Releasebot

Media Kit

September 2026

About Releasebot

Releasebot is a personalized daily release notes newsletter read by technology buyers who care about what's new and changing in their software stack.

Our subscriber base spans C-level executives, software engineers, product managers, in-house IT pros, technology consultants, AI enthusiasts, and more.

Every morning, we send an email to these subscribed users recapping the new releases in their personalized feed. The individualized nature of this content leads to very strong open and engagement rates.

Releasebot's audience is defined by intent. Every subscriber is actively tracking software updates. Advertise with us to put your product in front of people who are already in a decision-making mindset about tooling, services, and vendors.

There are two ways to work with us: a weekly digest sponsorship (page 2), or a guaranteed listing that puts your company permanently on Releasebot (page 3).

Audience at a glance

SUBSCRIBERS	SENDS / WEEK	OPEN RATE	OPENS / WEEK
4,500	**18,000**	**50%**	**9,000**

TOP VENDORS BY # OF SUBSCRIBERS

Anthropic 2,250	**OpenAI** 1,690	**Google** 920	**Microsoft** 680	**Perplexity** 660
Cursor 480	**Obsidian** 450	**Apple** 430	**GitHub** 410	**xAI** 400
OpenClaw 380	**Notion** 310	**n8n** 280	**Figma** 240	**Eleven Labs** 240

hello@releasebot.io

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Digest sponsorship

You will be the feature sponsor for an entire week's worth of daily digests. You will receive two placements in every email we send, and you are the only sponsor in that send.

1. Byline / lead: Your message sits above the fold, the first thing readers see before any release content.

2. Inline native entry: A second native placement inside the feed, formatted to match the surrounding release entries.

View a sample digest at **releasebot.io/advertise**

Ad slot requirements

Every sponsor must provide the following fields:

FIELD	DESCRIPTION	CONSTRAINTS
sponsor_name	Company or product name	Plain text, no markup
ad_headline	Primary hook shown above the fold	Max 80 characters
ad_description	Supporting copy explaining the offer or value prop	Max 250 characters, plain text only
ad_cta_text	Call-to-action button/link label	Max 30 characters (e.g. "Try it free")
ad_link	Destination URL	HTTPS only. UTM params allowed. No URL shorteners.

Pricing

SPONSORSHIP / WEEK
$300

CPM ON OPENS
$33

Every campaign includes an impressions guarantee. If yours falls short of a $33 CPM, we run make-good placements at no charge.

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Guaranteed listing

You get a permanent page on Releasebot that tracks your releases automatically as you publish them.

GUARANTEED LISTING

$750

One-time

What's included

- A permanent vendor page on releasebot.io that tracks your releases automatically as you publish them.
- A link to your website from every release entry on that page.
- Included in our sitemap and internal navigation, and never marked noindex.

What you need

- A company operating in software, technology, or the wider B2B tech ecosystem.
- A public release notes page, changelog, blog, or RSS feed we can track.

Submissions and indexing

Anyone can submit a tool to Releasebot for free, and a large share of the products we track arrived that way. We are selective about the content we index, however. A guaranteed listing is how you make certain your page is indexed, kept in our sitemap, and linked from our internal navigation.

Example listing: **releasebot.io/updates/psycopg**

FAQ

Are listings and links permanent? Yes.

Do links contain any tags or markup? No.

Will you accept guest posts? No. Releasebot ingests release note and product announcement feeds only. Please review our requirements above.