MEDIA KIT · 2026

LAUNCH LLAMA



The weekly newsletter where founders, developers and tech leaders find the tools they actually end up using.

11.6K	37.7%	6%	Weekly
SUBSCRIBERS	OPEN RATE	CLICK-THROUGH	CADENCE

One email a week. Five tools worth knowing about.

Launch Llama lands every week with a short, scannable round-up of practical B2B SaaS, AI tools and productivity platforms. Readers work at companies like Google, Stripe and Notion, alongside high-growth startups and scale-ups — and they read it because they are actively shopping for software.

READERS WORK AT

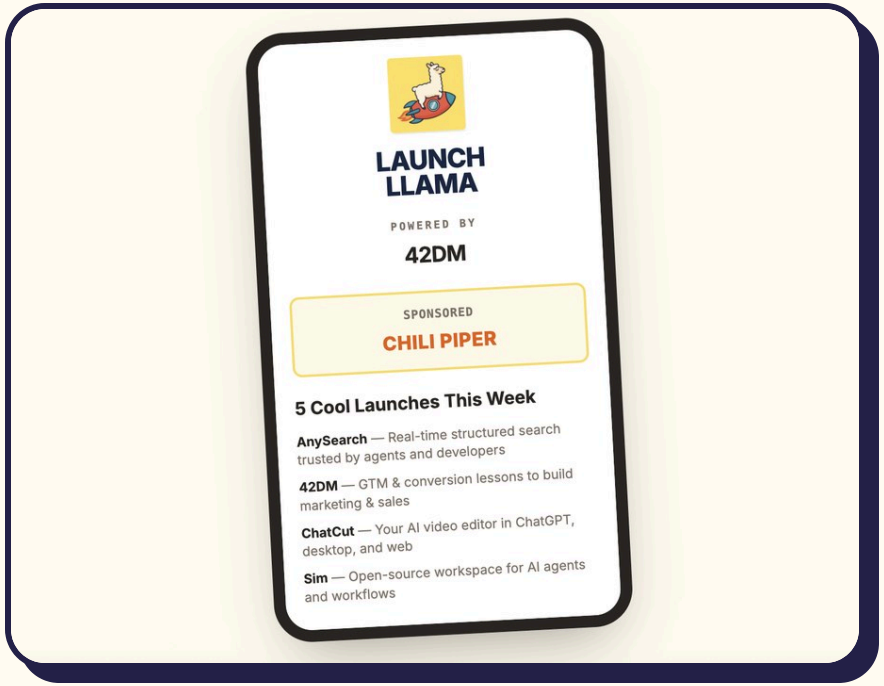
- Google
- Stripe
- Notion
- High-growth startups
- Scale-ups

A STRONG FIT FOR

- AI tools
- SaaS platforms
- Developer tools
- Productivity software
- B2B for technical teams

BEYOND THE INBOX

Every sponsored placement is amplified across our wider newsletter network and on LinkedIn, so your spend reaches further than a single send.



A TYPICAL ISSUE · SPONSOR SLOT AT THE TOP

The numbers

A small, engaged list that opens, clicks and buys.

11.6K

SUBSCRIBERS

Founders, developers and tech leaders, opted in and growing every week.

37.7%

OPEN RATE

Consistent across sends — readers open Launch Llama on purpose.

6%

CLICK-THROUGH RATE

Measured across the newsletter as a whole.

200

CLICKS PER CAMPAIGN

Average total clicks generated by a single issue.

90%

BASED IN THE US

The rest sits mainly across the UK, Europe and Canada.

52

ISSUES A YEAR

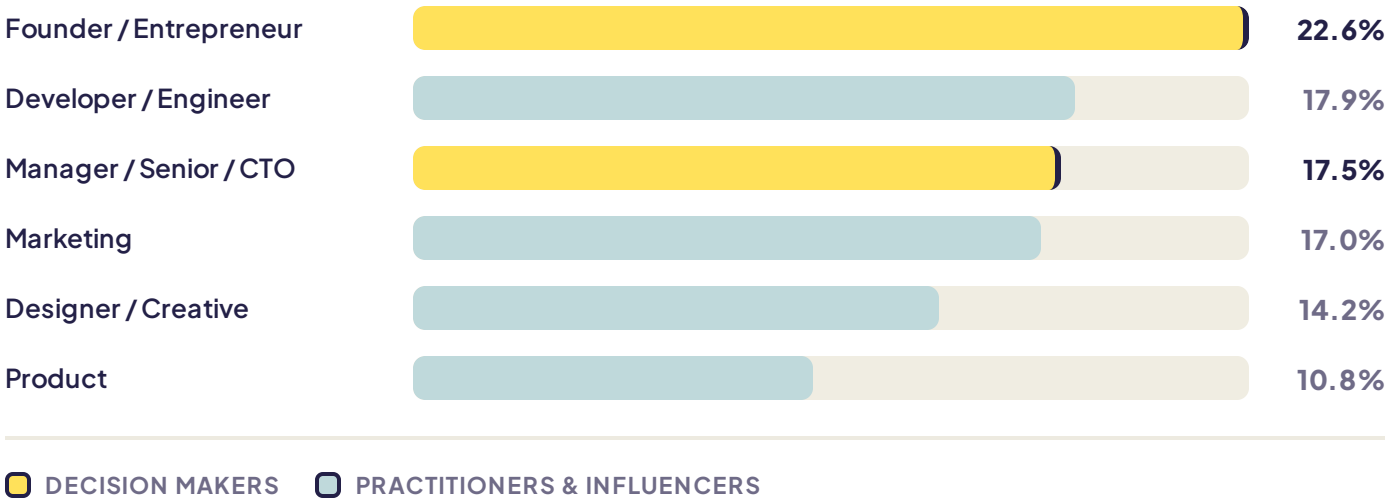
One send a week. No filler, no daily fatigue.

Who's reading

Two in five readers can sign off on a purchase themselves.

40% of the audience are decision makers

Self-reported role, from an in-newsletter reader poll



90%

UNITED STATES

Age

25–34	**40%**
35–44	**40%**
Other	**20%**

WHAT THEY CARE ABOUT

AI products · Developer tools · Micro-SaaS · Product launches · Go-to-market · Product management · Software engineering · Marketing

What sponsors say

Verified reviews from brands who have booked a placement.

★★★★★ ✓ VERIFIED

9 sign ups from a single placement

“We promoted an AI-focused social media webinar in this placement. The list drove 15 clicks with 9 sign ups, which is solid for this audience size. The team was great to partner with — responsive, friendly, and easy to work with, and we appreciated how smooth the entire process was.”

AGORAPULSE — OCTOBER 2025

★★★★☆ ✓ VERIFIED

$1.89 cost per click

“Launch Llama managed to deliver a really good CPC of $1.89 with an open rate of 41.96% and 65 clicks on our website. I really liked the responses and would definitely plan to drive a sponsored ad in this newsletter.”

MEDIA & COMMUNICATIONS — JANUARY 2026

★★★★★ ✓ VERIFIED

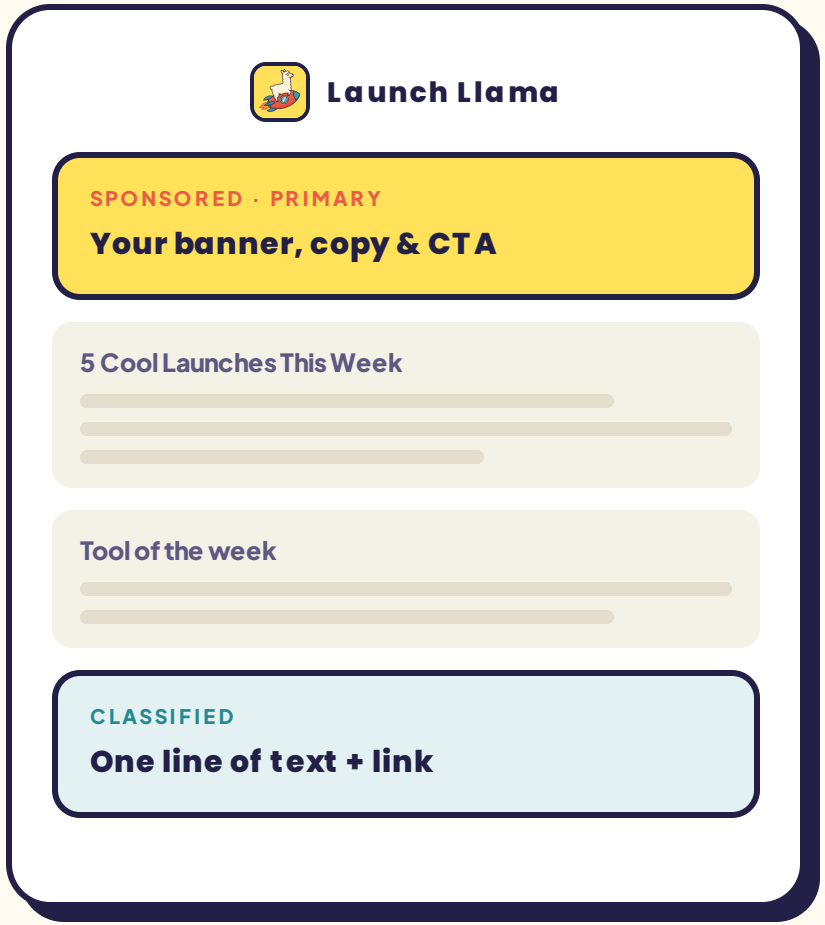
7 sign ups, 33 clicks

“Launch Llama brought steady, high-quality traffic for Reztune — about 35 clicks from engaged job seekers. Several signed up right away. Great audience fit and super easy to work with. Thanks Tom.”

REZTUNE — OCTOBER 2025

Where your ad goes

Two placements, both native to how the issue is read.



Sponsored Ad

A featured placement at the top of the email, above the launches. Includes a banner image, a short description and a call-to-action button — the first thing a reader sees when they open the issue.

$199 per issue · $499 for three

Classified Ad

A text-only line at the bottom of the newsletter with a link. Cost-effective, low-friction, and well suited to launches, offers and testing a new audience.

$99 per issue · $249 for three

Every placement includes

Copy review before send, a performance report after send, and amplification across our newsletter network and LinkedIn.

Rates

All prices in USD. Book directly — no minimum spend, no agency fees.

Sponsored Ad

$199

PER ISSUE

A featured placement at the top of the email. Banner image, description and call-to-action button.

- Top-of-email position
- Banner + copy + CTA button
- Amplified on LinkedIn

Book now →

Sponsored Ad ×3 BEST VALUE

$499

THREE ISSUES

Buy two primary sponsored ads and get the third at half price.

- Three top-of-email slots
- Repeat exposure across weeks
- Save $98

Book now →

Classified Ad

$99

PER ISSUE

Text-only ad at the bottom of the newsletter with a link. Cost-effective promotion.

- Bottom-of-email position
- One line of copy + link
- Good for launches and offers

Book now →

Classified Ad ×3

$249

THREE ISSUES

Buy two classified ads and get the third at half price.

- Three bottom-of-email slots
- Steady, low-cost presence
- Save $48

Book now →

Slots are booked on a first-come basis. Get in touch for bespoke or multi-month packages.

LET'S WORK TOGETHER

GET IN FRONT OF 11.6K BUILDERS

Pick a slot, send over your creative, and we will handle the rest. If you are not sure which placement fits, tell us what you are launching and we will recommend one.

Book a placement →

workspace.passionfroot.me/launch-llama · launchllama.co



LAUNCH LLAMA

LAUNCHLLAMA.CO