

MEDIA KIT 2026

Your next launch. Our next story.

Newsletter sponsorships, practical product stories and founder features for an indie founder, SaaS and AI audience.

Where building meets growth.

The publication and the people who read it.

Behind the Launch explores the decisions, experiments and lessons behind a product launch. A publication for people turning ideas into products and products into businesses.

3,100+

Newsletter subscribers

30%

Average open rate

45K+

Founder LinkedIn followers

2K+

X followers

Read by indie founders and builders, SaaS and AI founders, marketers, growth professionals and early-stage teams.

What readers come for.

Useful stories for people building and growing products.

Founder stories

Honest accounts of the decisions and trade-offs behind a launch.

Launch playbooks

Practical steps for taking a product from idea to audience.

Distribution & growth

Experiments and lessons about finding the right users.

SaaS & AI

Products, workflows and founders shaping what comes next.

Choose your format.

Prices in USD. Final scope and timing are confirmed when booking.

Newsletter Spotlight

\$99

Native placement in one newsletter edition. Product introduction, a CTA and link, with clear sponsor attribution.

Newsletter + Social

\$199

Newsletter Spotlight plus promotion on the founder personal LinkedIn profile and on X.

Sponsored Product Tutorial

\$249

A practical, hands-on walkthrough built around a relevant use case, with screenshots and product links.

Full Founder Interview

\$299

A dedicated feature covering the founder journey, product, challenges and lessons, with social promotion.

05 / MEDIA KIT 2026

Make the product useful.

Illustrative content concepts, not published campaign results.

NEWSLETTER SPOTLIGHT

A clear introduction to an AI workflow tool

The problem, who the product helps and one reason to explore it.

PRODUCT TUTORIAL

From an idea to a working SaaS workflow

One task, original screenshots and practical steps that explain where the product fits.

FOUNDER INTERVIEW

The decisions behind a first product launch

Why the founder started, how the product evolved and lessons from early users.

From brief to publication.

A straightforward process built around audience fit and an agreed scope.

01 — Share your brief

Send your product URL, target reader, campaign goal, preferred package and timing.

02 — Confirm fit & availability

Review audience relevance, available slots, deliverables and commercial details.

03 — Prepare the content

Provide product access or assets. Agree the angle, links and CTA.

04 — Publish & follow through

Publish with sponsor attribution, confirm live links and discuss available metrics.

Clear scope. Honest reporting.

What to expect from a Behind the Launch collaboration.

- All paid content is clearly identified.
- Availability and suitability are confirmed before booking.
- Specific deliverables and reporting are agreed before work begins.
- Newsletter engagement and sponsor-link metrics are distinct.
- Historical engagement does not guarantee clicks, impressions or conversions.
- Custom collaborations are welcome when they fit the audience.

Let us tell its story.

For products that help founders build, launch and grow.

superlaunch.io@gmail.com

Include your product link, package of interest, campaign goal and preferred timing.

Email subject: Behind the Launch Sponsorship

behindthelaunchh.substack.com