



wpMail.me

2026 Media Kit

For more information and opportunities, contact Carmen Carstoiu at hello@wpmail.me

Overview

Why Email Advertising?

High engagement with 25% open rates and sponsors routinely receiving between 20 - 100 clicks. Email advertising is particularly effective when click-throughs count.

wpMail.me audience is probably your audience also:

- owners of small consulting companies
- WordPress freelancers
- web designers
- plugin and theme developers

In fact, you'll get direct access to over 10000 people, you know, the kind of people most likely to pay for a premium WordPress product.

Stats. We also have some stats (mostly for bragging rights).

Currently, the list keeps 10000 subscribers from all over the world, and the top 5 subscriber locations are: USA, United Kingdom, Netherlands, Canada and France.

Some averages:

- 25% opening rate
- 2500+ total times each newsletter gets opened (think of this as page-views)
- 3.5% - click rate

Sample

**wpMail .me**

A free weekly Newsletter with a round-up of WordPress news and articles

News and Articles

AI as a WordPress Fundamental

make.wordpress.org

Imagine WordPress without a database. Not changing the kind of database. No database at all. WordPress without the ability to persist data. One could use the filesystem. But how would things like meta work?

WordPress Adds Notes to Posts, Continuing an Industry Trend Towards More Collaboration

coywolf.com

More apps are being updated with collaborative features to help teams become more efficient and stay in sync. Automattic is continuing the trend with the addition of notes in WordPress 6.9.

Webflow vs WordPress vs Wix vs Squarespace: Which Website Builder Is Best for SEO in 2025?

www.brandvm.com

Exclusive Inline Unit



wpMail .me

A free weekly Newsletter with a round-up of WordPress news and articles

News and Articles

AI as a WordPress Fundamental

make.wordpress.org

Exclusive Inline Unit

An exclusive “sponsorship” of the newsletter including a link with title (up to 80 characters), body text (180-260 characters ideal), and an optional image of either 250x250 or 260x200 (PNG, GIF or JPEG all OK - no animated GIFs).

Sponsored by



Tired of GA4? Try Independent Analytics, the Privacy-Friendly WordPress Alternative

Independent Analytics is a free alternative to Google Analytics that puts a beautiful and user-friendly analytics dashboard right inside your WP admin.

[Give it a try today!](#)

Really Big Exclusive Unit



wpMail .me

A free weekly Newsletter with a round-up of WordPress news and articles

Really Big Exclusive Unit

An exclusive “sponsorship” of the newsletter including a BIG 900x700 image.

Sponsored by



TranslatePress

The proven way to **grow traffic**
by reaching **international markets**

Translate your Site Today



Rate Card

Exclusive Inline Unit:

- 2-3 issues: \$129 per issue
- 4-5 issues: \$119 per issue
- 6+ issues: \$109 per issue

Really Big Exclusive Unit:

- 2-3 issues: \$214 per issue
- 4-5 issues: \$189 per issue
- 6+ issues: \$169 per issue

Post a Job to our Newsletter:

- Price/Job: \$55 per issue

Prices valid until end of December 2026. Contact us for availability. Minimum purchase is for two issues.

Units do not have to run in consecutive issues but can be spread out over time.