

Strictly  
Internal

# Media Kit + Sponsorship Guide

Reach thousands of highly engaged and influential business leaders

2026

# Reach thousands of business leaders via Strictly Internal

5,400+

Total subscribers

54%

Average compound monthly subscriber growth

US: 76%

UK: 14%

CAN: 4%

A global audience

26%

Subscribers with direct or strong influence on purchasing decisions at their organization

## About Strictly Internal

SI

Strictly Internal is a free weekly newsletter sharing new internal communications jobs and industry insights. Launched in May 2024, the newsletter offers:

- **Fresh internal comms jobs from leading companies in the US, the UK and Canada**, carefully curated to save subscribers' time
- **Interesting change and transformation comms positions**, ensuring readers don't miss out on these timely roles at top organizations
- **Selected articles, research, and insights** that are relevant and valuable to day-to-day work and long-term career growth

# Strictly Internal delivers exceptional reach and impact

|               | Industry Average <sup>1</sup> | Strictly Internal |  <b>Impact<br/>beyond email</b>                                                                                                                                                                                                       |
|---------------|-------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Open Rate     | 41.2%                         | 69.0%             | <p>Our website and social media significantly boost your brand's content long after the newsletter is sent.</p> <ul style="list-style-type: none"><li>• 2,100+ monthly web views</li><li>• 570+ monthly web clicks</li><li>• 28% average web click rate</li><li>• 950+ LinkedIn followers (SI company account)</li></ul> |
| Click Rate    | 3.2%                          | 17.4%             |                                                                                                                                                                                                                                                                                                                          |
| Delivery Rate | 98.9%                         | 99.1%             |                                                                                                                                                                                                                                                                                                                          |

1. Source: 2026 State of Email Newsletters report, Beehiiv. Based on analysis of 28 billion email newsletters sent across all Beehiiv publications in 2025. Readership metrics as of December 2025.

# Strictly Internal readers subscribe – and stay

Subscriber retention by acquisition cohort

|                | Month 0 | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| June 2024      | 74.47%  | 84.58%  | 83.41%  | 76.33%  | 72.62%  | 69.76%  | 66.75%  | 63.88%  | 62.68%  | 60.53%  | 59.71%   | 58.98%   | 59.52%   |
| July 2024      | 68.88%  | 80.73%  | 73.89%  | 70.55%  | 65.58%  | 61.45%  | 58.30%  | 58.12%  | 55.38%  | 52.45%  | 51.27%   | 50.29%   | 50.29%   |
| August 2024    | 80.63%  | 84.21%  | 82.66%  | 78.26%  | 74.53%  | 69.91%  | 70.53%  | 66.77%  | 66.14%  | 63.95%  | 62.70%   | 59.87%   | 58.31%   |
| September 2024 | 72.69%  | 84.16%  | 79.68%  | 74.68%  | 71.33%  | 68.83%  | 66.28%  | 62.57%  | 61.53%  | 60.95%  | 58.70%   | 58.24%   | 56.43%   |
| October 2024   | 79.83%  | 87.55%  | 78.45%  | 76.29%  | 72.81%  | 70.48%  | 69.03%  | 68.14%  | 66.37%  | 63.72%  | 61.50%   | 59.29%   | 58.85%   |
| November 2024  | 76.54%  | 83.87%  | 80.88%  | 78.47%  | 75.88%  | 72.35%  | 68.44%  | 68.82%  | 64.71%  | 63.24%  | 62.91%   | 60.18%   |          |
| December 2024  | 63.53%  | 89.37%  | 88.65%  | 85.19%  | 83.01%  | 78.59%  | 77.26%  | 73.24%  | 73.41%  | 71.71%  | 71.95%   |          |          |
| January 2025   | 69.04%  | 88.44%  | 85.31%  | 80.78%  | 78.87%  | 78.13%  | 74.80%  | 72.14%  | 71.21%  | 68.54%  |          |          |          |
| February 2025  | 62.26%  | 89.49%  | 85.48%  | 82.16%  | 80.28%  | 75.29%  | 73.18%  | 72.94%  | 69.88%  |         |          |          |          |
| March 2025     | 83.20%  | 87.47%  | 83.81%  | 81.98%  | 77.81%  | 74.93%  | 71.80%  | 71.39%  |         |         |          |          |          |
| April 2025     | 84.52%  | 89.04%  | 84.65%  | 81.78%  | 79.49%  | 77.10%  | 73.36%  |         |         |         |          |          |          |
| May 2025       | 54.65%  | 85.67%  | 77.37%  | 75.70%  | 74.23%  | 73.11%  |         |         |         |         |          |          |          |
| June 2025      | 82.39%  | 84.45%  | 84.21%  | 81.49%  | 78.93%  |         |         |         |         |         |          |          |          |
| July 2025      | 63.84%  | 86.60%  | 86.98%  | 80.76%  |         |         |         |         |         |         |          |          |          |
| August 2025    | 42.19%  | 65.08%  | 61.90%  |         |         |         |         |         |         |         |          |          |          |
| September 2025 | 48.50%  | 55.28%  |         |         |         |         |         |         |         |         |          |          |          |
| October 2025   | 41.89%  |         |         |         |         |         |         |         |         |         |          |          |          |

4.45

Average Reader Rating<sup>1</sup>

"This newsletter is beyond helpful."

"What a treasure trove, check it out!!!"

"I really like the insights section!"

"It's a fantastic resource. It's invaluable!"

"Can't wait to get your updates!!"

"I'm so glad I found this newsletter!"

"Lots of great info. Thank you!"

"You've got some great insights."

1. Source: Weekly reader satisfaction poll, n-355

# Our subscribers are comms leaders at top companies

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- ✓ **63% Fortune 100 penetration:** reach decision-makers at leading companies
- ✓ **Diverse industry representation:** tech, healthcare, retail, finance, industrial
- ✓ **Blue-chip brands:** Amazon, Microsoft, Nike, Oracle, Morgan Stanley, more

## Role/Level

C-Suite: **6%**

Director/VP/Head: **29%**

Manager/Sr. Manager: **39%**

Specialist: **22%**

Early: **4%**

## Other Characteristics

- Majority are communications professionals in a corporate setting (i.e., high-level of education, income)
- Majority are female (consistent with overall trends in industry)
- Full range of job tenures
- Mix of active and passive job seeking

# SI subscribers are comms leaders at the world's top companies

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...and many more.

# Strictly Internal subscribers are planning major investments

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**Which tools or services is your organization planning to invest in within the next 12 months?<sup>1</sup>**

- AI automation tools for comms  
(19% of subscribers)
- Employee engagement or intranet platforms  
(18% of subscribers)
- Employee listening/survey platforms  
(11% of subscribers)
- Productivity and project management tools  
(10% of subscribers)
- Comms consulting, agencies and freelancers  
(10% of subscribers)

## **Why sponsor?**

- ✓ Reach 5,000+ comms leaders
- ✓ Audience includes Fortune 100 and global brands
- ✓ High-intent readers actively planning investments
- ✓ Best-in-class engagement metrics
- ✓ Alignment with internal comms, AI+comms, EX, and transformation

Our partners include global brands and industry innovators

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HubSpot



Contact  
Monkey



Staffbase

PoliteMail®  
for Outlook Email Intelligence™

Workshop

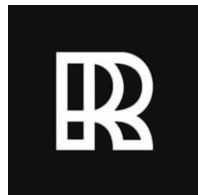


MORNING BREW

1440

PRSA

Employee  
Communications



MASTERWORKS



OCEANS



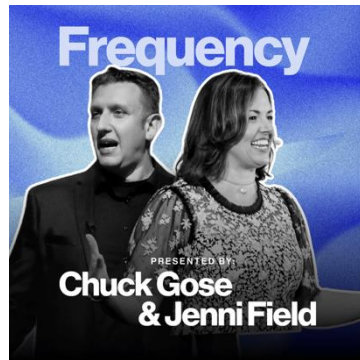
BELAY



# What others are saying about Strictly Internal

- Open rate in top 10% of all Beehiiv newsletters
- Click rate in top 10% of all Beehiiv newsletters
- Google ranks SI top 3-5 for “remote internal communications jobs” and 8-10 for “internal communications jobs”

Featured in top industry outlets:



## Sponsor Impact



I've worked with a number of different big-name newsletters as a sponsor and most haven't come close to the results I've had from appearing in SI. The difference is SI's audience is deeply invested in the content, and highly engaged. Over the course of several rounds of sponsorships with SI, I've received hundreds of new page views, and dozens of new sign-ups for paying members to my website.

Ashley Dennison, Founder  
CommsConsultants.com

# We partner with brands in three ways

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## Newsletter sponsorship

- Opportunities every week!
- **Primary spot**, with logo and text/graphic ad. Logo appears at top of newsletter, ad in the middle of the closely-watched job feed
- **Secondary spot**, with text/graphic ad placed between jobs and insights section
- 10% discount for a multiweek buy



## Content partnership

- Publish your articles, thought leadership, Q&As, etc in Strictly Internal!
- Open to format and mix between email and web placement
- Happy to team up on content generation and joint promotion



## Custom partnership

- Open to teaming up on joint publishing, content, events and other focused opportunities.
- Let's chat!



# Thank You



Sample image from Strictly Internal Social Post, January 2025