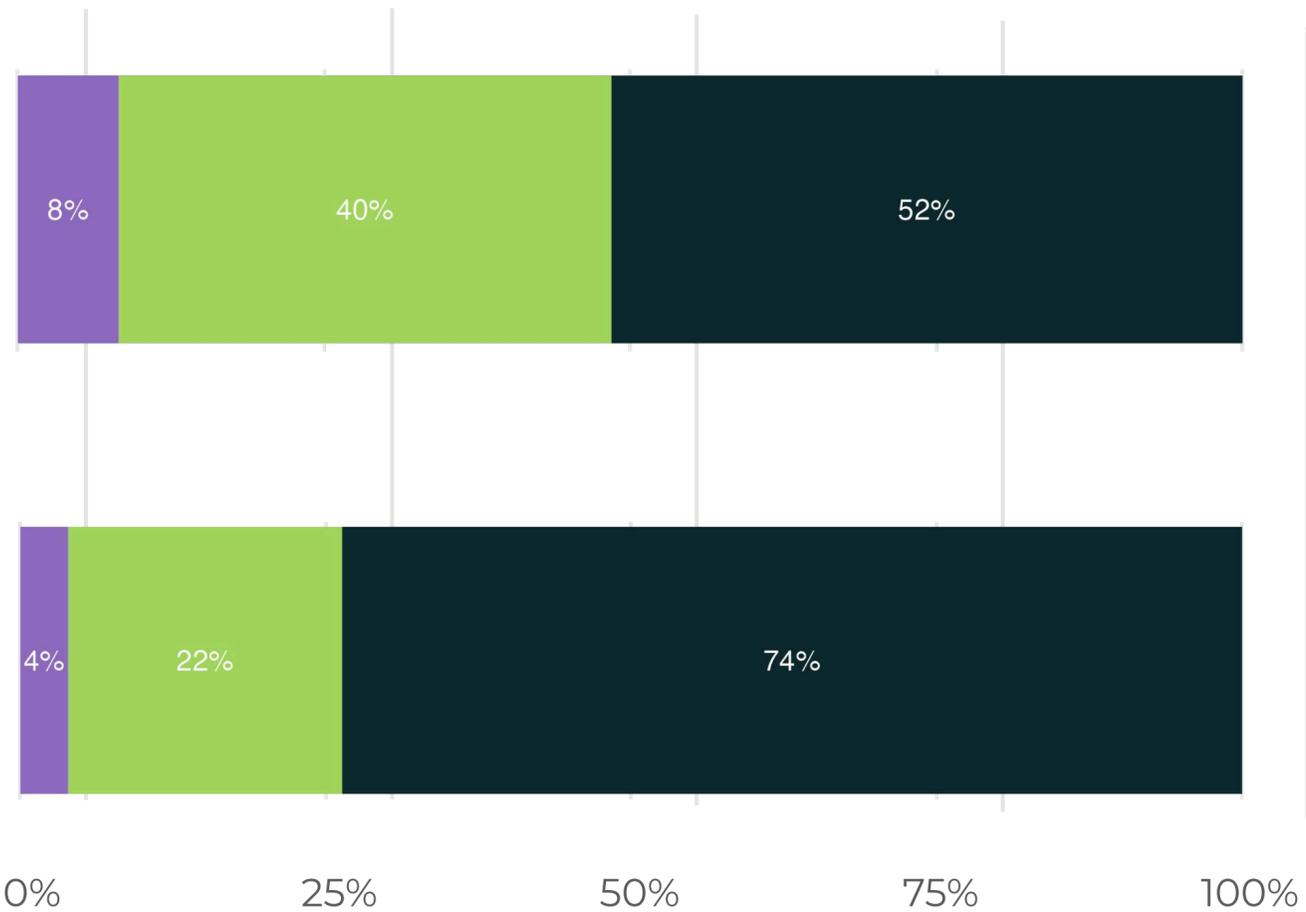
65% of readers subscribed through organic acquisition (whatplugin.ai and my referral program), and have a higher click rate on ads compared to paid acquisition.

Read by leaders from influential companies



## Audience - AI proficiency

Advanced Intermediate Beginner



**Decision makers**  
C-Suite, founders,  
directors/VPs

**Other roles**  
Mid/entry level,  
students, others

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

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

# Sponsor options

IN PARTNERSHIP WITH PODCASTLE

## Content that speaks for itself



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,

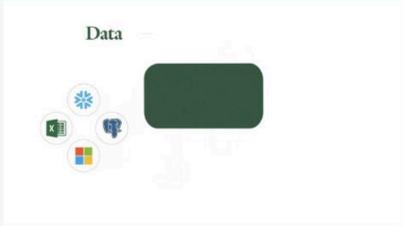
I've partnered up with [Sema4.ai](#) to show you a solution that can quickly turn your team's AI Ideas into deployed agents.

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**



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: 89 unique

### Taplio

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



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

### HubSpot

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

### wordware

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

### MaxAI.co

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

## Selected previous sponsors



Hubspot



MIT



Eleven Labs



Shutterstock



Wix



FIN by Intercom



Verizon



Prezi



MaxAI.co



Synthflow



Consensus



SciSpace



Vanta



Gidde



Udacity



Gladia



codecademy



100 School



Taplio



Writer AI



Delve



Podcastle



Wordware



Section

In addition to the email, sponsorships live permanently in the newsletter [archive](#) on [whatplugin.ai](#)

## 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)<br><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](mailto:d@whatplugin.ai)