

Newsletter Sponsorship Lookbook Global Newsletter Summer 2023

Subscriber Stats



TWIF Global:

80,000+ Global Subscribers

- 56,000+ US Based
- 12,000+ EU Based
- 12,000+ ROW

Performance:

- Open rates range from 35-60%
- Above the Fold CTR: 0.5-1%
- Below the Fold CTR: 0.3%

Audience makeup:

- Leadership 37%
- Senior 33%
- Mid-level 20%
- Junior 10%

Brands We Work With

























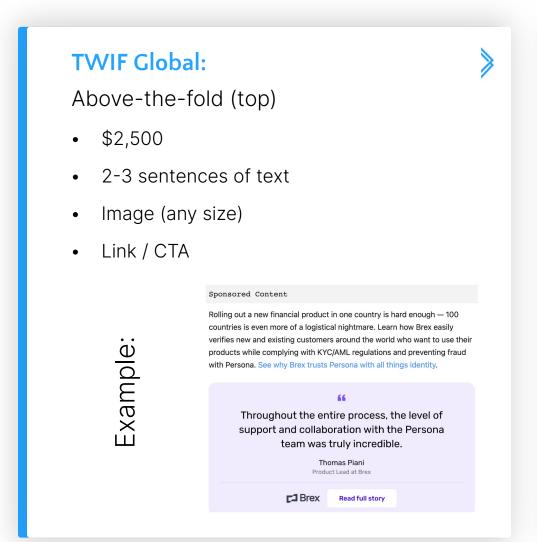


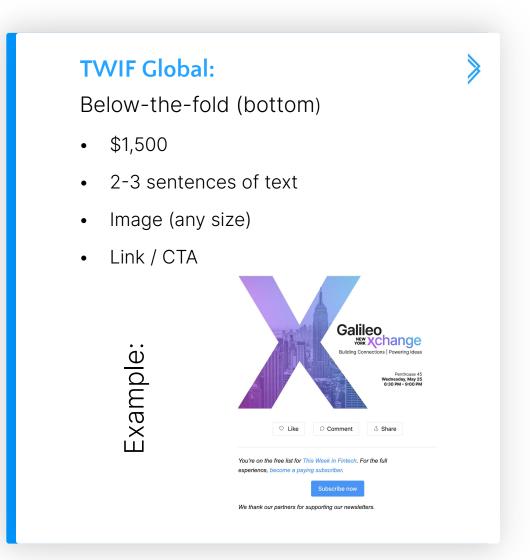


onsor@thisweekinfintech.com Page

Placement Types







sponsor@thisweekinfintech.com



Other Ways To Get Involved

- The Fintech Fund
 - Pitch us <u>here</u>
 - Investor friends <u>network</u>
- TWIF Job Board
 - Post a job <u>here</u>
- TWIF Community Events
 - Events on four continents
 - O <u>Tearsheet</u> with event information
 - The 2022 Fintech Formal in NYC
 - o 2021 <u>recap video</u>
 - Sponsorship packages available

This Week in Fintech

Thank you

sponsor@thisweekinfintech.com

