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

500

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.

PUBLISHED BY

Nick Malekos

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.

CHANNEL 01 · EMAIL NEWSLETTER

SUBSTACK · WEEKLY

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/

500 subscribers	**20%** average open rate	**~100** 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.

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Marketing Experts Hub

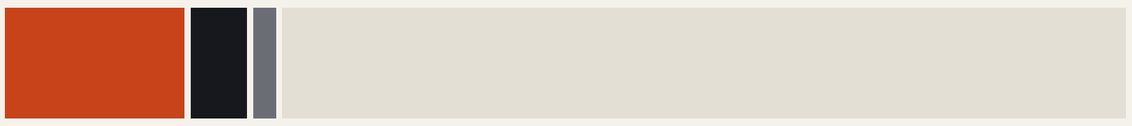
Guides, playbooks and research for B2B marketers, found through search and AI answers.
https://marketingexpertshub.com/

4K–6K
sessions per month

DR 41
domain rating, Ahrefs

Evergreen
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, listicle or editorial, 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
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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
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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

Book your slot

Talk to Nick Malekos about dates and fit.

nick@scalex-marketing.com

linkedin.com/in/nickmalekos ↗

Editorial guidelines

We care about high-quality content. Every piece we publish has to be valuable to our readers. We reserve the right to edit all submissions.

01 · QUALITY

Valuable to our readers

We only publish content that helps our readers do their jobs better. We edit every piece for clarity and accuracy, and reserve the right to make changes before it goes live.

02 · LINKS

Up to 3 relevant links

Links to your product or customers are welcome. Each article carries up to 3. Every link has to be relevant to the content around it. We move or remove links that feel misplaced.
All links are dofollow.

03 · SOURCES

Back every claim

Link to the original source for every data point, statistic and claim. No source, no claim.

04 · IMAGES

Original visuals, no stock

Use new, original images inside the article. No stock photos. Screenshots are fine. We create the cover image to fit the MEH brand, so you don't need to supply one.

EDITORIAL RATES

You write, we edit and publish	**€400 ~$460**
We write and publish for you	**€600 ~$690**