

Reach B2B SaaS marketers and SEOs.

Three channels to reach B2B marketers. Sponsor one the newsletters, the website or a combination that works for you.

CHANNELS AT A GLANCE

01 · EMAIL NEWSLETTER B2B Marketing Shots 410 subscribers, weekly, 54% in the US, UK and EU B2B SaaS marketers, growth leads and founders. Fits GTM, RevOps, and software for marketing teams.	02 · LINKEDIN NEWSLETTER SEO Marketing Shots 2,500+ subscribers, up to 1,500 impressions per edition Mostly SEOs, some B2B marketers. Fits SEO tools, AI search platforms, content tools and agencies. Can also be used to hijack Google searches with parasite SEO.	03 · WEBSITE Marketing Experts Hub 4K–6K sessions per month, DR 41 Marketers searching for demand gen, performance and SEO answers. Evergreen placements, or pieces designed for SEO like listicles or guest posts.
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PUBLISHED BY

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Head of Growth in B2B SaaS. Scales companies from early stage to eight-figure ARR, including LearnWorlds. Runs ScaleX Marketing and mentors at GrowthMentor. Writes on demand gen, GTM, ABX, RevOps, SEO/GEO.

B2B Marketing Shots

A weekly email on Substack. B2B marketing, GTM, demand gen, tools and SEO, written by a practitioner for SaaS operators.
<https://b2b.marketingexpertshub.com/>

410 subscribers	20–22% average open rate	~85 opens per issue at current list size	+30–50 reads from the Substack network
~10% subscriber growth rate	Weekly 1 newsletter per week	18 mo operating, launched late March 2025	54% in the US, UK and EU

AUDIENCE BY REGION

Europe	43.0%
North America	19.2%
South Asia	18.4%
Middle East & North Africa	7.5%
Asia Pacific	7.3%
Latin America & Africa	4.6%

54% of readers in the US, UK and EU. 58% in Tier-1 B2B markets.

READ BY MARKETERS AT

AirOps	ChartMogul	Webflow
LearnWorlds	HeyReach	
Product Marketing Alliance		

EVERGREEN REACH

Issues stay public and indexed by search engines. Select issues rank in Google and surface in AI search, so placements keep earning views after send day.

SPONSORSHIP RATES

PLACEMENT	EUR	USD
Sponsorship, one issue	€200	~\$230
Monthly sponsorship, 4 issues	€500	~\$575
Dedicated newsletter or interview	€500	~\$575

SEO Marketing Shots

A LinkedIn newsletter on SEO, AI search and content for B2B. Delivered in-app and by email to every subscriber. Also being used for general marketing articles or parasite SEO - ranking above native content.
<https://www.linkedin.com/newsletters/seo-marketing-shots-6978589795958591488/>

2,500+ subscribers	~1,500 with in-app notifications on	700–1,500 impressions per edition
20–25% open rate, LinkedIn views and email	1–2 editions per month	Indexed editions publish as LinkedIn articles

WHO READS IT

Mostly SEOs. Plus B2B marketers who own organic growth, content and AI search visibility.

- SEO specialists
- Content leads
- Growth marketers
- Agency owners

BEST FIT FOR

- 01 SEO and keyword research tools
- 02 AI search and AEO platforms
- 03 Content and writing tools
- 04 SEO and content agencies

LIMITED INVENTORY

1 to 2 editions a month means only 12 to 24 sponsor slots a year.

EVERGREEN REACH

Select editions rank in Google for SEO topics and keep earning views.

SPONSORSHIP RATES

PLACEMENT	EUR	USD
Sponsorship, one edition	€200	~\$230
Dedicated newsletter or interview	€500	~\$575

Marketing Experts Hub

Guides, playbooks and research for B2B marketers, found through search and AI answers.

<https://marketingexpertshub.com/>

4K–6K	DR 41	Evergreen
sessions per month	domain rating, Ahrefs	placements stay live on the site

TRAFFIC BY COUNTRY

United States	16%
European Union	5%
United Kingdom	2%
Worldwide	77%

TOPICS

B2B marketing	Demand gen	Performance
SEO		

Most readers come from Organic, AI Search, or bookmark the page for it’s tools and guides (Direct).

CONTENT PLACEMENT RATES

SERVICE	EUR	USD
Link insertion, existing content	€200	~\$230
Listicle inclusion, existing content	€300	~\$345
New article or listicle, you provide the content, we edit	€400	~\$460
New article or listicle, we write it for you	€600	~\$690

All placements at a glance

PLACEMENT	EUR	USD
B2B MARKETING SHOTS • EMAIL NEWSLETTER		
Sponsorship, one issue	€200	~\$230
Monthly sponsorship, 4 issues	€500	~\$575
Dedicated newsletter or interview	€500	~\$575
SEO MARKETING SHOTS • LINKEDIN NEWSLETTER		
Sponsorship, one edition	€200	~\$230
Dedicated newsletter or interview	€500	~\$575
MARKETING EXPERTS HUB • WEBSITE		
Link insertion, existing content	€200	~\$230
Listicle inclusion, existing content	€300	~\$345
New article or listicle, you provide the content, we edit	€400	~\$460
New article or listicle, we write it for you	€600	~\$690

TOPICS WE COVER

B2B MARKETING SHOTS Practical plays for SaaS operators running pipeline and growth. B2B marketing GTM Demand gen Marketing tools SEO	SEO MARKETING SHOTS How B2B brands win organic and AI search visibility. SEO AI search AEO B2B content	MARKETING EXPERTS HUB Evergreen guides, playbooks and research for B2B marketers. B2B marketing Demand gen Performance SEO
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Book your slot

Talk to Nick Malekos about dates and fit.

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