

MEDIA KIT · 2026

Reach AI decision-makers *where they actually build.*

Sponsor the twice-weekly newsletter, news site, and product directory read by 160,000+ founders, engineers, and technical buyers across 195 countries.

160K+

AI professionals

195

countries

70%+

EU & US

2×

weekly

Who reads it

Decision-makers who evaluate, adopt, and deploy technology — not passive readers.

BY ROLE

Founders & CXOs

At AI-native and SaaS companies setting technical direction

Product & Growth Leaders

Owning product strategy and go-to-market execution

Engineers & Data Scientists

Building and deploying AI systems at scale

Technical Buyers

Evaluating, procuring, and rolling out tooling

BY GEOGRAPHY

United States All 50 states **40%**



UK & Europe Major tech hubs **40%**



Canada & APAC Growing markets **20%**



3–5×

engagement against industry benchmarks, because a placement here reads as part of the issue rather than an interruption to it.

Opt-in only

Every subscriber chose to be on the list.

2× weekly

Every Monday and Thursday, without fail.

195 countries

Concentrated in the EU and United States.

A narrower list, read on purpose

Most channels sell you reach. This one sells you the fraction of reach that is actually in the market for what you have built.

01

Written, not designed

Our editors write the placement in the voice of the issue around it. Readers finish it before they register it as a sponsorship.

02

Opt-in, twice a week

A list that arrives by choice and shows up on a predictable schedule. Attention here is given, not bought.

03

One objective per campaign

Every placement is built and measured against a single number agreed in writing before launch.

AGAINST WHAT YOU ARE PROBABLY SPENDING ON TODAY

CHANNEL

THE USUAL PROBLEM

WHAT WE DO INSTEAD

Display & programmatic

Priced on impressions, ignored by the people you want most.

No banner inventory. Nothing you buy here is priced on an impression.

Paid social

Interrupts people mid-scroll, in a context that has nothing to do with buying software.

Your product appears where the reader has already chosen to spend attention on their work.

General tech media

Enormous reach, most of it people who will never evaluate your product.

A smaller, narrower list where a high share of readers are in the market.

The result is a smaller number that behaves better: fewer readers, a far higher share of them holding a budget for exactly what you sell.

What you can book

Six placements across three surfaces. All native, all written to read like the issue around them.

NEWSLETTER

MOST BOOKED

Primary Sponsor

The lead placement in a Monday or Thursday send, written in the voice readers already trust.

- Top-of-send native placement
- Copy written or edited by our editors
- Logo, headline, body, and tracked CTA
- Post-send performance report

160,000+ subscribers

Launches and demo acquisition

NEWSLETTER

Secondary Slot

A shorter mid-send placement. The efficient way to stay present across several weeks.

- Mid-send text placement
- Headline, one-line pitch, tracked CTA
- Multi-week booking available
- Post-send performance report

160,000+ subscribers

Sustained visibility

NEWSLETTER

Dedicated Send

A standalone email about your product only. The highest-attention placement we offer, and the most limited.

- Full send, no other sponsors
- Collaborative editorial brief
- Scheduled around your launch window
- Full engagement breakdown

160,000+ subscribers

Major launches

NEWS

Sponsored Article

A researched piece on Superintelligence News that keeps earning traffic after the campaign ends.

- Editorial-standard long-form piece
- Permanent, indexed URL
- Newsletter distribution on publish
- Traffic reporting for 90 days

Search and referral traffic

Category leadership

DIRECTORY

Featured Listing

Priority placement in the Superintelligence Directory, where buyers arrive already comparing options.

- Priority position in your category
- Expanded profile and screenshots
- Launch-window homepage visibility
- Click-through reporting

Buyers in evaluation

Shortlist capture

NEWSLETTER

Campaign Bundle

Placements sequenced across all three surfaces so a reader meets you more than once.

- Mix designed around one objective
- Coordinated timing across surfaces
- Single point of contact
- Consolidated reporting

All three surfaces

Quarterly campaigns

Rates depend on the surface, the placement, and how soon you want it. Tell us the objective and a budget range and the full rate card comes back within one business day.

From first message to live in under two weeks

No discovery call before you see numbers. You know the cost by day four.

01

DAY 1

Share your objective

The goal, the window, the budget range. Three lines is enough.

02

DAY 2-4

Get a recommendation

A specific mix across the three surfaces, with prices. Not a brochure.

03

WEEK 1

Finalise creative

Our editors write it, or tighten yours, so it reads like the issue around it.

04

WEEK 2

Launch and report

Live, then the numbers. Miss the agreed baseline and we rerun it free.



The baseline is written down first

We agree the number a campaign is aiming at, in writing, before anything goes live. If a placement comes in under it, we run it again at no additional charge. It keeps the incentives pointing the same way.

WHAT ARRIVES WHEN IT IS OVER

Delivery

Impressions and opens for every send your placement appeared in.

Response

Clicks and click-through rate against the baseline we agreed.

Downstream

Engagement after the click, so you can judge lead quality rather than volume.

Send us the goal. *We'll send the plan.*

Tell us what you are trying to move and by when. You get a specific recommendation and the full rate card within one business day.

01 You send the objective, the window, and a budget range.

02 We come back within one business day with a recommended mix and the full rate card.

03 If it fits, we agree the baseline in writing and book the slot.