

Looking to hire a Fractional Product Leader? [Learn more at productpickle.com](https://productpickle.com).

What is the Product Innovator newsletter?

Product Innovator is a newsletter founded in 2024 by Damian Wolfgram. The newsletter focuses on big tech, AI, startups, product design, fractional leadership, no code, and trending tools.

Why advertise with us?

We have a highly engaged audience of 1000+ tech professionals from companies like Google, OpenAI, and Stripe.

Our audience

Job titles:

- 5% Founder
- 3.6% CEO
- 3.3% Product Designer
- 2.9% Co-Founder
- 2.2% Product manager

Locations:

- 25% San Francisco Bay Area
- 9.4% New York City Metro
- 5.4% Great Seattle Area
- 5.4% Los Angeles Metro
- 4% Portland, Oregon Metro

Industries:

- 22.1% Software Development
- 8% IT Services and IT Consulting
- 5.4% Advertising Services
- 5.1% Design Services
- 4.3% Real Estate

Our email stats:

Open rate 38.8%

Click Rate 8%

Advertising Options

Types of Ad Placements Available

- **Banner Ads:** Featured at the top or bottom of the newsletter, banner ads offer high visibility and are perfect for making a strong impression.
- **Sponsored Content:** Seamlessly integrate your message with our content through sponsored articles or sections that resonate with our readers.
- **Sidebar Ads:** Placed alongside the main content, sidebar ads ensure that your promotion is visible as readers scroll through the newsletter.
- **Exclusive Sponsorship:** Become the exclusive sponsor of an entire issue, gaining unparalleled exposure to our audience.

Pricing and Booking Information

- **Banner Ads:** let's chat
- **Sponsored Content:** let's chat
- **Sidebar Ads:** let's chat
- **Exclusive Sponsorship:** let's chat

To book your ad placement, contact us directly for custom packages and discounts for multiple placements.

Steps to Advertise

Simple Process to Get Started

1. **Choose Your Ad Type:** Select the type of ad placement that best fits your promotional needs.
2. **Contact Us:** Reach out to our advertising team via email or fill out our contact form.
3. **Submit Your Ad:** Provide us with your ad materials and any specific instructions.
4. **Review and Confirm:** We'll send you a preview of your ad placement for approval.
5. **Go Live:** Your ad will be featured in the next available issue of The Product Innovator newsletter.

Don't miss the opportunity to connect with a highly engaged audience of innovators and industry leaders.

FAQs

Common Questions and Answers About Advertising in the Newsletter

Q: What is the best type of ad placement for a new product launch? A: For a new product launch, we recommend the Exclusive Sponsorship or Banner Ads to ensure maximum visibility.

Q: Can I book multiple ad placements in advance? A: Yes, we offer discounts for multiple placements. Contact us for custom packages.

Q: How can I measure the effectiveness of my ad? A: We provide detailed reports on ad performance, including impressions, click rates, and engagement metrics.

Q: What file formats do you accept for ad submissions? A: We accept JPEG, PNG, and GIF formats for images, and Word or PDF documents for sponsored content.

Q: How soon will my ad be published? A: Ads are typically published in the next available issue following your approval, usually within one to two weeks.

Feel free to let me know if you need any adjustments or additional sections, or if I should proceed with writing the remaining parts of the post.

Contact

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Learn more at Productpickle.com