

GROWING YOUR READERSHIP



How to Build an Engaged
Subscriber List that Generates
Revenue





03

GETTING
STARTED

VIDEO 3: GETTING STARTED

This video will cover the following:

- Matching your revenue stream with your email service provider (ESP)
- How to start a classifieds section
- Considerations for sponsorships and advertisements

REVENUE &
EMAIL SERVICE
PROVIDERS (ESP)

MATCH YOUR EMAIL SERVICE PROVIDER (ESP) WITH YOUR PREFERRED REVENUE MODEL

SUBSTACK

Tiers of free & paid
subscriptions

MAILCHIMP

Targeted email lists for
membership and donation
campaigns



REVUE

Social reach, plus newsletter
bundling

SQUARESPACE

Built-in merchandise and
e-commerce capacities

CLASSIFIEDS

GETTING STARTED WITH CLASSIFIEDS

Go with what you know:
Email, Google Forms or
your own website

Use only 1-2 options for
both advertisements and
payment methods

Ensure you maintain prior
review before publication



COLLECTING
INFO

KEEPING IT
SIMPLE

REVIEWING



Deez Links x Study Hall Classifieds

Want to promote your job opening / pitch call / new project / ecommerce brand? Consider a classified ad. Deez Links and Study Hall are working together to distribute weekly listings to 10,000 hyper-engaged followers of the media-industry (editors, writers, executives) through both newsletters.

Rates begin at \$150 per weekly listing (which gets you a spot in both one issue of Deez Links and Study Hall during the week of your choosing) and \$500 for a monthly listing (4 spots in Deez Links, 4 spots in Study Hall over a month). Listings are limited to 280 characters and 3 listings total.

Deez Links: <https://deezlinks.substack.com/>
Study Hall: <https://studyhall.xyz>

Total subscribers: 12,000+, New York-heavy, media-industry workers and fans

* Required

Contact Name *

Your answer

Contact email address *

Your answer

Company Name (if applicable)

Your answer

What are you looking to promote? (Job listing, podcast, newsletter, etc.) Feel free to include a link!

Your answer

ADVERTISE

The Ann Friedman Weekly is an email newsletter that people look forward to receiving—which means they actually open it and read it. I've got 50,000 subscribers and a 45% open rate. The Classifieds are like old-fashioned newspaper ads, but wrapped in the loving embrace of GIFs and links, and delivered via email. Rates start at \$120 for a text-only ad (150 characters), though sometimes they go on sale. [Click here for some ideas and inspiration.](#)

You choose the Friday it runs, and you write the text. **The deadline to submit an ad for Friday's newsletter is Thursday at 12pm PST**, although space usually sells out before that, so it's best to buy early. You can buy first and submit ad text later.

All classifieds are subject to my approval. I don't supply click-through data, but if you'd like to track clicks on your link I recommend creating a free [bit.ly](#) account.

Questions? Interested in buying out the entire classifieds section? Is the date you want sold out already? Email Laura, she can help! laura@ladyswagger.com



Classified Ad

from \$120.00

You know, like old-fashioned classifieds—only in my weekly email newsletter, not a broadsheet newspaper. Text-only. Ads run in the order they were purchased. Short ads = 150 characters max. Long ads = 300 characters max.

Run Date:

Select Run Date

Length:

Select Length

Quantity:

1

ADD TO CART

Short

FOR THE INTERESTED is a newsletter for creators featuring free ideas to help you better produce, promote, and profit from your creations.

Common Thread is a gentle, simple 30-minute ritual held three times a week. We meet over Zoom and together share silence, music, a reading, and reflections. Designed to offer what the pandemic has made difficult—stillness, rest, and communal experience. All are welcome.

Tired of renting? Join The Home Dispatch's free community of aspiring homebuyers & real estate experts to go from dreaming to closing.

Long

Can't get enough of Ann's pie charts? We've got more data coming your way with the Modern Family Hormone Test. Though a simple at-home test, you can unlock tons of insight into your reproductive health—and in-depth, "personalized" reports that break it all down for you.

WE'RE DONE WITH PATRIARCHAL BUSINESS AS USUAL. A Radical Retreat for Female Entrepreneurs. Nov. 17-19. Hosted by Cedar, founder, @cedar.etsy.com

SPONSORSHIP &
ADVERTISEMENTS



GETTING STARTED WITH SPONSORSHIP & ADVERTISEMENTS

01

Will you use graphics or text only?

02

How will you label the advertisement? “Sponsored by” vs. “Presented by”

03

What reach metrics do you want to share with your potential advertisers?

04

What performance metrics do you want to share with your current advertisers?



VIDEO 3: GETTING STARTED

Recap:

- Matching your revenue stream with your ESP
→ Pay attention to this before you start, ideally
- How to start a classifieds section → keep it simple
- Considerations for sponsorships and advertisements → prepare for some questions

THANKS!



Do you have any questions?

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CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.





NEXT UP:



MODULE FOUR

WITH JOSEPH LICHTERMAN

Improving Your Newsletter:
How to Optimize Your Newsletter
for the Long Haul

