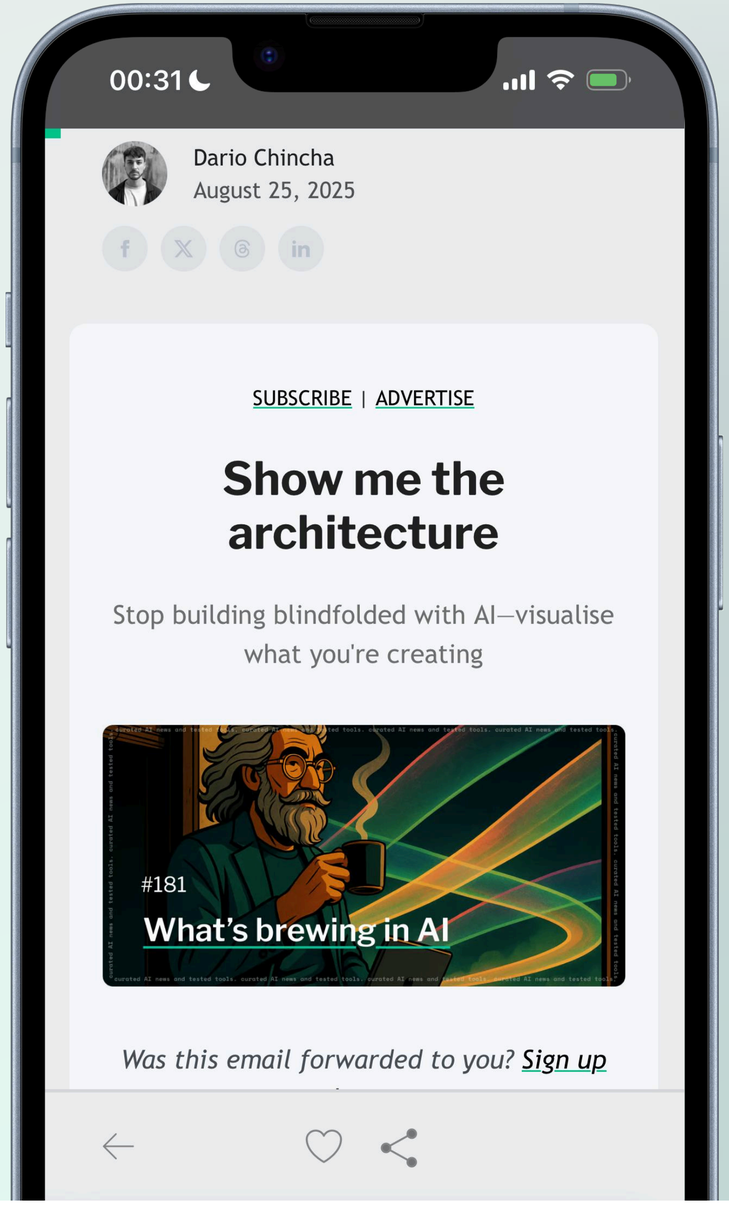
What’s brewing in AI

Media Kit – Q3-Q4 2026

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

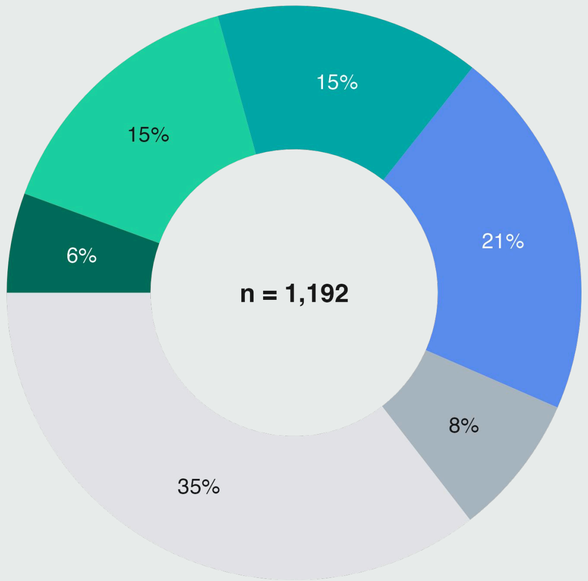
whatplugin.ai

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

G, amazon, Microsoft, SAMSUNG, Meta

Uber, MORNINGSTAR, J.P.Morgan, NTT DATA, KPMG

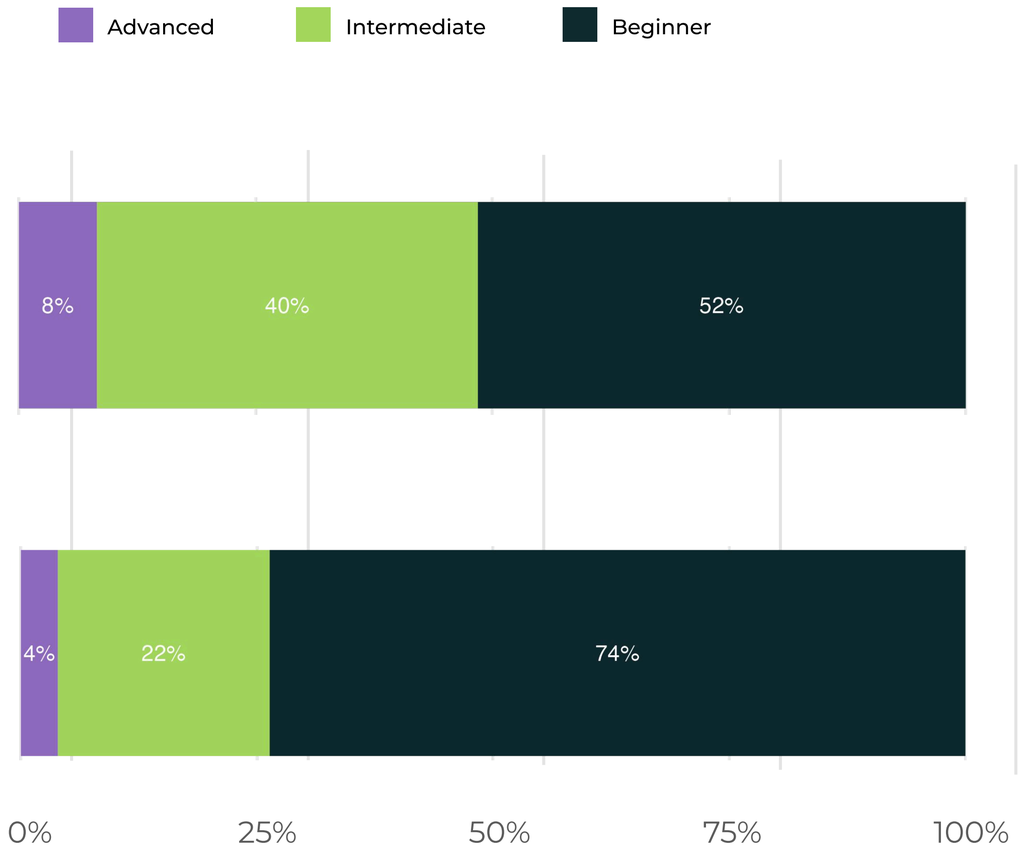
WIX, Gartner, paloalto NETWORKS, Beiersdorf, Baidu 百度

DELL, NOVARTIS, accenture, Stanford University, ERICSSON

Hyundai, klaviyo, ByteDance, Allianz, pwc

T-Mobile, BOSCH, UNIVERSITY OF CAMBRIDGE, Capgemini, COLUMBIA UNIVERSITY

Audience - AI proficiency



Decision makers

C-Suite, founders, directors/VPs

Other roles

Mid/entry level, students, others

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

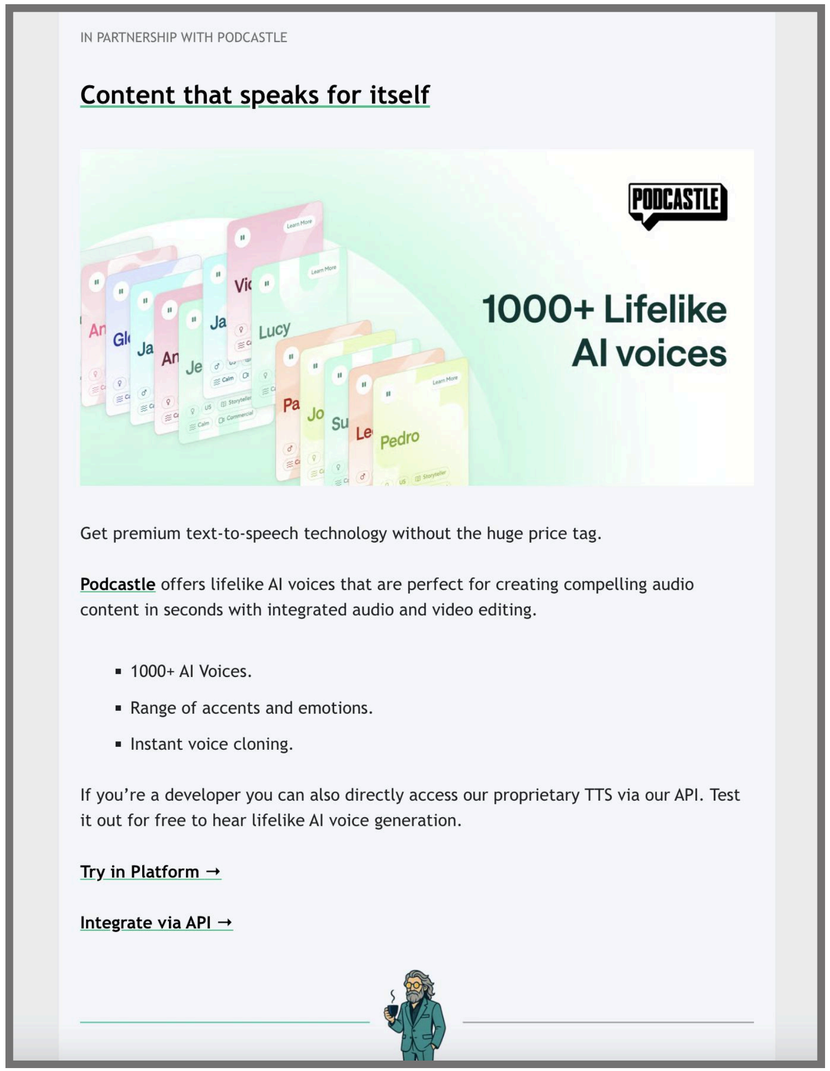
Top challenges with AI

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

Biggest AI interests

- AI for business
- Practical AI workflows
- AI agents

Sponsor options



Partner shown: Podcastle

Most popular

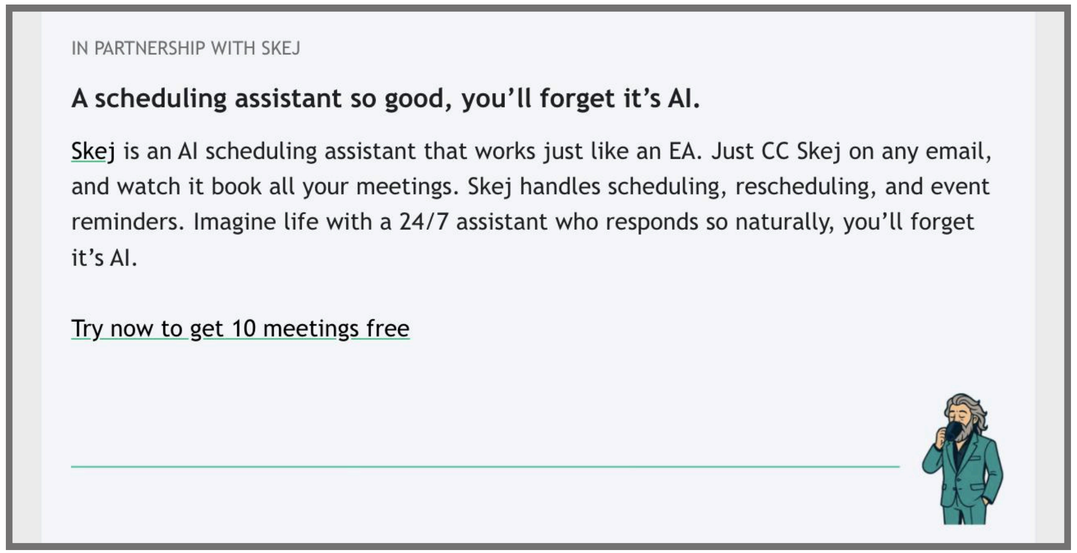
Main ad

- 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

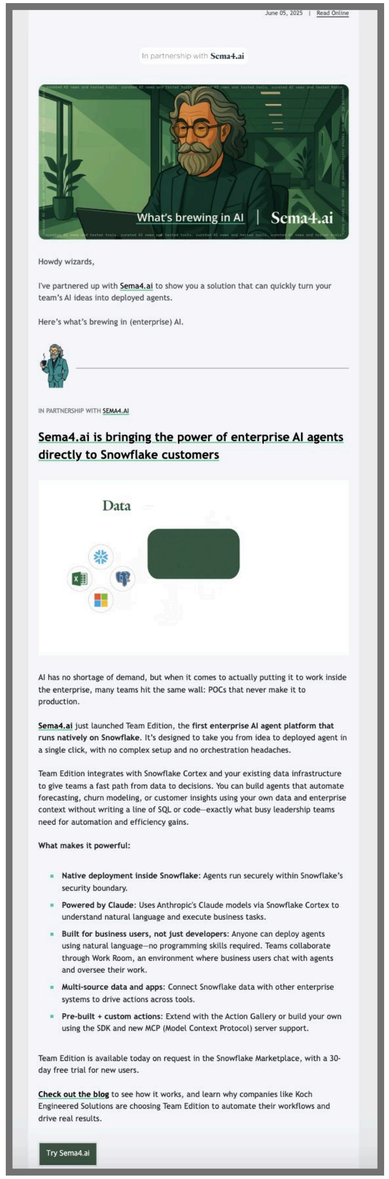
Sponsor options

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)
- Custom intro or angle written around your product
- Average clicks 60-150+

Past results

granola

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

HubSpot

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

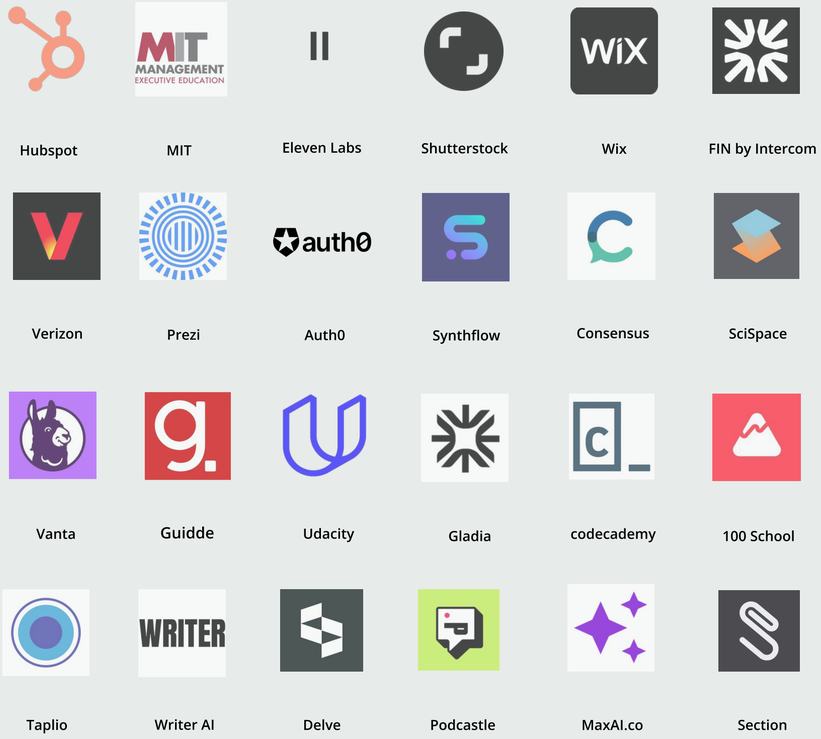
section

- 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

Selected previous sponsors



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	$329
What's brewing in AI	Secondary ad	Per edition	$159
What's brewing in AI	Takeover	Per edition	$1,500
What's brewing in AI	Takeover (premium edition) Includes resend to non-openers	Per edition	$1,900

Ready to work together or have questions?

Dario Chincha, Creator

d@whatplugin.ai

Jonas Dovydenas, Partnerships

jonas@whatplugin.ai