

Tracerrr.

MEDIA KIT · 2026

Attention, *not noise.*

Tracerrr designs, writes and commercialises a network of high-engagement, creator-led newsletters in golf, cricket and beyond — audiences who choose to read. We build and run every title, end to end.

THE NETWORK IN NUMBERS

Engagement first, *everything else second.*

Every Tracerr title is built around consistency, personality and a real editorial voice — which is why the numbers look the way they do.

60%+

Average open rate across the network — around double the industry norm

5%+

Average click-through rate on placements readers actually engage with

500K+

Newsletter subscribers across the network

15%

Month-on-month subscriber growth across our titles

HOW A PARTNERSHIP WORKS

1 · Map it to your goals

A 15-minute call to match your brand to the right titles, audiences and pricing. Clear pricing, no guesswork.

2 · Native placement

Your brand woven into editions readers open first thing — placements that feel like part of the newsletter, not an ad bolted on.

3 · Handled end to end

We run the sponsorships, the placements and the logistics — every send intentional and approved.

Creator-led titles with *audiences that trust them.*

Every partnership is live, intentional and approved. These are the newsletters people open first thing.

GOLF

01

The Bryan Bros

A creator-led newsletter built around a highly engaged golf audience — consistent publishing, a strong editorial voice, and native placements brands can trust.

Weekly cadence **Native** placement

CRICKET

02

Kevin Pietersen

A creator-led cricket newsletter with a devoted, opinionated readership. Sharp editorial and a marquee voice make for placements readers actually remember.

Weekly cadence **Native** placement

GOLF

03

Ian Poulter

A marquee name in golf writing directly to fans. A trusted, high-recall environment for brands who want to be part of the conversation, not interrupt it.

Weekly cadence **Native** placement

GOLF

04

Zire Golf

Golf content built for readers who play and follow the game closely — a reliable, engaged audience that shows up edition after edition.

Weekly cadence **Native** placement

GOLF

05

Jobs in Golf

The go-to newsletter for people building a career in golf — a large, highly engaged audience of industry professionals and job-seekers who open every edition.

185K subscribers **Native** placement

TENNIS

06 · COMING SOON

Wimbledon Winner's Newsletter

A brand-new newsletter fronted by a Wimbledon champion, launching soon. Get in early and partner with it from day one.

Launching soon **Native** placement

PREVIOUS PARTNERS

Brands that have *already run with us.*

LIV Golf

TGL

Asian Tour

PopStroke

Dormie Network

Ship Sticks

18Birdies

Top100

Takomo

PAYNTR

Papatui

*“The placement felt like **part of the newsletter** — not an ad bolted on. That's exactly why the audience actually reads it.”*

— Erin Carroll, Head of Paid Media @ ShipSticks

SPONSORSHIP PRICING

ONE-OFF

\$0.08

per subscriber · per send

A single send in one of our titles. The easiest way to test the channel.

MULTI-NEWSLETTER

\$0.06

per subscriber · per send

Sponsor across multiple newsletters at once and scale reach fast.

LOCK-IN

\$0.04

per subscriber · per send

Multi-month partnerships at our most advantageous pricing.

Let's put your brand where *people are paying attention.*

Book a call:

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