Pathmonk

Partners media kit

Q4 2024

HubSpot
shopify
MEDIA CONTOUR
THE CONVERSION LEADERS
JSMM.
aws
pipedrive
CAYK
seoworks
THE DIGITAL GROWTH EXPERTS
White Shark® MEDIA
IRIDE
COMUNICAZIONE
Napier
.otm

Why partner with Pathmonk?

Pathmonk is your gateway to a highly targeted marketing audience

- 💡 +80% marketing decision-makers
- 💌 High average open rate (34.4%)
- 🔥 Above average CTR (3-6% depending on offer)
- ✅ Quality first: we only partner with brands that fit our audience, ensuring your offers are relevant
- 🎯 Multichannel approach for comprehensive coverage: reach your audience via newsletter sponsorships, podcast features, LinkedIn posts, and blog articles to ensure multiple effective touchpoints.

Our audience

🦸 Niche community of marketing leaders

- 17% Founder/VP
- 44% CMO/Head of
- 22% Entrepreneurs

✉️ +15,000 newsletter subscribers

- 42% North America
- 31% Europe
- 14% LATAM
- 9% Asia

❤️ A fast-growing multi-channel presence

- 13k followers Linkedin
- +800k audio downloads
- +10k followers accross streaming platforms

⚡ Tech/Innovation early-adopters

- Interested in next-gen marketing, up-and-coming tools, AI, data, automation, entrepreneurship, and innovation.

Our sponsorship opportunities

Choose 2 or more options for a **30% off**, or get in touch for a tailored proposal

Podcast ‘Pathmonk Presents’

- Includes 30′ video interview, published on our website + YouTube, Spotify, iVoox, and other streaming platforms + LinkedIn and X promo — $300 USD

Newsletter ‘The smarter marketer in the room’

- Full dedicated newsletter — $500 USD
- Featured article + banner + link — $300 USD
- Featured podcast interview + banner + link — $200 USD
- Promo banner + link — $200 USD

Pathmonk blog

- Featured guest article + backlink — $600 USD
- Featured guest written interview + backlink — $500 USD
- Inclusion in listicle article of your choice with backlink (ie: 10 best SaaS marketing agencies”) — $300 USD

Podcast ‘Pathmonk Presents’

- **+800k total downloads**
- **10,000 followers** across Spotify, YouTube, Apple Podcast, iVoox, Google Podcasts
- **Main topics covered**: growth, AI applied to marketing, marketing strategies, optimizing the customer journey, analytics,
- **Only senior industry leaders**
- **Some of our stellar guests:** Eugenia Blackstone, Melissa Esbenshade, Albert Thompson, Pinar Ormeci, Garrett Brock, Bill Cooper, and many more.

>> Explore our podcast

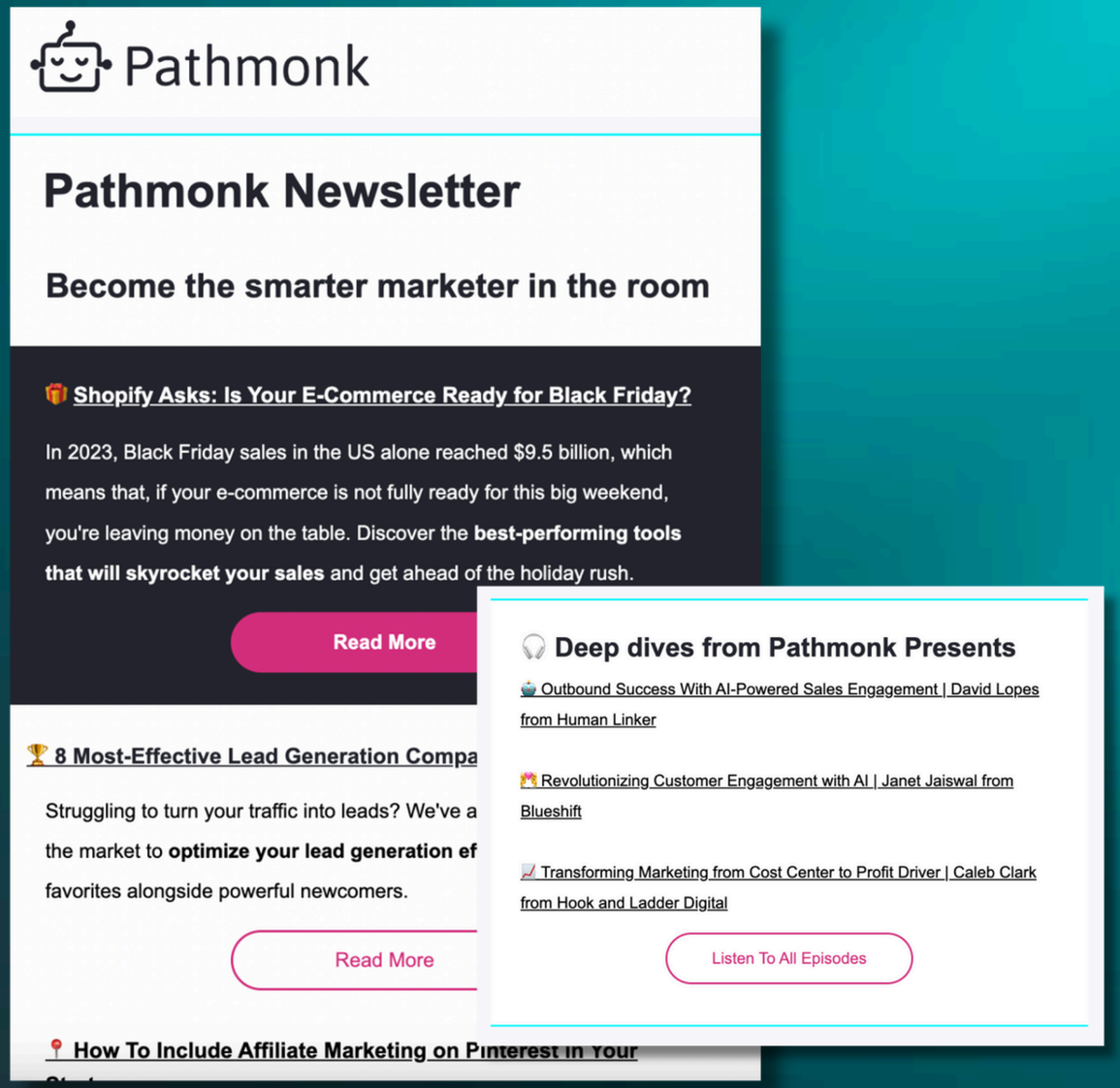
Newsletter ‘The smarter marketer in the room’

- **+15k active subscribers, 6% growth MoM**
- **Every 2 weeks** we send the top marketing picks from our blog and our partners’. Topics tipically include CRO, new tools, AI marketing, analytics, and cross-marketing strategies for growth (SEO, PPC, social, email, referral, affiliation, etc)

Sponsorhips include:

- Featured opening article + banner + link
- Featured podcast interview + banner + link
- Promo banner + link

>> Sign up to our newsletter



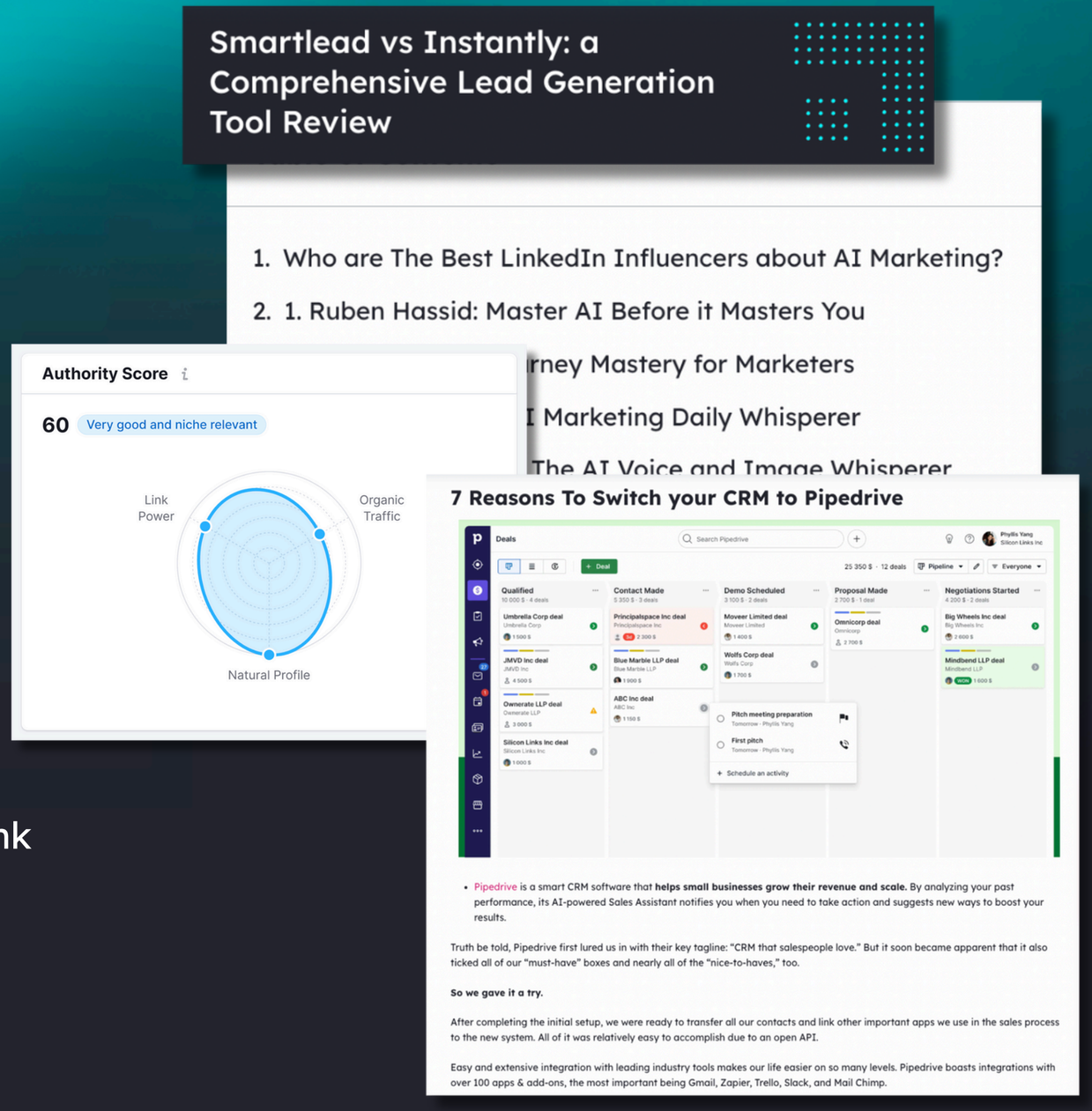
Pathmonk blog

- **+7k monthly readers, 83% organic traffic**
- Grow authority from a healthy domain
- **Future-proof your SEO**: AI browsers will primarily consider authority based on the number of quality domains referring to you.

Sponsorhips include:

- Guest article of your choice + backlink
- Guest written interview + backlink
- Inclusion in listicle article of your choice with backlink
- All options include LinkedIn post at no extra fee

[>> Read our blog]



Put your brand in front of the smartest marketers

Get in touch!

Pathmonk