

Accredited

Direct Access to Verified U.S. Accredited Investors Actively Deploying Capital

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About Accredited

Accredited is a curated investment newsletter built exclusively for self-verified U.S. accredited investors actively looking to deploy capital.

We source and present high-quality private market opportunities including private equity, credit, real estate, operating businesses, and alternative investments to investors who have opted in specifically to review investment opportunities.

Unlike broad finance or business newsletters, Accredited is:

- 100% focused on accredited investors
 - 100% U.S.-based
 - Built around capital deployment
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Our Audience

- 550 subscribers (Feb 11th)
- 112 new accredited investors joining per week on average
- Rapid, compounding subscriber growth

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Active subscribers



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Investor Qualification (SEC Rule 501(a))

Subscribers qualify under at least one of the following:

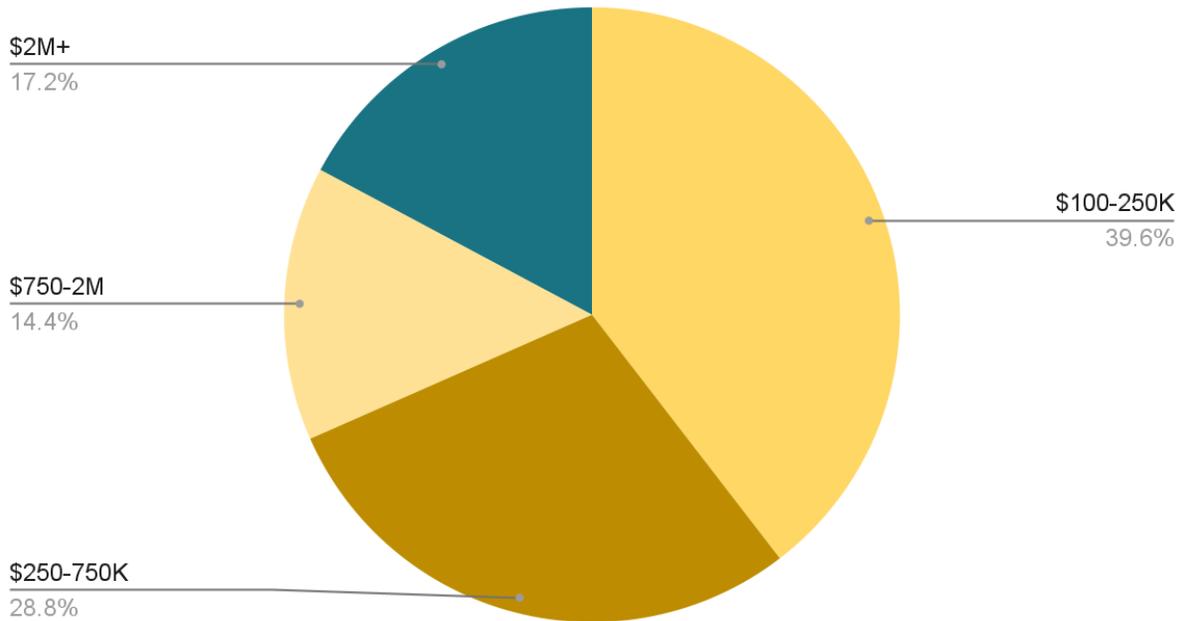
- Individual income > \$200,000 (\$300,000 with spouse) in each of the past two years and expected this year
- Net worth > \$1,000,000 excluding primary residence
- Knowledgeable employees of private investment funds
- Entities or family offices with \$5,000,000+ in assets

Our Audience is in Buy Mode

- **Our audience is looking to write an average check size of:** ~\$1,000,000
- **Capital deployment timeline:** Within 90 days
- **Geography:** 100% United States
- **Behavior:** Actively reviewing private investment opportunities

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Check size



Performance Metrics

Average Open Rate: 58.6%

Industry average (finance newsletters): 20–30%

Average Editorial CTR: 5.2%

Industry average (finance newsletters): 2–3%

Accredited consistently performs at 2x+ industry benchmarks for engagement.

Advertiser Performance

Average Ad CTR: 3.88%

Industry average ad CTR (finance newsletters): 0.5% – 1.5%

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Sponsors running a full week (5 issues) average **3x more total clicks** than single-day placements.

Repetition builds familiarity. Familiarity builds trust. Trust drives capital conversations.

Supported By:

VDB
WEALTH

Get Access To Our Free Due Diligence Checklist

This is the exact framework we use with clients before they write six-figure checks into private deals.

20 questions covering:

- Deal structure, fees & sponsor alignment
- Liquidity risks & capital call planning
- Tax implications (K-1 timing, UBTI exposure, treatment)
- How it fits your complete portfolio (not just in isolation)

Most investors Miss the mark.

They ask "Is this a good deal?" instead of "Is this a good deal for MY situation?"

Even great deals can ruin great plans if they don't fit.

[Download the Checklist \(FREE\) →](#)

One Ad Slot Per Issue

To protect performance and preserve audience trust, we offer only one sponsored ad slot per issue.

No competing sponsors. No clutter. No split attention.

Your brand receives exclusive visibility in that edition.

Pricing Structure

Your ad rate is based on the number of subscribers at the time of booking, not at time of send.

If you book at 500 subscribers and your ad runs when we reach 800, you pay the 500-subscriber rate. All booked ads must run within 2 months of the booking date. If your ad has

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not run within that window, the rate will be recalculated based on the subscriber count at the time of rescheduling.

Single Ad Slot (1 Day): \$1 per subscriber. For 500 subscribers: $500 \times \$1 = \mathbf{\$500}$

Full Week Package (5 Issues): \$0.50 per subscriber per issue. For 500 subscribers: $500 \times \$0.50 \times 5 = \mathbf{\$1,250}$

Full-week placements typically generate 3x the total clicks.

Early Adopter Offer (February Bookings Only)

We are a newer newsletter and community. To thank early advertisers, we are offering **50% off any package booked in February**.

At 500 subscribers:

- Single Day: \$500 → **\$250**
- Full Week: \$1,250 → **\$625**

As the audience grows weekly, early advertisers benefit from:

1. Discounted rates
2. Locked-in subscriber pricing (rate based on number of subscribers at the time of booking, not the time of delivery).

Ad Specifications

To maintain clarity and engagement:

- Maximum 600 characters
- Clickable logo
- One CTA button
- One image optional (1000px × 500px)
- Direct link to your landing page

All ads are reviewed to ensure quality and alignment with our audience.

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Compliance & Disclosure

Accredited is a media platform and publisher. We are not a broker-dealer, investment advisor, or placement agent.

We do not provide investment advice, endorse specific offerings, or receive transaction-based compensation.

All advertising partners are responsible for complying with applicable securities laws, including Regulation D and general solicitation rules where applicable.

Investors are responsible for conducting their own due diligence before making any investment decisions.

Contact

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