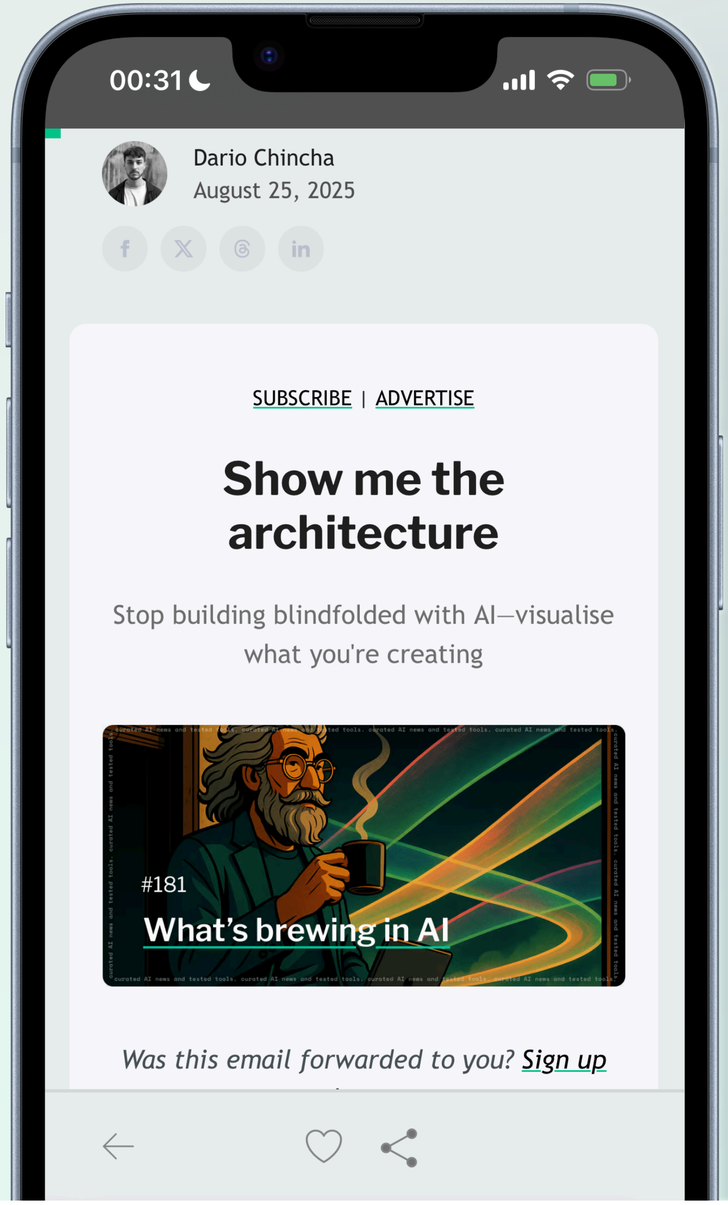
What’s brewing in AI

Media Kit – Q4 2026-Q1 2027

whatplugin.ai



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 that helps operators figure out where AI actually matters. I write from 1,000+ hours of my own experience building with Claude Code, and unique data I gather on how thousands of companies are actually using AI.

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 Passionfroot

- 20,000+ active subscribers
- 31% open rate
- 4% click-through rate
- 40-100+ estimated clicks per main ad
- 3 - 6$ estimated CPC

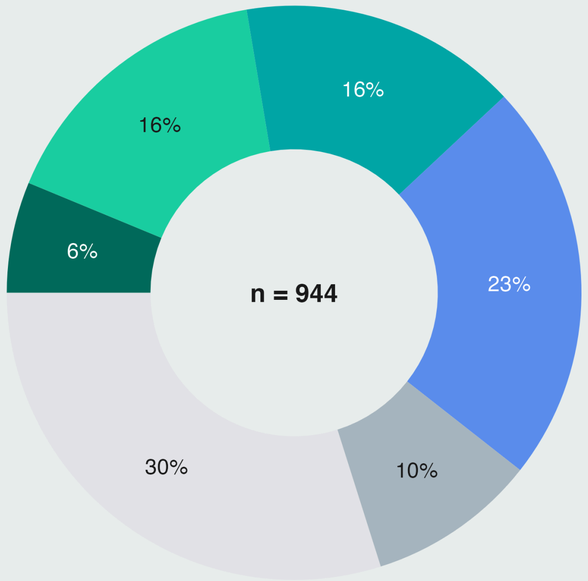
Full newsletter archive
whatplugin.ai

Audience and demographics

38% Director level or above

8,000+ Founders/Execs

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



Location

89% US & Canada

9% EMEA

2% APAC

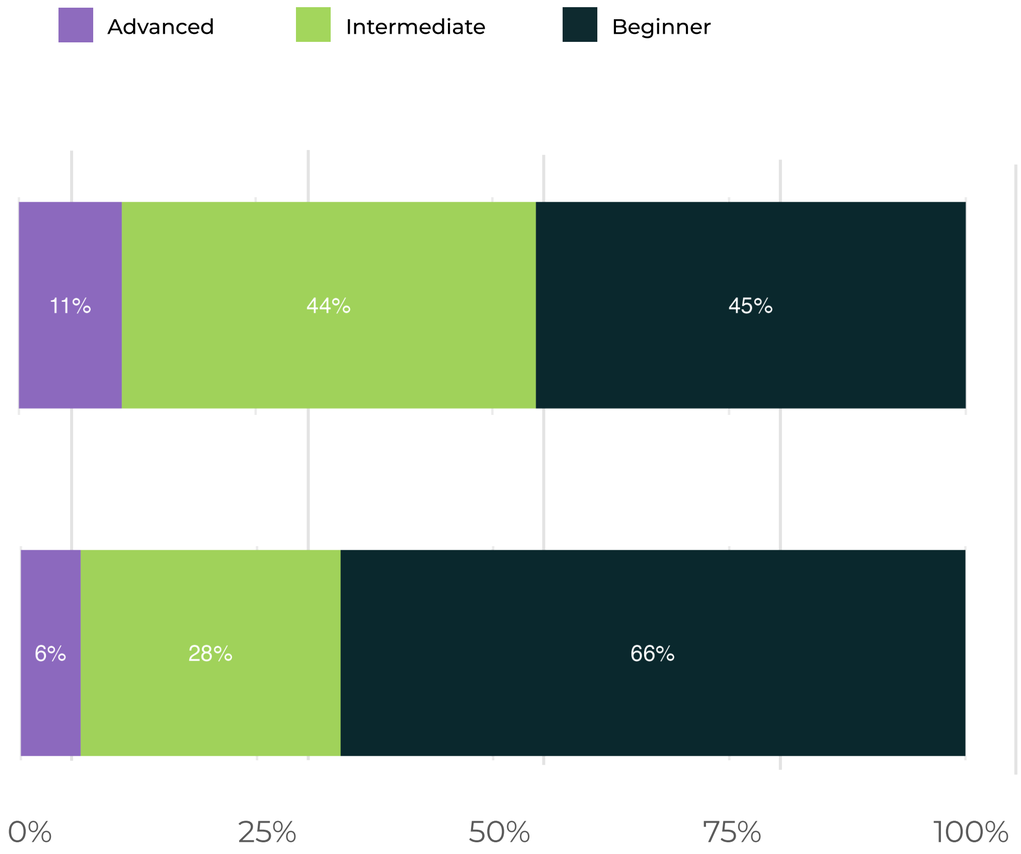
<1% LATAM

Source: subscriber survey (n = 944),
May 2025 to September 2026

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 (n = 944), May 2025 to September 2026

More than half of the decision makers in the audience already use AI at an intermediate or advanced level, and they influence which tools their company buys. A strong fit for technical tools, developer platforms and enterprise AI.

Top goals with AI

- Grow revenue
- Save time
- Boost productivity

Top challenges with AI

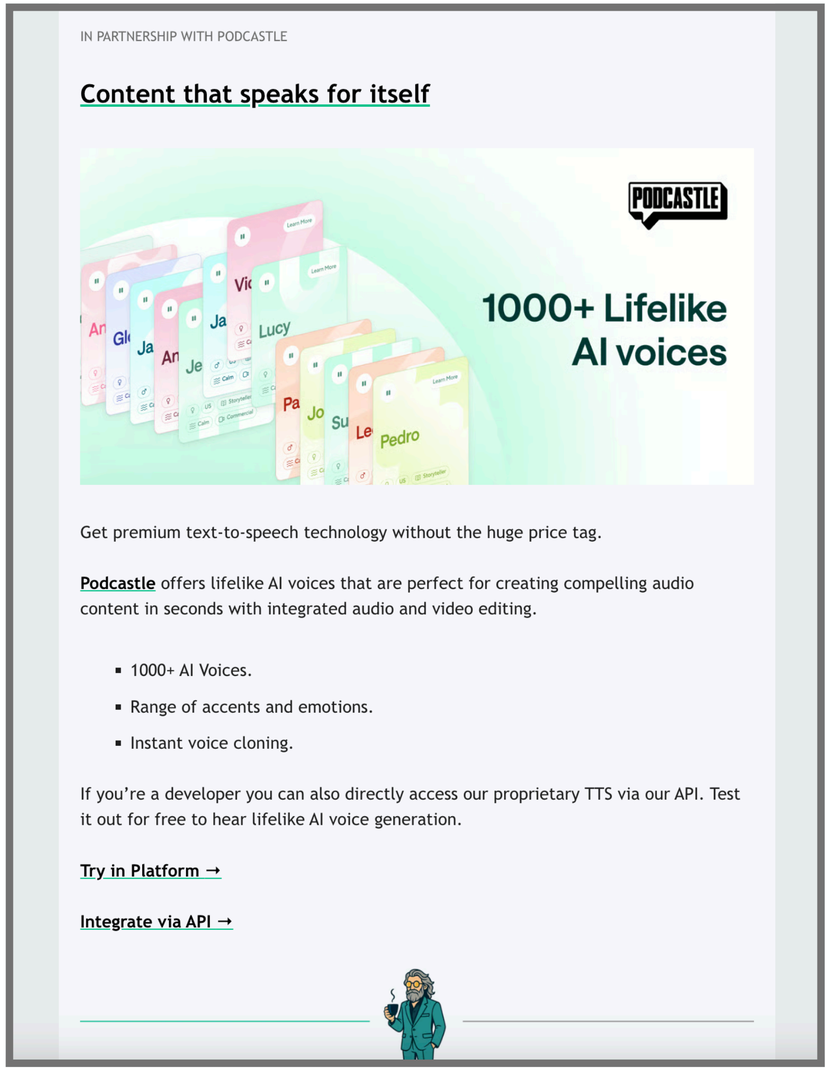
- Lack of know-how
- Time constraints
- Trusting the output

Top use cases

- Writing and content
- Research and analysis
- Automating workflows

← Top answers from the same survey

Sponsor options



Partner shown: Podcastle

Most popular

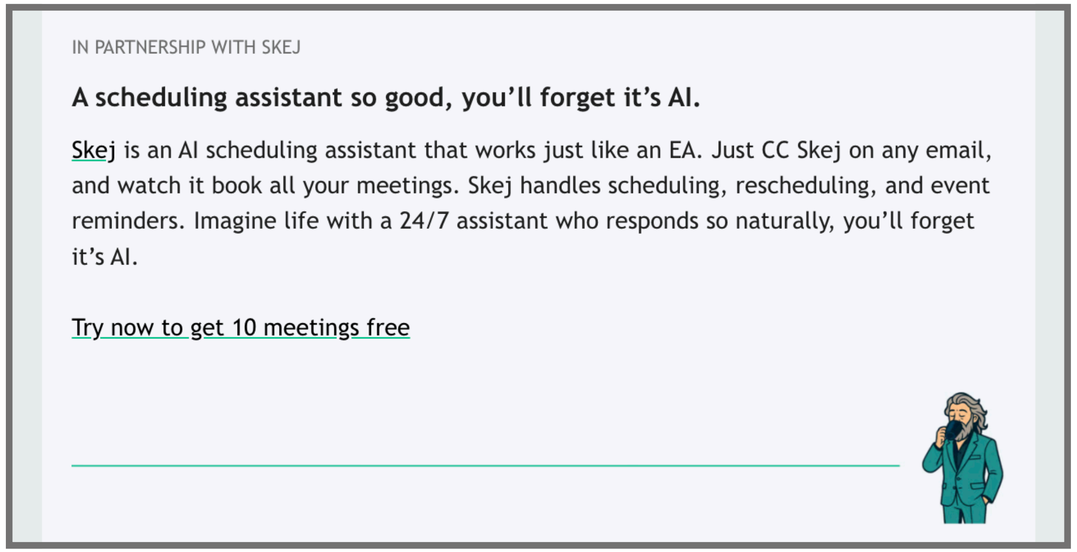
Main ad

- 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+

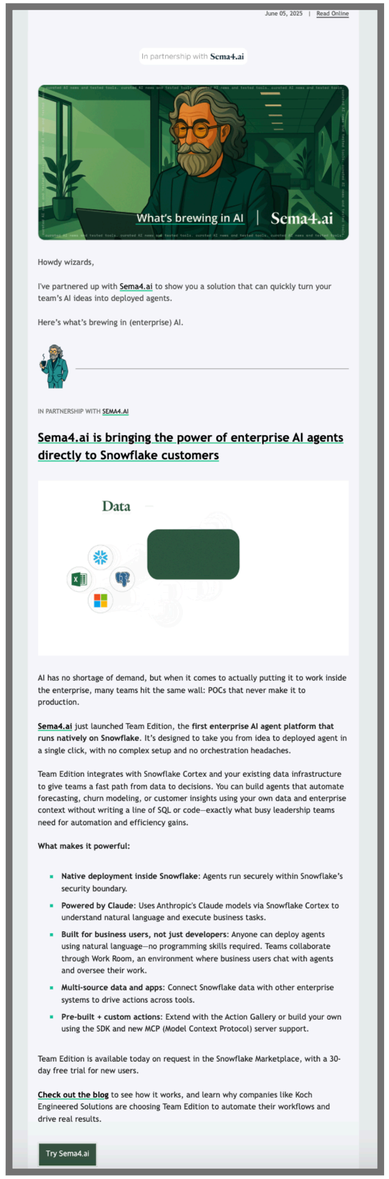
Sponsor options

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+



Partner shown: Skej



Partner shown: Sema4.ai

Takeover (dedicated send)

- 100% share of voice, no other sponsors
- Can be either a first-hand review after I use your product, or your own copy tailored to the newsletter's tone of voice
- Resent to non-openers
- Average clicks 70-150+

Past results

granola

- Product: Meeting note taker
- Campaign: Long-term sponsor
- Average clicks per ad: 60 unique

Context.dev

- Product: Scraping tool for AI agents
- Campaign: 2x Main ads, Q3 2026
- Average clicks per ad: 74 unique

krisp

- Product: Voice AI for agents
- Campaign: Main ad, Q3 2026
- Sponsor clicks: 60 unique

bright data

- Product: Web access for AI agents
- Campaign: Main ad, Q2 2026
- Sponsor clicks: 61 unique

BRAINGRID

- Product: AI app builder
- Campaign: 2x Main ads, Q1 2026
- Average clicks per ad: 65 unique

section

- Product: AI tutor
- Campaign: Main ad, Q3 2025
- Sponsor clicks: 89 unique

Selected previous sponsors

Hubspot, MIT, Eleven Labs, Shutterstock, Wix, FIN by Intercom

Verizon, Prezi, Auth0, Synthflow, Consensus, SciSpace

Atlassian, Vanta, Guidde, Udacity, Gladia, 100 School

Taplio, Writer AI, Delve, Podcastle, codecademy, Section

In addition to the email, sponsorships live permanently (do-follow link) in the newsletter archive on whatplugin.ai

Pricing

Channel	Ad type	Unit	Price
What's brewing in AI	Main ad	Per edition	$349
What's brewing in AI	Secondary ad	Per edition	$159
What's brewing in AI	Takeover	Per edition	$1,900

Ready to work together or have questions?

Dario Chincha, Creator

d@whatplugin.ai

Jonas Dovydenas, Partnerships

jonas@whatplugin.ai