



# **wpMail.me**

## 2025 Media Kit

For more information and opportunities, contact Carmen Carstoiu at [hello@wpmail.me](mailto:hello@wpmail.me)

# Overview

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## Why Email Advertising?

High engagement with 22% open rates and sponsors routinely receiving between 20 - 100 clicks (per issue!) 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 12000 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 12000 subscribers from all over the world, and the top 5 subscriber locations are: USA, United Kingdom, Netherlands, Canada and France.

Some averages:

- 22% opening rate
- 2500+ total times each newsletter gets opened (think of this as page-views)
- 3.5% - click rate

# Sample

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**wpMail**.me

A free WordPress Newsletter, once a week, with a round-up of WordPress news and articles.

## NEWS & ARTICLES

[7 Little Known WordPress Features](#) ([www.presscoders.com](#))

Whether you're new to WordPress, or an old pro, there's some hidden gems in WordPress that you might not be aware of.

[WordPress 3.5 at the Horizon](#) ([www.wpzoom.com](#))

One of the great things about WordPress is it's always under development; it's always getting better, faster, with more features. Currently slated for a December release, WordPress version 3.5 is the next major version coming down the pipe.

[Troubleshooting White Screen Errors in WordPress](#) ([wpmu.org](#))

White screen errors, or the phenomenon where WordPress ceases to function and outputs only a white screen, can result in some folks doing do-or-die measures to fix it.

## THEME NEWS

[10 Elegant AJAXED WordPress Themes](#) ([www.wpexplorer.com](#))

Ten excellent examples of WordPress themes that have Ajax integrated into their code.

[A Glimpse At The Upcoming Theme, Origin](#) ([www.elegantthemes.com](#))

# Exclusive Inline Unit



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A free WordPress Newsletter, once a week, with a round-up of WordPress news and articles.

## NEWS & ARTICLES

7 Little Known WordPress Features ([www.presscoders.com](http://www.presscoders.com))

Whether you're new to WordPress, or an old pro, there's some hidden gems in WordPress that you might not be aware of.

WordPress

One of the  
getting  
WordPress

### 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 125x125 or 130x100 (PNG, GIF or JPEG all OK - no animated GIFs).

always  
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Trouble


White screen errors, or the phenomenon where WordPress ceases to function and outputs only a white screen, can result in some folks doing do-or-die measures to fix it.

## SPONSORED BY



Ultimate WordPress Dashboard. Manage all your Websites from One Place with ManageWP !

# Big Exclusive Unit

 **wpMail.me**


A free WordPress Newsletter, once a week, with a round-up of WordPress news and articles.

NEWS & ARTICLES

**Really Big Exclusive**  
An exclusive “sponsorship” of the newsletter including a BIG 450x350 image.

7 Little  
Whether  
WordPress

SPONSORED BY

 WP Webhooks

Automate your WordPress  
site above and beyond.

No code. No hassle.

# Rate Card

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**Exclusive Inline Unit:**

- 2-3 issues: \$119 per issue
- 4-5 issues: \$109 per issue
- 6+ issues: \$99 per issue

**Really Big Exclusive Unit:**

- 2-3 issues: \$199 per issue
- 4-5 issues: \$179 per issue
- 6+ issues: \$159 per issue

**Post a Job to our Newsletter:**

- Price/Job: \$49 per issue

Prices valid until end of December 2025. Contact us for availability.  
Minimum purchase is for one issue.

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