



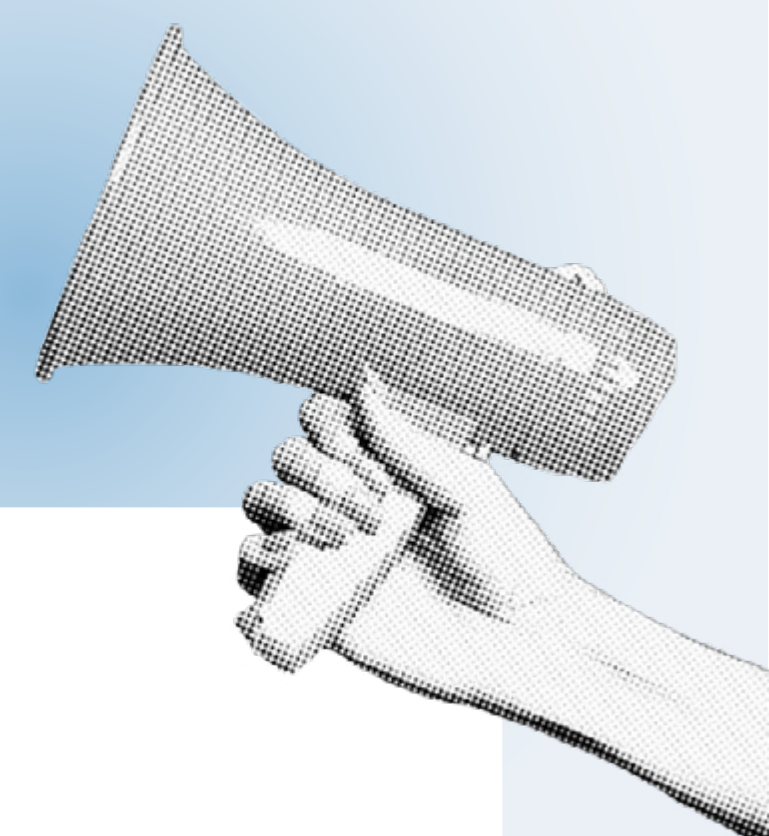
The State of Newsletter Growth

 WHAT'S INSIDE? NEW DATA AND INSIGHTS FROM 400+ NEWSLETTER PROFESSIONALS, HOT OFF THE PRESS.



2025

This just in



FOREWORD

Newsletters are so back, baby

03

BENCHMARKS + PERFORMANCE

How are the newsletters of today stacking up?

16

MONEY

Newsletters are showing publishers the money

33

INTRODUCTION + KEY FINDINGS

With a keyboard and a dream, anyone can make money from newsletters

05

AUDIENCE + PERSONALIZATION

Personality and personalization pay off

21

FUTURE

In a world of AI slop, quality content will rise to the top

38

STRATEGY + CHANNELS

Newsletters are graduating to the web and taking over LinkedIn

08

CONTENT + AI

The age of AI newsletters is here

28

RESOURCES

Make a plan, make your newsletter happen

42

FOREWORD

Newsletters are so back, baby

Not that they were ever really gone, but in 2026, they're poised for massive growth.



We’re all just hustlin’ for a little attention out here

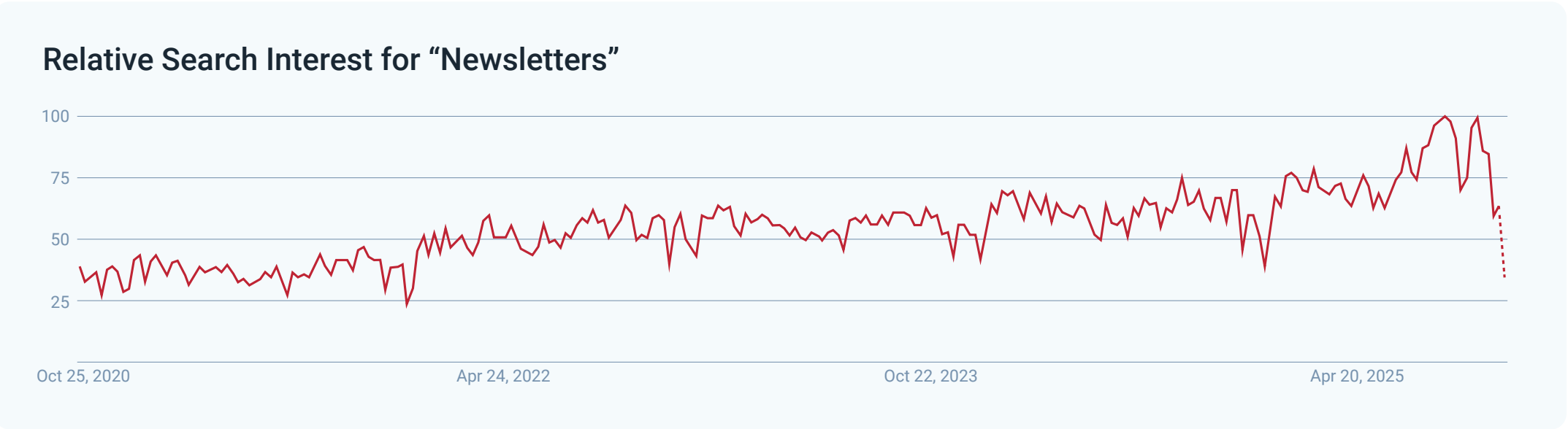
Whatever you’re building—a business, a brand, a side project that always keeps you awake beyond a reasonable hour—attention is the ultimate currency.

You can’t buy it, you can’t fake it, and it won’t arrive overnight. But once you’ve earned it and have got people actively seeking out your work, well, there you go: You’ve got all the makings of *trust* right there.

And trust? That’s the good stuff, the engine behind every successful creative business. Ever-powerful, trust turns readers into advocates, freeloading lurkers into paying superfans.

It’s also terribly hard to find. The internet’s a fickle beast; it changes its mind fast and its means of distribution faster. Through all the chaos—every algorithm shift, every new platform—one format keeps steadily winning: newsletters.

In fact, over the last few years, they’ve got more momentum than ever. (Seriously, go look at the [Google Trends data](#).)



A great newsletter is often money in the bank. *The Hustle*, *The Neuron*, and *The Peak*, to name a few, have all sold for millions. But none of that was luck—that’s all the value of a loyal, trusting audience.

That’s why we’re back exploring the current state of the newsletter landscape: to help you build some of that magic for yourself.

This year’s report dives into today’s newsletter world, how it’s changing, and what the game’s sharpest minds are betting on next. (My favorite stat? Most newsletter pros expect their profits to *heavily increase* in the next 12 months.)

By the time you’re done reading, you won’t just believe in newsletters—you’ll be clearing your schedule to work on your own.

Happy reading,



Ben Berkley
Editor in Chief of The Hustle

INTRODUCTION + KEY FINDINGS

With a keyboard and a dream, anyone can make money from newsletters

Talk about a low-cost, low barrier-to-entrance way to engage a niche audience.



From content channel to revenue channel, newsletters are a changin’

Today, there are over [50,000 newsletters](#) in circulation, from personal content creators sharing their favorite recipes to Fortune 500 brands sending product updates. With low or nonexistent startup costs, all you really need is a keyboard, some ideas, and an email marketing platform to get started.

The idea of a newsletter is compelling. Similar to pamphlets from days of yore, like Common Sense by Thomas Paine, they don’t take long to produce, and are an efficient way to get your ideas out to a crowd while growing an audience. (Except Common Sense was 47 pages long...maybe keep your newsletter a bit shorter than that.)

Paine was one of the OG publishing geniuses because he struck a nerve—he sold [120k copies of Common Sense in the first three months](#) and 500k by the end of the revolution. That’s some darn good distribution if you ask us, especially considering that the estimated population of the Colonies was around 2.5M at the time. That 500k would equate to around 60M copies (subscribers) today.

So, what’s resonating with audiences today? We surveyed **400+ newsletter pros** who have a mix of personal and professional newsletters to learn the current landscape of newsletters, and talked to some of the smartest folks in the space to get their perspectives.



Key findings

 LinkedIn, Facebook, and email are the top newsletter channels	 45% of respondents agree newsletter profits will soar in the next year	 AI has entered the newsletter production process	 The top revenue channel for newsletters is selling products or services	 Nearly one-third of newsletter pros use them for thought leadership
LinkedIn is the most popular channel for newsletters, with 51% using it for distribution.	25% of respondents saw substantial profit growth from newsletters over the past year, and most expect them to keep growing.	64% of respondents agree that newsletters will be AI-generated by 2030.	30% of respondents earn money through sales of products, services, or memberships advertised in their newsletter.	30% of respondents use newsletters to express their identities, tastes, and hot takes on their industry or topic of interest.

Why spend 5 minutes doomscrolling when you could be getting business & tech news with some attitude?

Subscribe to The Hustle

STRATEGY + CHANNELS

Newsletters are graduating to the web and taking over LinkedIn

Who said newsletters had to be confined to email only?



Start spreadin' the news(letter)

Newsletter strategy has changed quite a bit over the past year, even down to the most popular distribution channels. Newsletter creators are paying close attention to what their audiences want, and actively seeking out the latest AI and automation trends in the space to stay ahead of the curve.

One of the places they get their info? Other newsletters. This tracks. There's a newsletter for everything.

Creators are thinking about their newsletter strategy in terms of:

Format

Channel distribution

Tools and technology

Content

Subscriber insights

Lead generation

Monetization and revenue attribution

And those succeeding are using a diverse approach, while bringing in technology for the assist wherever they can.



As algorithm-driven TikTokification takes over social media and traditional search falls apart, newsletters are becoming more valuable than ever. Truly owning your audience is increasingly rare, yet newsletters remain one of the last channels where you can. When you deliver consistent value and maintain engagement, you have a direct, reliable line to your readers' inboxes. But break that trust, and it can vanish overnight.

The key is to attract the right subscribers, people who genuinely want what you offer. Treat them well, provide real value, don't oversell, and remove the unengaged. That is how you build a high-quality, owned audience while everyone else fights to stay visible in social algorithms.

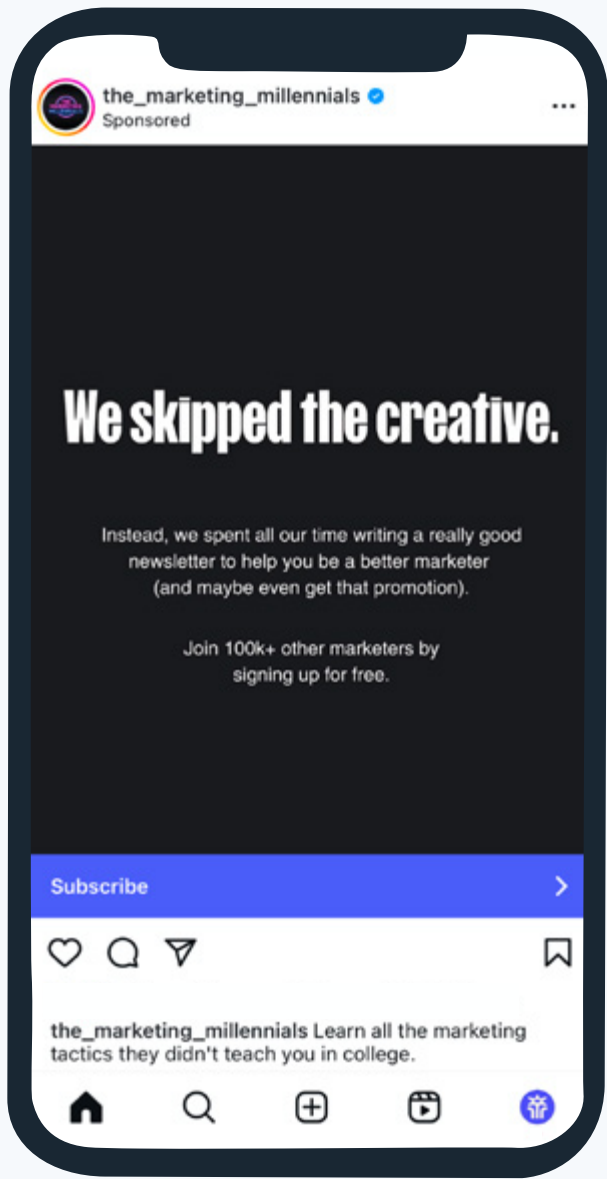


Adam Biddlecombe

Head of Brand, [Mindstream](#)

Where the pros go for newsletter news

When planning out their content strategy, newsletter pros focus on trends for the channels they publish on, AI and automation news, and data privacy updates. And this year, subscriber growth and consistency are top of mind for newsletter operators.

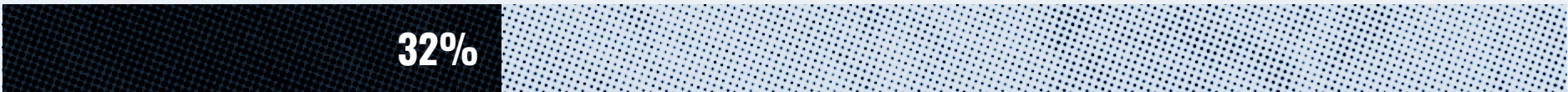


Paid subscriber growth in action

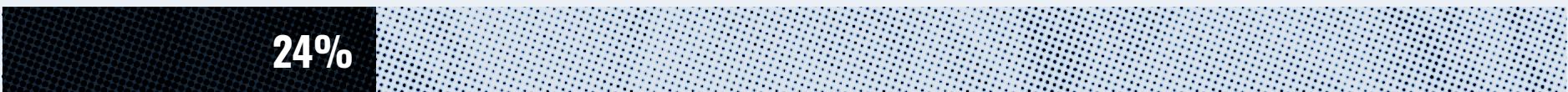
The [Marketing Millennials newsletter](#) uses Instagram ads to promote their newsletter and expand their reach via paid subscribers.

Top newsletter creation and strategy challenges

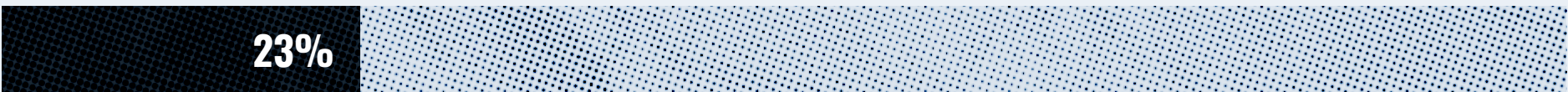
Creating and regularly sharing high-quality newsletter content



Paid subscriber growth and retention

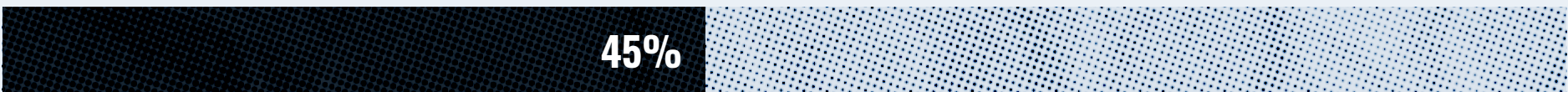


Focusing on the right subscriber demographic

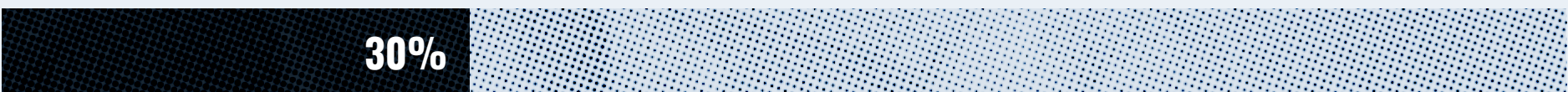


Top areas of focus for planning newsletter strategies

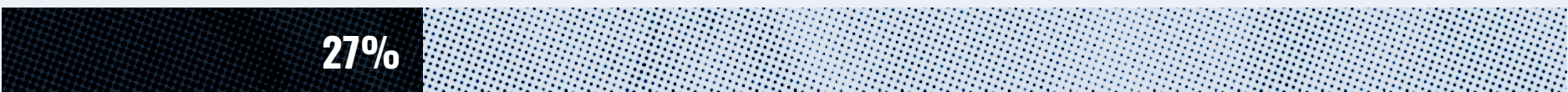
News or trends related to the newsletter platform or channel, like Substack or LinkedIn Newsletters



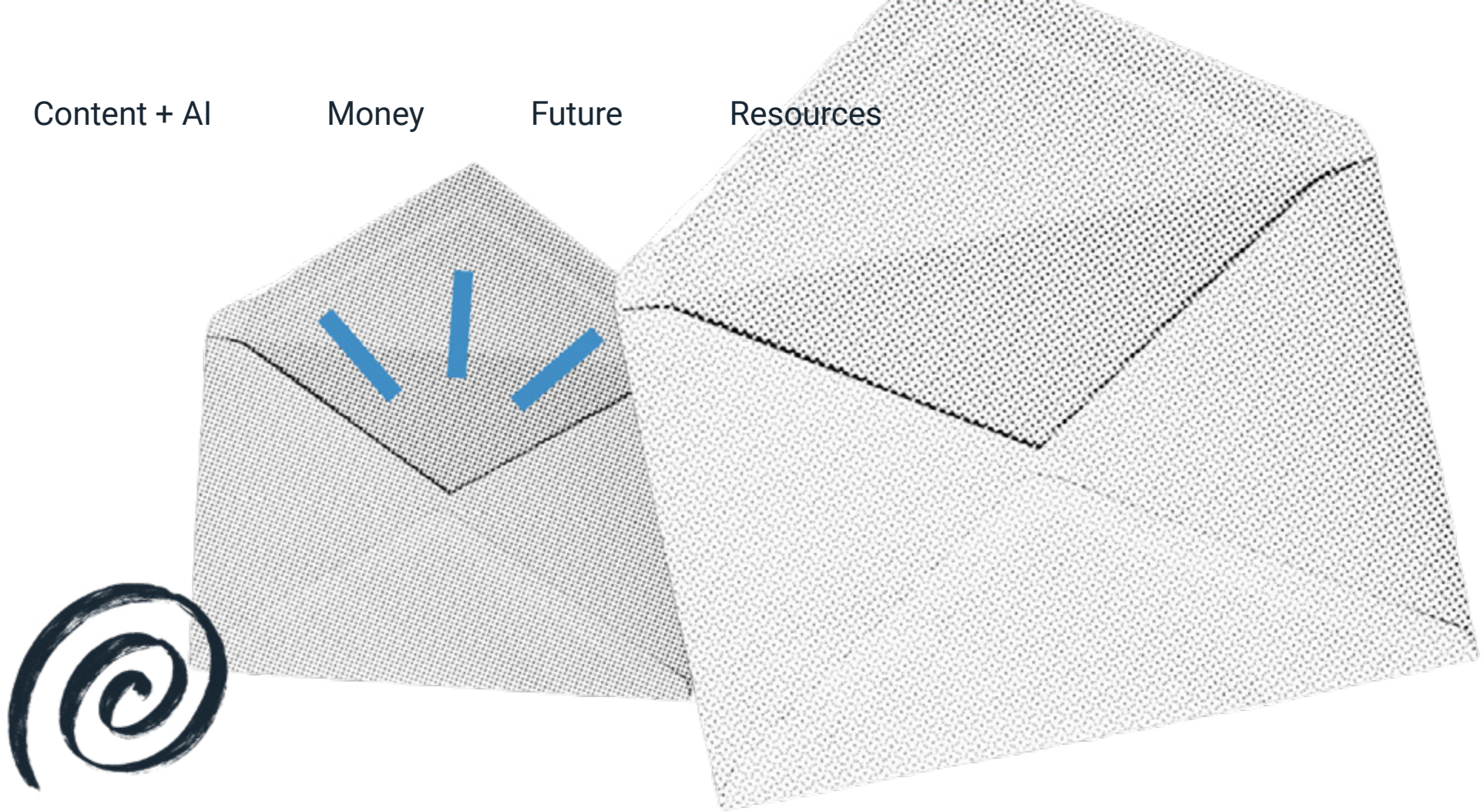
Generative AI/automation trends in the newsletter space



News about email or subscriber data privacy shifts, like GDPR, Gmail Privacy Updates, etc.



Newsletter thought leaders to follow



Tyler Denk

Founder of Beehiiv

He posts about newsletter technology and new advancements in email.



Alex Lieberman

Founder of The Morning Brew

He posts about AI and technology, newsletters, and communication tips.



Emily Sundberg

Creator + editor of Feed Me, “the hottest business newsletter”
She posts behind-the-scenes updates on producing her newsletter, business news, and newsletter industry trends.



Nathan May

Founder of The Feed Media

He posts about newsletter growth, digital products, and revenue optimization.



Jaina Mistry

Brand and content leader

She posts about newsletter strategies and best practices, and shares examples of what great newsletters look like.

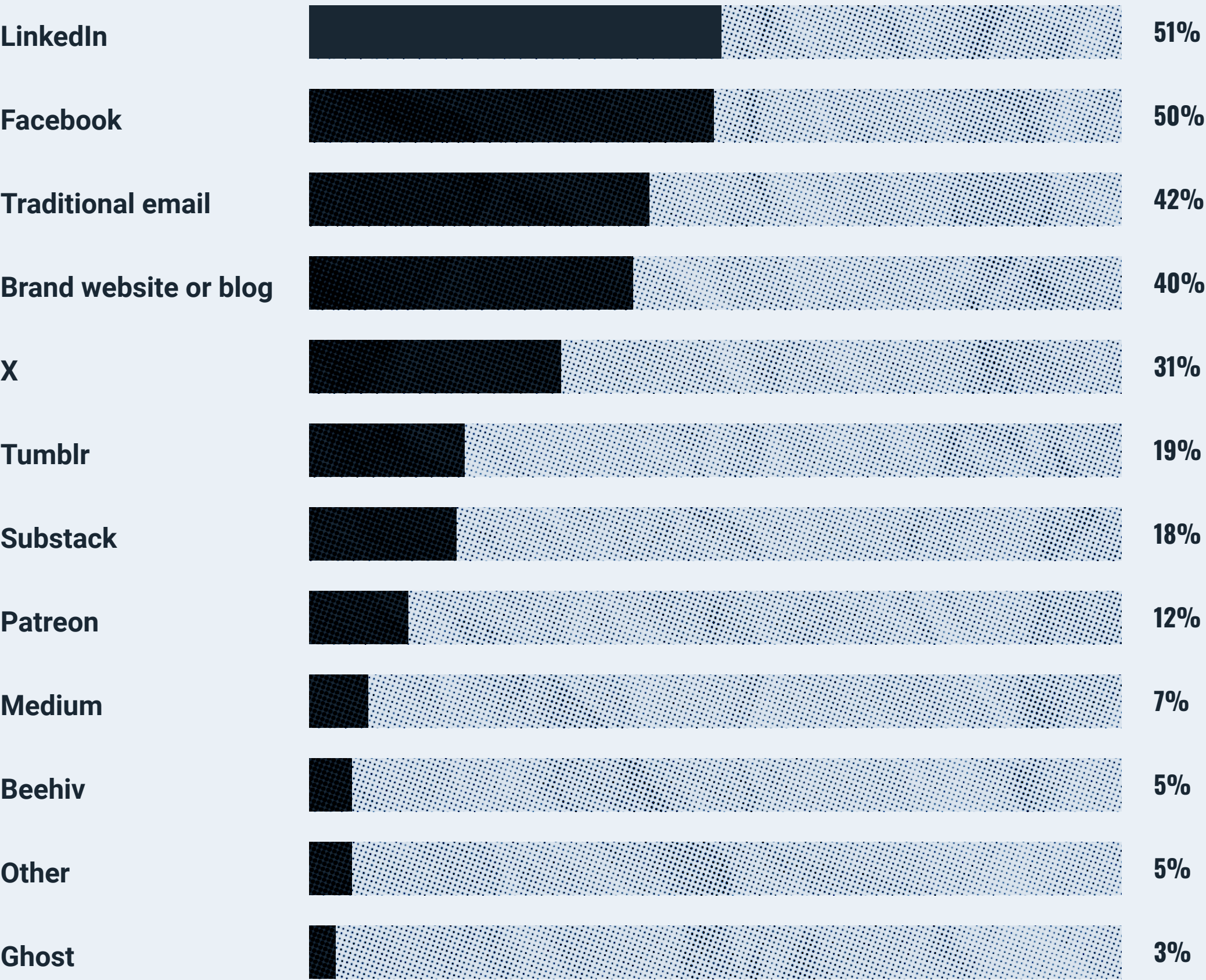
On LinkedIn, distribution is built in to the publishing channel

In 2024, the top three channels for newsletter distribution were LinkedIn, Patreon, and Substack, but in 2025, LinkedIn, Facebook, and traditional email top the list. There’s also a notable 40% of respondents that use their brand website or blog to share their newsletter.

It’s not surprising that LinkedIn topped the chart two years in a row:

- It’s the top platform for influencing B2B decision makers, according to Digital Marketer Preferences Research
- [98% of Fortune 500 CEOs](#) use LinkedIn as their main or only social media platform
- According to LinkedIn internal data, posting on the platform is up 41% over the past 3 years, and CEOs are posting 52% more in the past 2 years.

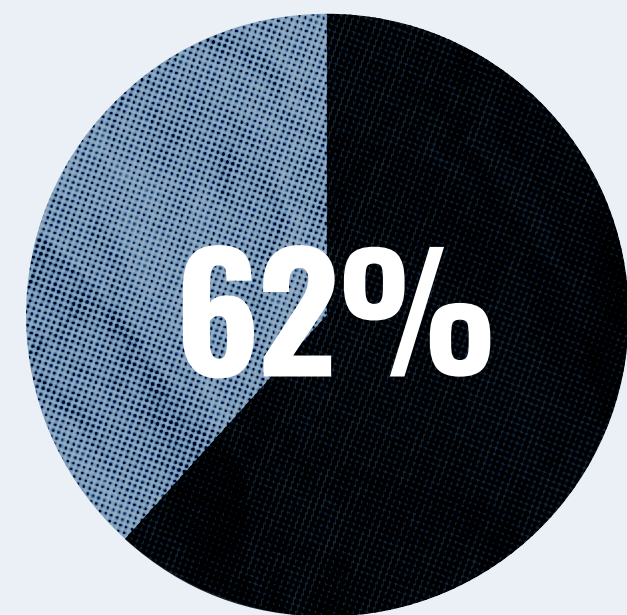
LinkedIn is the most popular channel for newsletter distribution.



Email isn't disappearing, but web-based content is taking center stage

Newsletters are moving to social platforms, but creators aren't abandoning email. Newsletter pros report that subscribers most often read their newsletters in their Gmail inbox. And Gmail is 120% more popular than the second most used channel for subscribers to consume newsletters.

Even still...



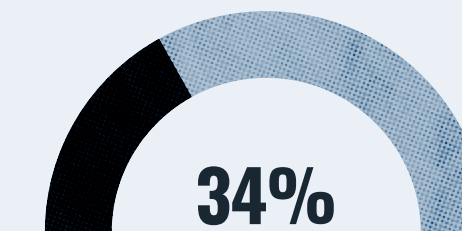
of newsletter pros agree

that moving forward, creators that publish newsletters via web platforms will get ahead of those that only use email.

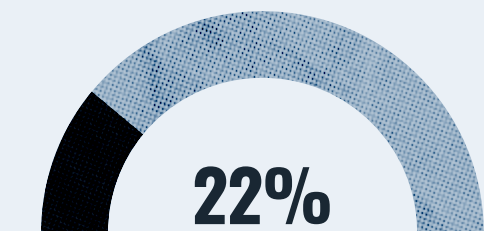
The tools of the trade are evolving with the times

On the production side, Salesforce, Mailchimp, and HubSpot are the top three email marketing platforms used for newsletter creation and publishing. Beyond their email tools, creators are using tech to create, engage, and scale.

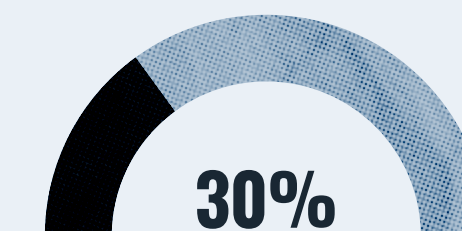
Aside from traditional email, the newsletter tools that drive the highest ROI are:



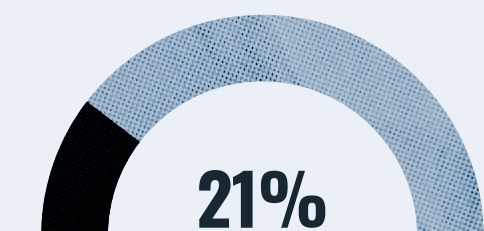
Subscriber relationship platforms that allow creators to learn more about their audience, like HubSpot CRM or Beehiiv



Social listening tools or trend-based dashboards to follow the trends in their industry, like Sprout Social, or Brandwatch



Lead-generation or revenue attribution tools to measure financial performance, like HubSpot, 6sense, or Clari



Editorial tools to write and edit compelling content, like HubSpot Breeze, ChatGPT, or Grammarly

NEWSLETTER SPOTLIGHT

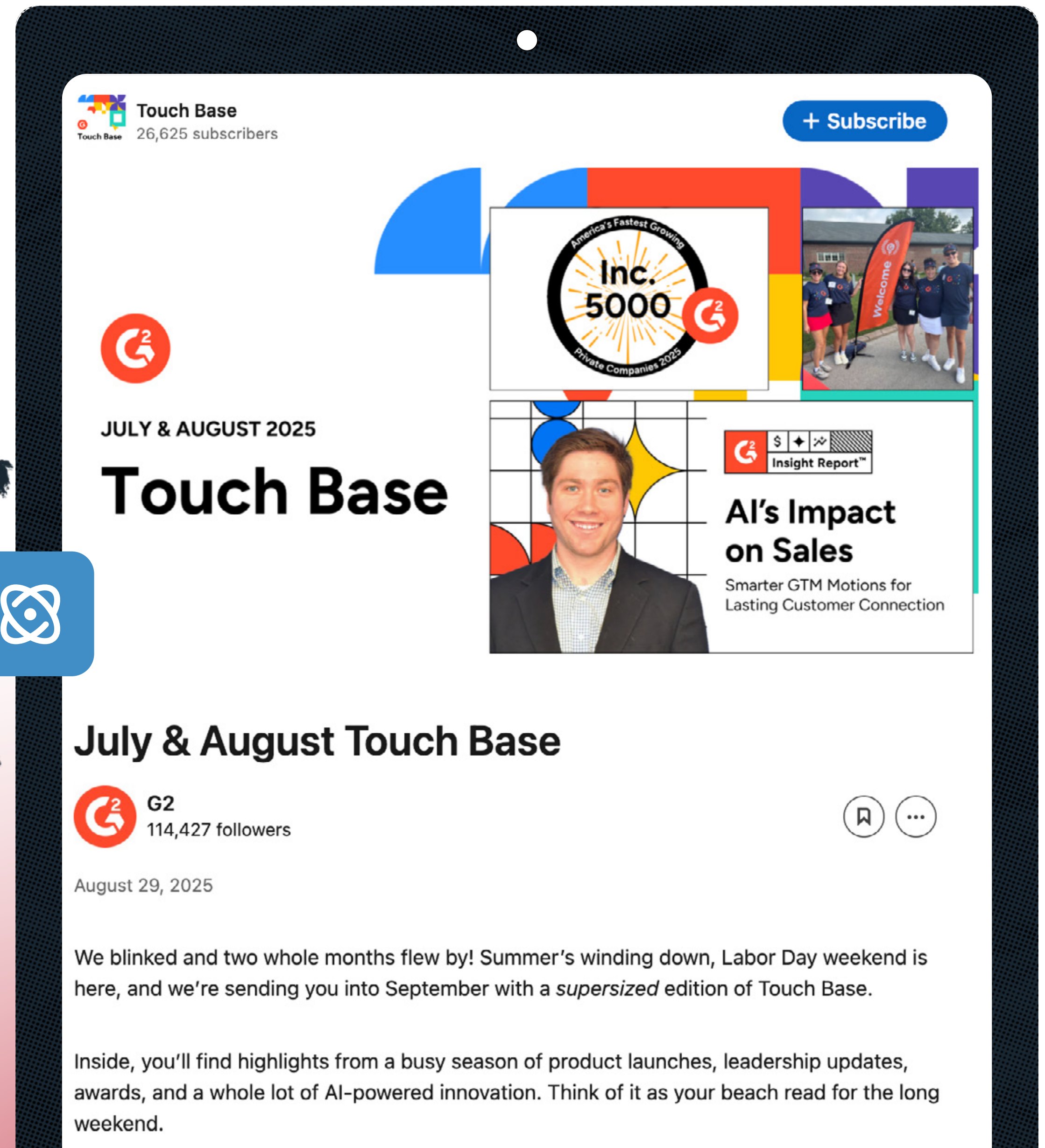
Touch Base from G2

Software review platform [G2](#) has a strong following on LinkedIn with 100k+ followers. And so does their newsletter, [Touch Base](#), which has 26k+ subscribers on LinkedIn. The brand publishes semi-monthly newsletters directly to the platform that feature sections like:

- Brand announcements
- Awards and recognitions
- G2 in the news
- G2 leader POVs
- Company and team updates
- Upcoming events

LinkedIn provides a few benefits for newsletter creators—you get a built-in network of potential subscribers, a massive potential reach, and you can directly connect with subscribers, allowing them to comment on posts, share your newsletter, and like each publication. The caveat: you don't own your audience like you would with newsletter-native platforms.

Newsletters bring personality to your brand, and can help with sales, recruitment, investor relations, product development, and virtually any internal goals you have that you want to crowdsource feedback on.



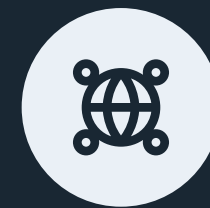
Key takeaways for newsletter pros



Diversify your channel strategy

To tackle two of the biggest challenges newsletter operators are facing —subscriber growth and retention — make sure you're sharing your newsletter where your ideal audience is most active.

- Publish your newsletter on LinkedIn, Substack, and other platforms where your audience is engaged.
- Host events (like [Colin + Samir's Press Publish event in NYC](#)) and use paid promotions to get the word out about your newsletter.
- Create video content to complement your newsletter (like [The Hustle's trending video section](#)) and drive more traffic to your subscription page.

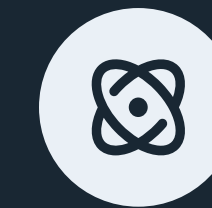


Bring your newsletter to the web

Newsletter pros are all-in on publishing their newsletters to the web. This helps you to get discovered by search engines and LLMs, and creates another opportunity for your audience to keep up with your newsletter outside of email.

Repurpose your newsletter content for your website or blog, and consider [optimizing the content with generative engines](#) in mind.

Try [Content Remix](#) to repurpose your newsletter into marketing assets for every channel, like social posts or a series of emails with images for each different platform.



Use GAI to plan out your newsletter strategy

The biggest blocker for newsletter creators is creating and regularly sharing high-quality newsletter content.

AI can help you plan out your newsletter strategy, find trends in your industry, and even source content for your newsletter.

Try an [existing newsletter agent from Agent.ai](#) to help you with your newsletter calendar.

BENCHMARKS + PERFORMANCE

How are the newsletters of today stacking up?

Newsletters can serve different purposes, so make sure you're measuring the most relevant metrics.

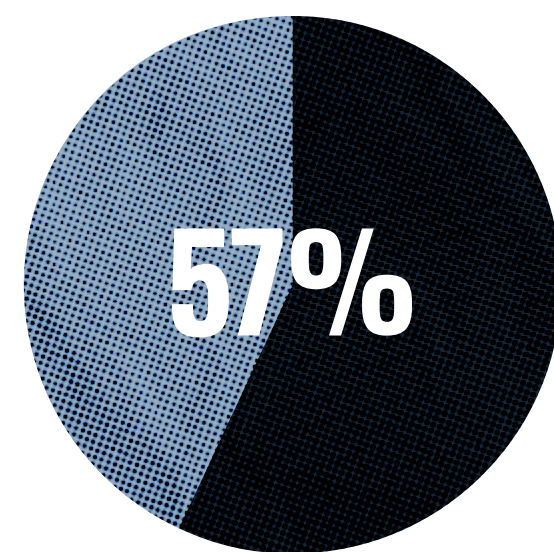


How do you measure a newsletter's success?

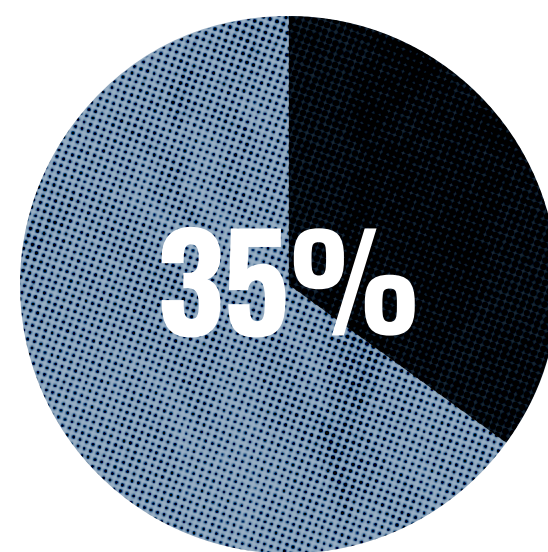
The answer: it depends.

If you judge your newsletter's success on the wrong metrics, you may believe it's failing, when it's actually wildly successful for your specific goals.

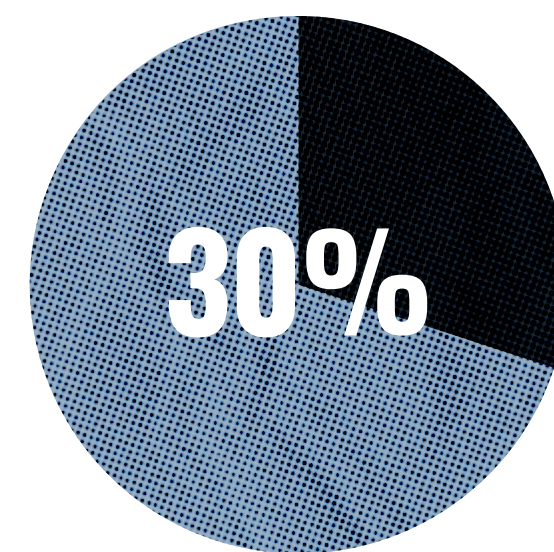
To gauge the effectiveness of their newsletters, the pros track these 3 metrics the most:



Views



Click rate

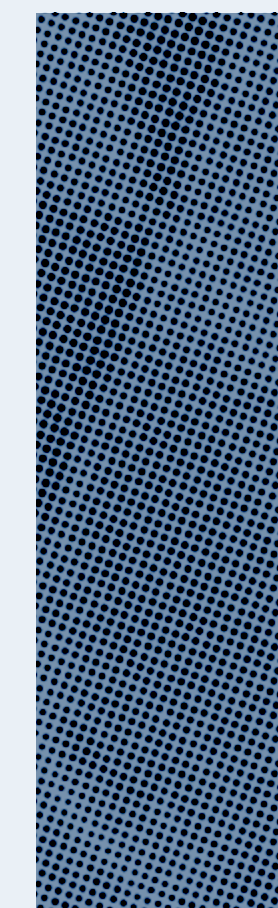


Engagement
metrics

Most newsletter tools let you get even more granular with metrics, like what time subscribers open your newsletter, the devices they open it on, which links got the most clicks, unsubscribe rates, or engagement with specific elements within the newsletter, like polls. But today, with so many pros publishing their newsletters to the web, there's another layer to consider—
influenced views and engagements on spinoff content from your original newsletter.

Average newsletter performance metrics

10 - 25%



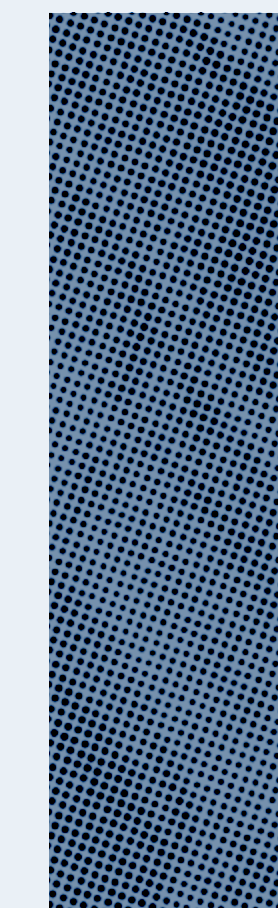
Open rate

10 - 25%



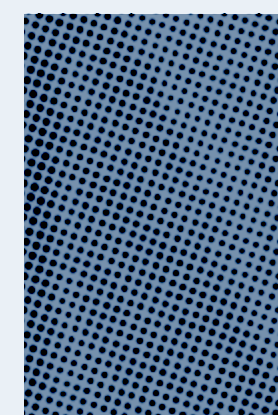
Click rate

10 - 25%



Reply rate

5 - 10%



Conversion
rate

< 0.25%



Unsubscribe
rate

What’s moving the needle for newsletter creators



Personal newsletters = more conversion = more revenue for creators.

The average conversion rate for personal newsletters ranged from 5%-25%, performing better than branded and business newsletters.



Business newsletters see higher open rates, which contributes to brand awareness.

Branded or business newsletters have the highest open rates (50%-75%), with their average being 5-10x higher than personal newsletters.



Web-based newsletters see 500-1,000 views and engagements per publication.

Survey respondents who publish their newsletters online (outside of traditional inboxes) report an average of 501-1,000 views and 501-1,000 engagements (comments, shares, likes, etc.).

Metric	Average rate for personal newsletter	Average rate for newsletters branded/owned by businesses respondents run, own, or founded	Average rate for newsletters owned by a business respondents work or consult for
Open rate	5.1% - 10%	50.1%-75%	10.1% - 25%
Click rate	5.1% - 10%	10.1% - 25%	25.1% - 50%
Unsubscribe rate	Under 0.25%	0.25% - 1%	1.1% - 5%
Conversion rate	5.1% -25%	1.1% - 5%	5.1% - 10%
Reply rate	10.1% - 25%	10.1% - 25%	10.1% - 25%



The biggest change I’m seeing is that organic audience acquisition is getting harder and harder. There’s more content than ever, and there seem to be real power laws at work with many of the biggest creators. I expect there to be a growing middle class of niche micro-media companies that will build really cool, tight-knit ecosystems of highly targeted audiences.



Rob Litterst
Co-Founder, [PricingSaaS](#)

NEWSLETTER SPOTLIGHT

The Morning Brew

[The Morning Brew](#) newsletter continues to grow and improve thanks to their performance-driven strategies.

When Alex Lieberman first started the newsletter, he measured success based on number of subscribers, quickly growing from 750 to 1,500 in the first three months. As they refined their strategy, they niched down even further, and [used data to guide their strategy](#).

The team focused on organic growth for three years before moving into paid acquisition. To do this, they focused on perfecting their content, building organic referral loops, and getting to know their readers deeply.

Lieberman says that as they grew, they needed to know which metrics to focus on, and when, to reach long-term growth and sustainability.

“When we reached 500k subscribers, our North Star goal was to maintain a unique open rate above 40%. If our open rates dropped, it was a signal to investigate two key areas: Either we were acquiring low-quality subscribers, or our content was failing to keep readers engaged,” Lieberman says.

“With Apple’s changes to auto-opening emails, however, open rates have become less reliable. To adapt, we’ve started shifting toward measuring clicks as a key barometer of engagement. For example, today, we consider a high-quality subscriber to be someone who clicks on content within their first two weeks of subscribing.”

Lieberman’s advice for newsletter creators? “As your audience grows, evolve your key performance indicators (KPIs) to match your stage of growth. Early-stage newsletters should prioritize engagement metrics like opens and clicks, but as you scale, focus on retention and conversion to ensure sustainable growth.”

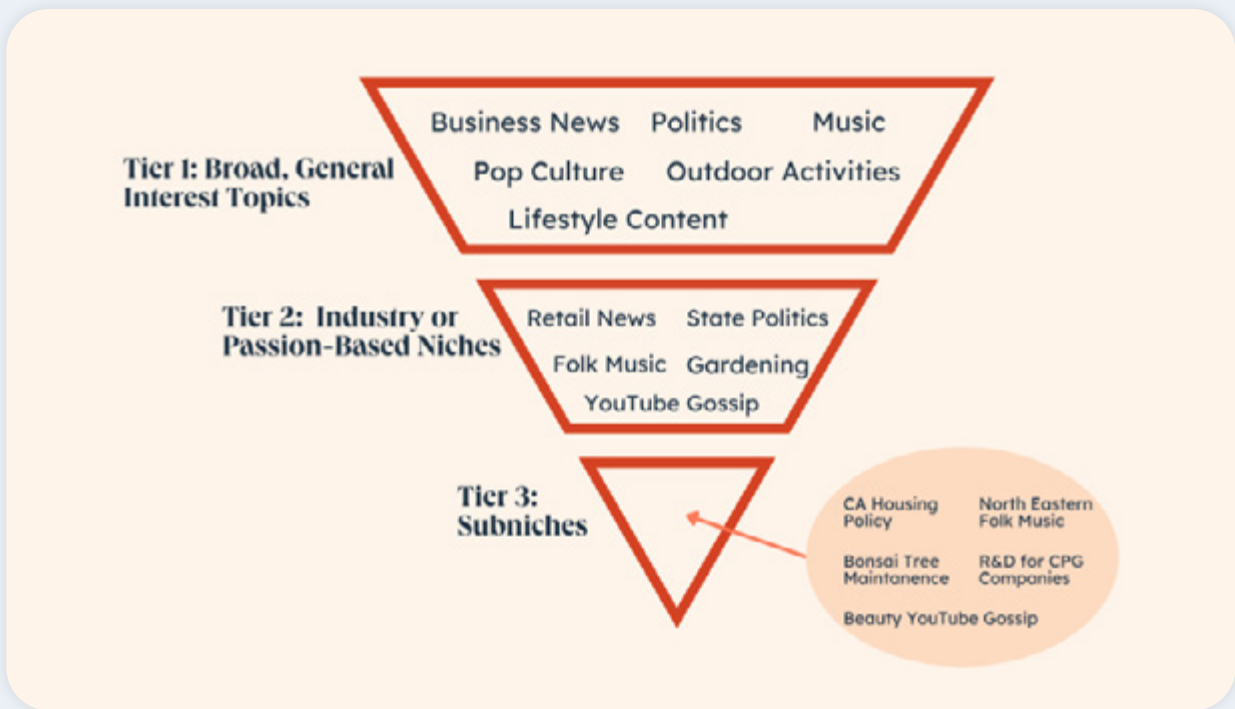


Key takeaways for newsletter pros

Choose your newsletter niche strategically

The more niche your audience, the more successful your newsletter will be.

Go beyond a specific industry into a “sub-niche” like account-based marketing instead of just marketing.



When you find this [hyper-specific, engaged audience](#), it can pay off big time. The [Ferrari Market Newsletter](#) earns ~\$2-4M/year with only about 5k subscribers.

Update your goals as you grow

Depending on where you’re at with growth, your North Star metrics will change.

First, you’ll want to get a baseline, and get to a point where you’re on par with average industry open rates and click rates. Then, you can measure ongoing engagement and growth.

As you scale, the key metric you use to adjust your strategy will change.

- Just starting out? Measure new subscribers, opens, and clicks.
- In your growth era? Track retention and conversion metrics to make sure you’re growing sustainably.
- Scaling and monetizing? Optimize for revenue.

Use an engagement-first strategy

Vanity metrics don’t move the needle, unless your goal is brand awareness. Think of your newsletter goals, and work backwards to figure out the best strategies to reach them.

When measuring success, map your goals to these [newsletter metrics](#).

Goal	Metric(s)
Brand awareness	Open rate, new subscribers, forward rate
Lead generation	Click through rate, conversion rate
Revenue	ROI, sales

AUDIENCE + PERSONALIZATION

Personality and personalization pay off

As attention spans dwindle and AI-generated content takes over, personality and smart formatting stand out.



Want engagement? Get personal, and get personalized.

With the amount of subscriber data available today, personalized content is not a differentiator—it's table stakes. Research from Boston Consulting Group found that over 80% of global consumers [want and expect personalized experiences](#).

Morning Brew, for example, collects the following info from new subscribers, which allows them to segment, personalize, and adjust content for different sub-audiences:

First and last name

Company industry

Current job level

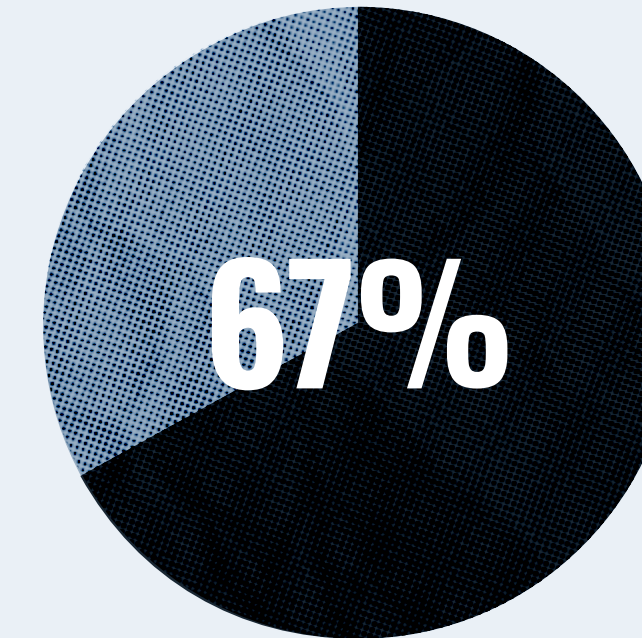
Company size

Day-to-day job function

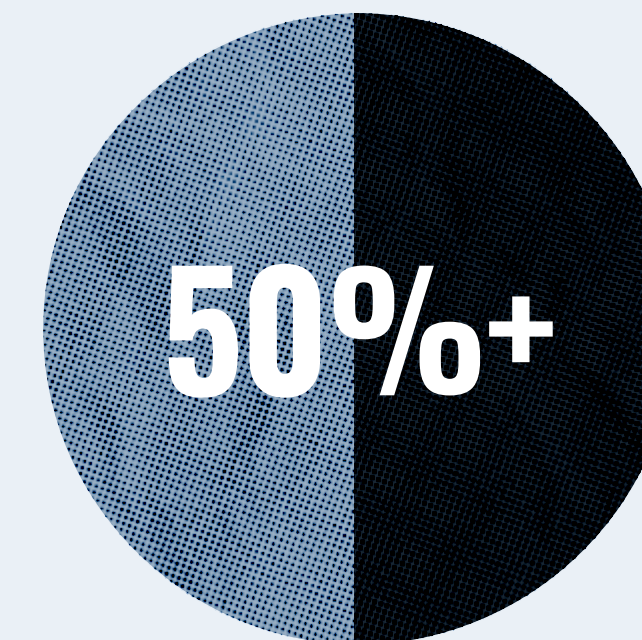
Postal code

Specific role within that job function

With these seven questions, Morning Brew can send specific recommendations to different groups of their subscribers, and make their content more targeted towards their overall audience.



67% of respondents believe that by 2030, subscribers will expect newsletters to have a much higher level of personalization than we see today.



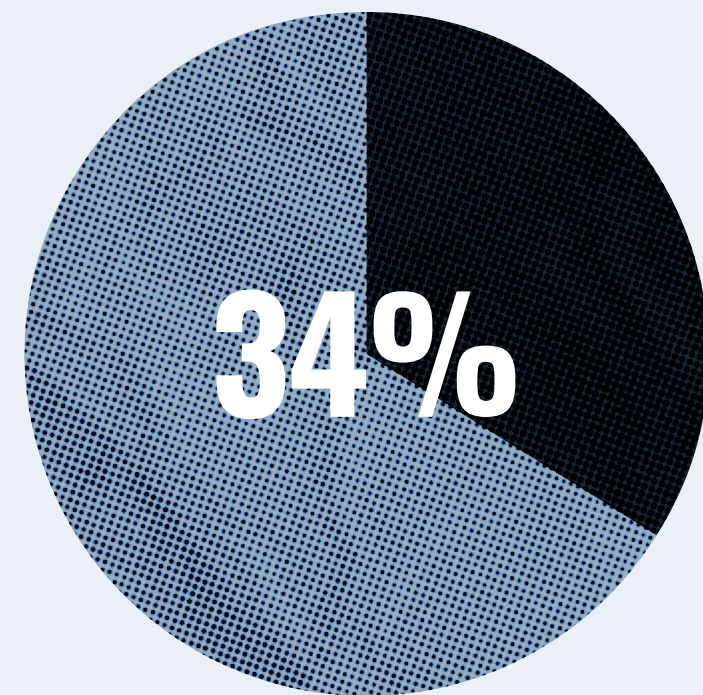
50%+ respondents agree that readers prefer newsletters from independent people over business-branded content.

And when newsletter creators do personalize their content based on subscriber demographics, engagement rates are higher than those who don't.

Share your unique POV and cater to your audience

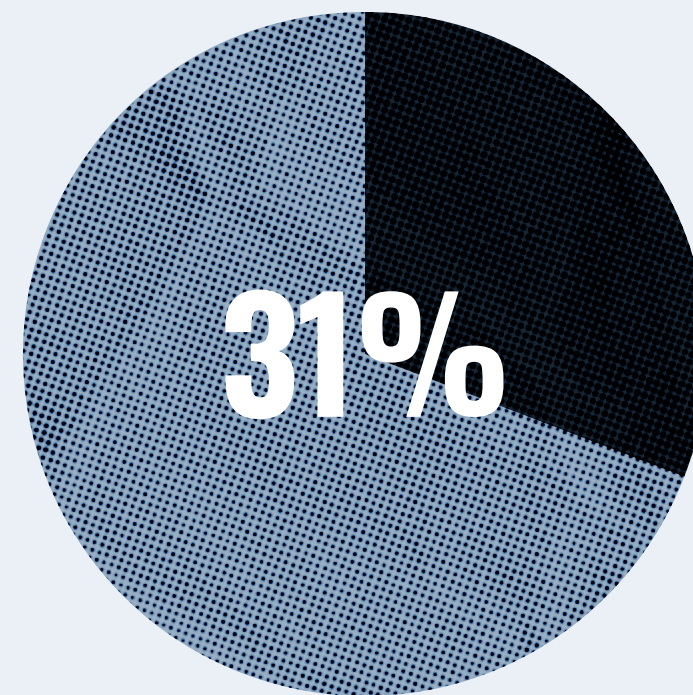
Just re-sharing information isn't going to cut it anymore. Readers are looking for hot takes, strong points of view, and perspectives that align with their demographic. Even if you are a business, you can stand out by sending newsletters from individual leaders with their unique takes, and letting their personality shine through the content.

Here's how newsletter pros are better connecting with and catering to their audiences.



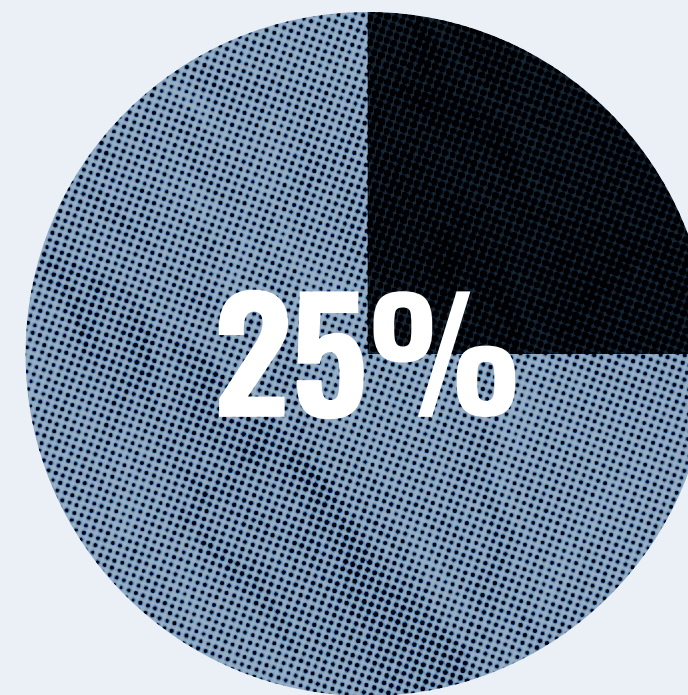
34% of respondents

use newsletter formats that align with how core demographics prefer to consume content.



31% of respondents

align topics with the biggest demographics that subscribe to newsletters.



25% of respondents

schedule newsletters to publish at a time, day, or cadence when core demographics are most active.

“

We often write our subject lines in a style we'd never use in the newsletter itself. Call it clickbait, but it's not bait if you deliver on it. We typically test three subject lines with every send, and more often than not, the pithy, three-word line wins out over the more descriptive and 'accurate' eight-word line. I see this in many of the newsletters I subscribe to – serious, rigorous products with flippant subject lines.



Francis Zierer

Lead Editor [Creator Spotlight](#), [beehiiv](#)

Give your subscribers somethin' to talk about

The most effective strategies to increase subscribers?

#1

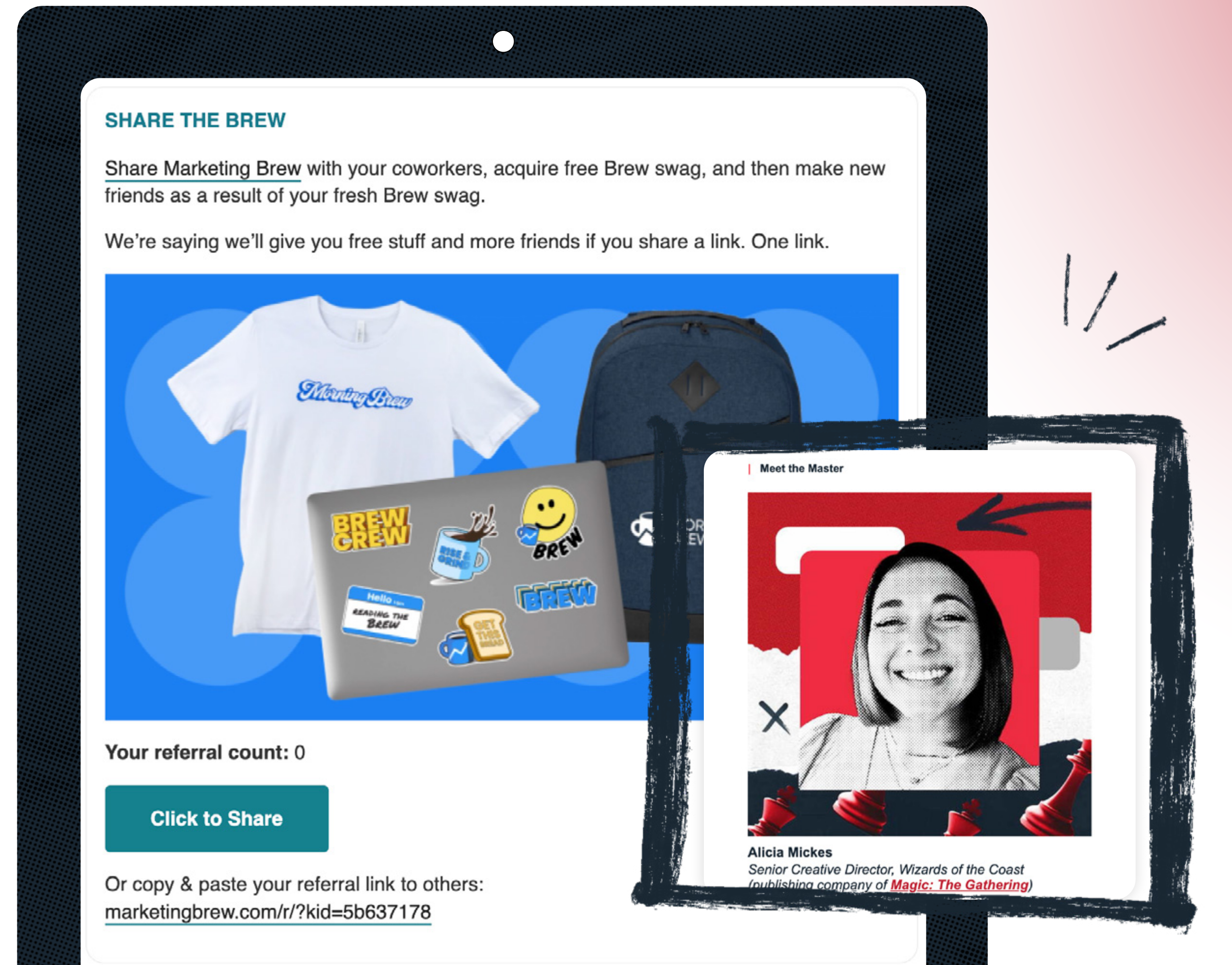
Direct recommendations from current subscribers (via word-of-mouth or online)

#2

Brands or comarketing partners sharing the newsletter in their own channels

So think of ways to build in word-of-mouth referrals and comarketing opportunities, like:

- Including a referral program that incentivizes subscribers to recommend your newsletter to their network, like how [Marketing Brew](#) uses swag as a way to get readers to share (and includes a referral count to gamify it)—the Morning Brew/Marketing Brew team even attributes their [rapid subscriber growth](#) to their referral program
- Showcasing a featured comarketing partner in each newsletter and promoting each other's content
- Interviewing experts and asking them to share their issue with their audience, like the example from [Masters in Marketing](#)



Personalization breeds financial success

If you’re not personalizing your newsletter for your target audience, then you’re missing out on more than engagement, you’re losing potential revenue. Only 7% of respondents don’t personalize based on subscriber demographics, and these folks are bringing in lower revenue.

Of all the newsletter personalization strategies based on target audience, those who format their newsletter to align with their core demographic are the most likely to earn the highest monthly revenue, along with those who have built their revenue strategy to profit from their core demo.



Personalization Strategy	Average Monthly Revenue Among Strategy Users
I aim to align the topics I write about with the biggest demographics that subscribe to my newsletter	\$35,001 - \$45,000
I am to format my newsletters or experiment with new newsletter formats that align with how my core demographics prefer to consume content	\$45,001 - \$55,000
I schedule my newsletters to publish on a time, day, or cadence I know my core demographics will be most active during	\$101 - \$500
I promote my newsletters on channels I know my core demographics visit most often	\$101 - \$500
I’ve built my revenue strategy to profit from my core demographics in some way	\$55,001
I create subscriber segments for each demographic and send each group completely different newsletter experiences	\$15,001 - \$25,000
I create subscriber segments for each demographic or subscriber	\$25,001 - \$35,000

NEWSLETTER SPOTLIGHT

Cut the Fluff

Erica Schneider found a niche, then she went deeper into a sub-niche—from content creation to copywriting to copy editing. She’s a creator who leans into her personality in her newsletter, [Cut the Fluff](#), sharing stories from her personal and professional life that resonate with her demographic of copy editors and solopreneurs.

In recent editions of Cut the Fluff, Erica has written about:

- What should be included in a content strategy
- “The Recognition Gap” and why talented specialists often fly under the radar
- How to use AI to write and edit LinkedIn posts
- How exactly to edit AI-generated content
- Types of LinkedIn creators
- What goes into a successful LinkedIn hook

By speaking directly to her audience and breaking down her processes into step-by-steps, Erica has been able to grow, and gain awareness for her book and her consulting and content creation business.



Key takeaways for newsletter pros

Find the content that resonates with your demographic

The newsletters that have aligned their format to their core demographic are the most successful.

First, [get to know your audience](#) deeply. Who are they? What do they care about? What do they want to read about in-depth, and what do they want quick access to, like links to upcoming events or featured tools and resources?

Then, update the format of your newsletter to match your audience. Use a mix of content blocks, like:

- Interviews or quotes
- Resources
- News articles
- Polls
- Checklists
- Education/advice
- Product spotlights
- Short-form issues vs. long-form issues

Show off your personality

People pay for (and pay attention to) personality, not regurgitation. You want people to get hooked on your unique perspective and style, and how you curate the vast world of your niche into a quick read that's tailored to them.

Use [personality-led content](#) to tap into storytelling and the human experience, making your newsletter stand out from the masses, and the AI-generated, unedited competition.

To build out a one-of-a-kind newsletter:

- #1** Hire in-house influencers and content creators to be the face of your newsletter.
- #2** Incentivize smaller creators and invest in their development.
- #3** Go deep on expertise and create proprietary frameworks, assets, and playbooks.

Personalize content with AI

While AI tools can contribute to the “sea of sameness,” if not used correctly, they can also help you personalize your content to better speak to your demo.

AI can analyze massive datasets, surfacing new data that you can use to further improve your content and resonate with your audience.

Use [AI to personalize](#) your newsletter by:

- Creating customer segments for niche newsletters
- Using predictive analytics to make personalized recommendations for content or guides
- Track and analyze behavioral data to find trends about what your audience likes



Create and send personalized newsletters for free

Choose and update a newsletter from pre-made templates and send targeted emails using CRM data.

[Try the free newsletter builder](#)

CONTENT + AI

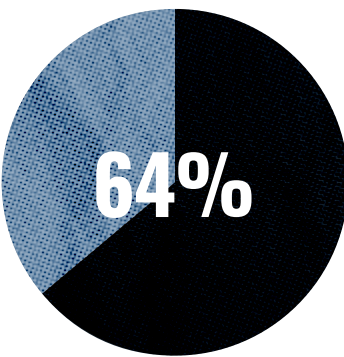
The age of AI newsletters is here

AI doesn't have to suck the life from your newsletter, it can actually help you move faster.

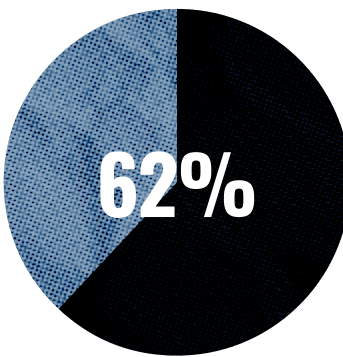


Using AI to scale your newsletter is an art and a science

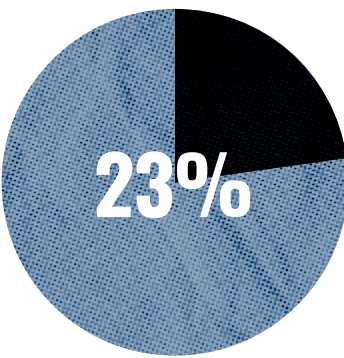
AI is officially part of the newsletter creation process.



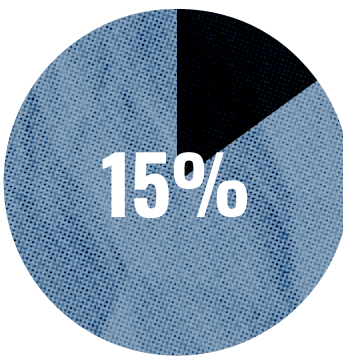
64% of respondents even agree that newsletters will be AI-generated by 2030.



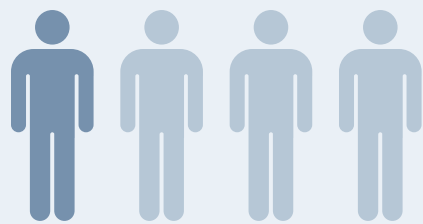
62% of newsletter pros are currently using AI to brainstorm, plan, create content, research, and more



23% of respondents don't yet use it but plan to



15% of respondents don't use AI and don't plan on adding it to their workflows in the near future.



Nearly 1 in 4 newsletter pros say that using AI saves them 1-2 hours per week in the newsletter process

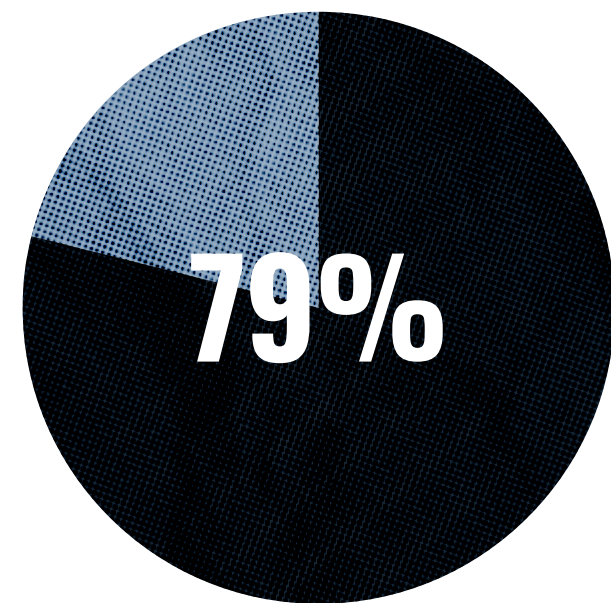
How creators are using AI in the newsletter process



Not using AI in your newsletter process? You might be behind.

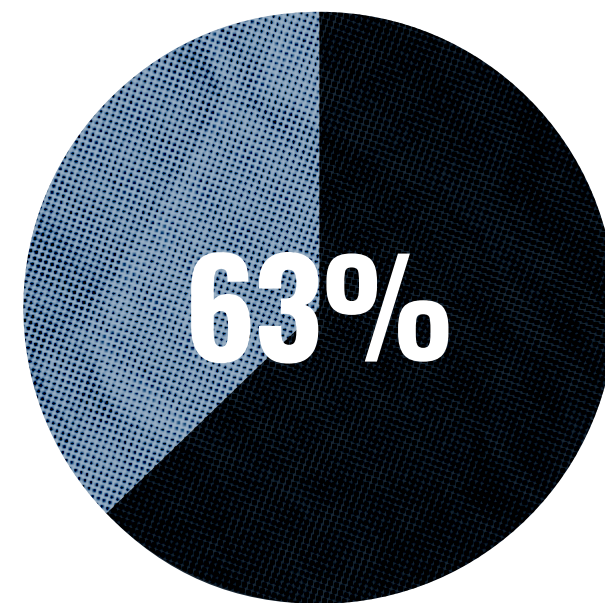
AI is a tool, it's not a replacement or competition for newsletter creators. Those who are taking the leap and experimenting with ways of using AI are able to move faster than their less tech-savvy peers, gather insights from their data, and work smarter to connect with their audience and expand reach.

Here's how AI is impacting marketing, according to [HubSpot's latest AI research](#).



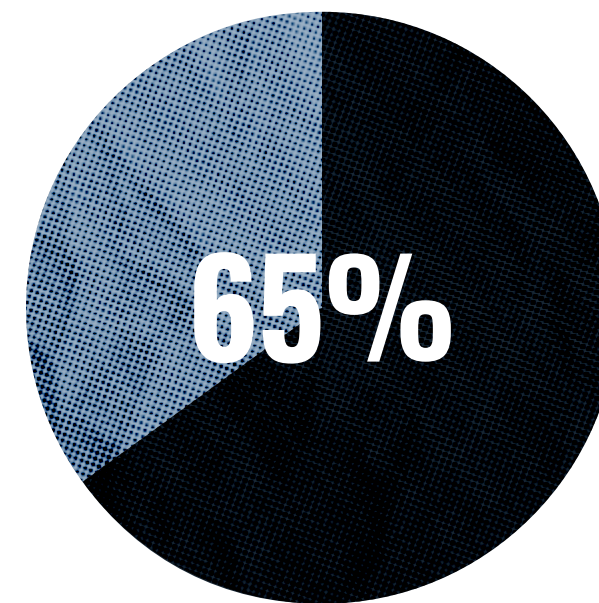
79% of marketers

agree that AI helps them
spend less time on manual
tasks



63% of marketers

see a positive ROI from using
AI in email marketing and
newsletters



65% of marketers

plan to increase their
investments in AI and
automation tools this year

HubSpot saw an 82% increase in email conversion rates by using AI to personalize content

The HubSpot marketing team ran an experiment. Instead of using segmentation to generally personalize content, they wanted to try 1:1 personalization. They created an AI system that analyzes a contact's business website, then looks at which offers the contact has downloaded, and creates a detailed summary of what they're trying to accomplish. The AI creates a personalized content offer and message to help them accomplish their predicted goal.

Using AI to hyper-personalize emails led to:

+82%

increase in
conversion rate

+30%

boost in
open rates

+50%

increase in click-
through rates

[Read the case study](#)

NEWSLETTER SPOTLIGHT

Tech Fizz, an AI-generated newsletter

[Ryan Kemmer](#), a Machine Learning engineer at Amazon Prime Video, built a newsletter entirely using AI about tech and investing news called [TechFizz](#).

Here's a [breakdown of his process](#).



#1	#2	#3	#4	#5
Crawl the web	Retrieve relevant sources	Generate text	Tell a story for the newsletter	Refine, fact check, and send
As an engineer, Ryan built a web crawler that uses Python to fetch news articles that fall within a certain topic (for his newsletter, tech news), and save the content to a database.	Then, he used retrieval augmented generation (RAG) to source the most relevant articles for each section of the newsletter. The sections he created were: the tech story of the week, startup of the week, recent cybersecurity attacks, tech giants, and crypto news.	Next, he created prompts for each section to take the articles and use GPT-4o to synthesize text.	Finally, a final prompt would tell a story for the entire newsletter, and pull each section together into a cohesive email.	The last step for any AI content is to tweak/edit, fact check, and send.

Ryan’s tool takes about 5 minutes from running each prompt to generating the content, and they can cut down on hours of research and content sourcing, only spending manual effort editing and fact checking.

Key takeaways for newsletter pros

Experiment with ways to bring AI into the content creation process

Most commonly, newsletter creators are using AI to brainstorm or plan their newsletter, create content, or research.

Use these tips to make sure you get the best possible output from [AI in your newsletter process](#):

- For brainstorming or planning, provide specific examples of previous newsletters as a reference for what you're looking for.
- When using AI for content creation, use clear and specific prompts that include your brand or personal voice and tone.
- Use AI to generate subject line variations or image variations that you can test against each other to improve engagement.

Curate content with an AI agent

Sourcing content to provide your perspective on can take up a good chunk of time. Create an agent using a tool like [Pipedream](#) that pulls in relevant content from the past week or month from sources you'd normally scour through manually.

Give your AI agent instructions, like:

- Which sources to pull from
- What topics or keywords to focus on
- Who your target audience is and what they're interested in

Then, use the info you get from your weekly or monthly report to build out your content plan.

Fact-check and refine all your AI outputs

Some of the biggest challenges marketers face when [using AI for content](#) are hallucinations and content quality.

Chat back and forth with your preferred AI agents to get the output you're looking for. It can take a few tries to get something usable. This is where you can refine to get the right tone, length, and style you're looking for.

Fact-check anything AI generates. And be vigilant—AI is notorious for confidently conjuring up data that sounds accurate, but is simply fake.



Automate email copywriting with AI

Design and draft emails in the same tool with HubSpot's AI Email Writer and increase productivity.

[Try the free AI Email Writer](#)

MONEY

Newsletters are showing publishers the money

There's gold in them there emails. Who knew?



Newsletters are revenue centers for savvy creators

Here's how creators are monetizing their newsletters:

#1

Selling their products, services, or memberships

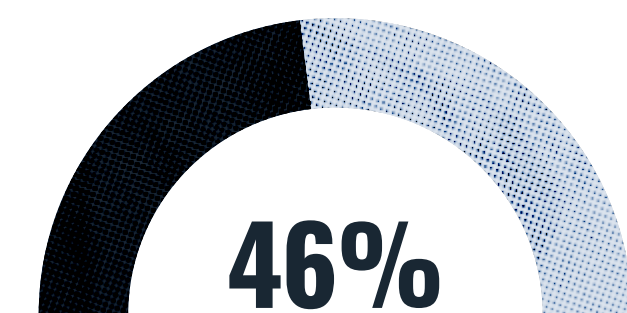
#2

Offering a paid subscription to their newsletter or premium content

#3

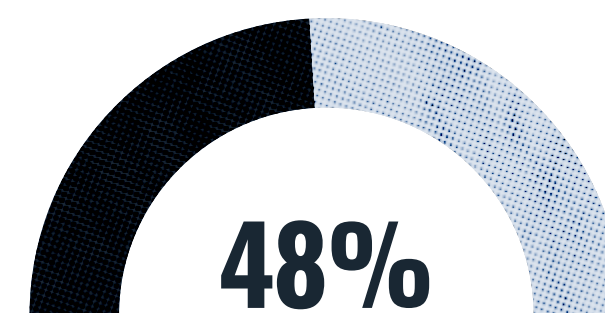
Promoting sponsorships or advertisement space in their newsletter

Paid newsletter growth is gaining momentum



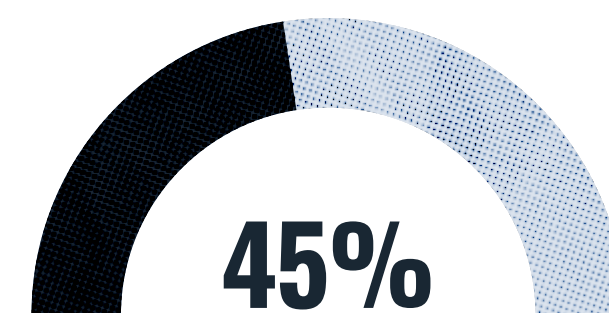
of respondents

agree that newsletters earn advertising revenue faster than products, videos, or websites.



of respondents

agree that you can't succeed in the newsletter business without driving paid search or social traffic to your website.



of respondents

expect their newsletter profits to heavily increase over the next year.

While one in four newsletter creators have experienced substantial profit growth in the past year, more than half think that earning revenue from newsletters is going to become harder by 2030, potentially due to the competition that's building in the space.

“

At The AI Report, we've built a newsletter that doesn't just generate ad revenue, it powers a complete B2B ecosystem. Every touchpoint in our email flow, from the welcome sequence to our daily sends, connects readers to Upscale, our corporate AI training arm. Rather than relying solely on sponsorships or premium tiers, we monetize through education and enterprise training.



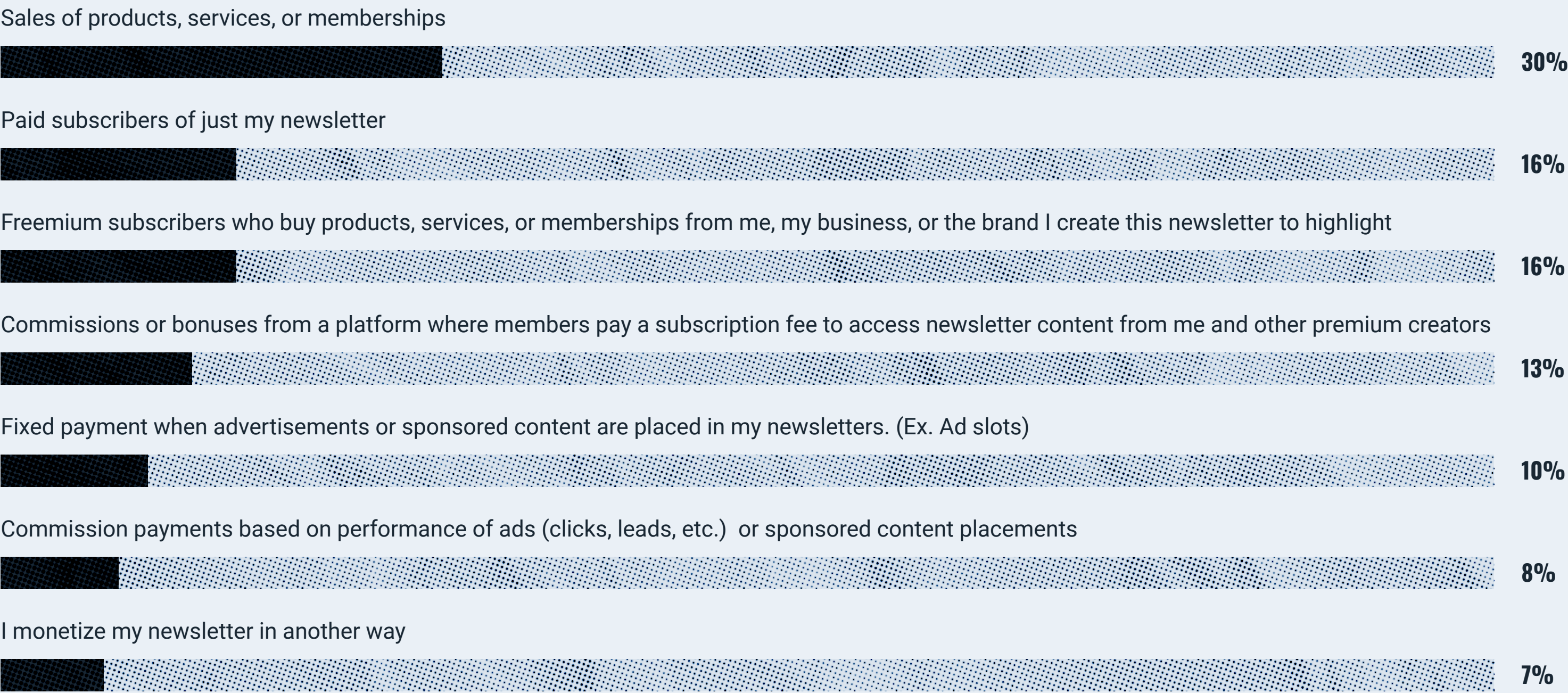
Liam Lawson

COO, [The AI Report](#)

Breaking down the newsletter money equation

On average, newsletter pros make \$1-\$100 in monthly revenue, and their average monthly costs are also somewhere between \$1-100. Personal newsletter creators most often earn revenue through paid subscribers, but business newsletters most often earn revenue by selling their products, services, or memberships through their newsletter.

Revenue earning methods



Monetize inventory you might not think about. Primary and secondary ads in the newsletter are great, but there's value in places like welcome sequences, home pages, or even right after a user subscribes.

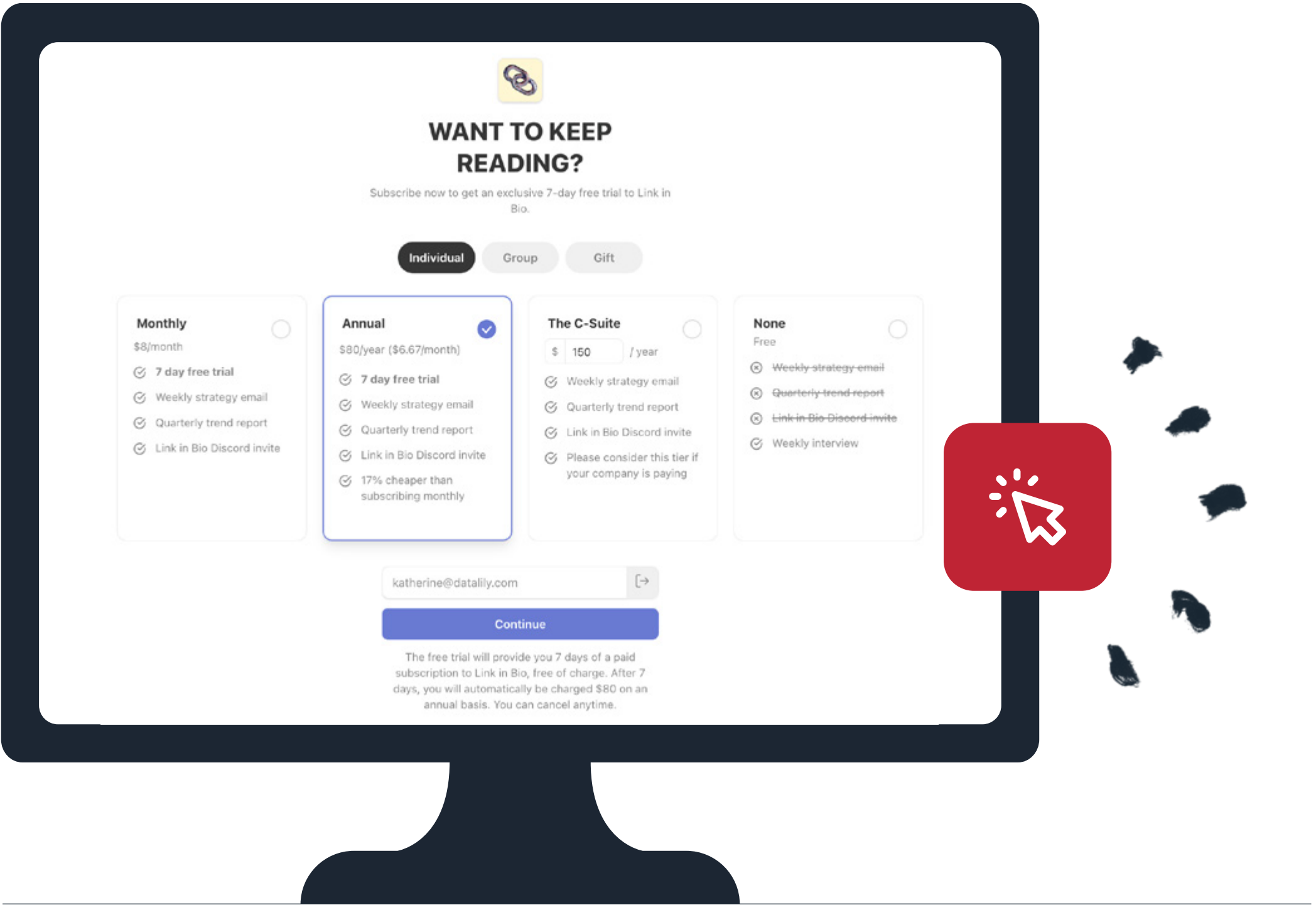


Dominic Taguinod
Principle Marketing Manager,
Paid Acquisition, HubSpot

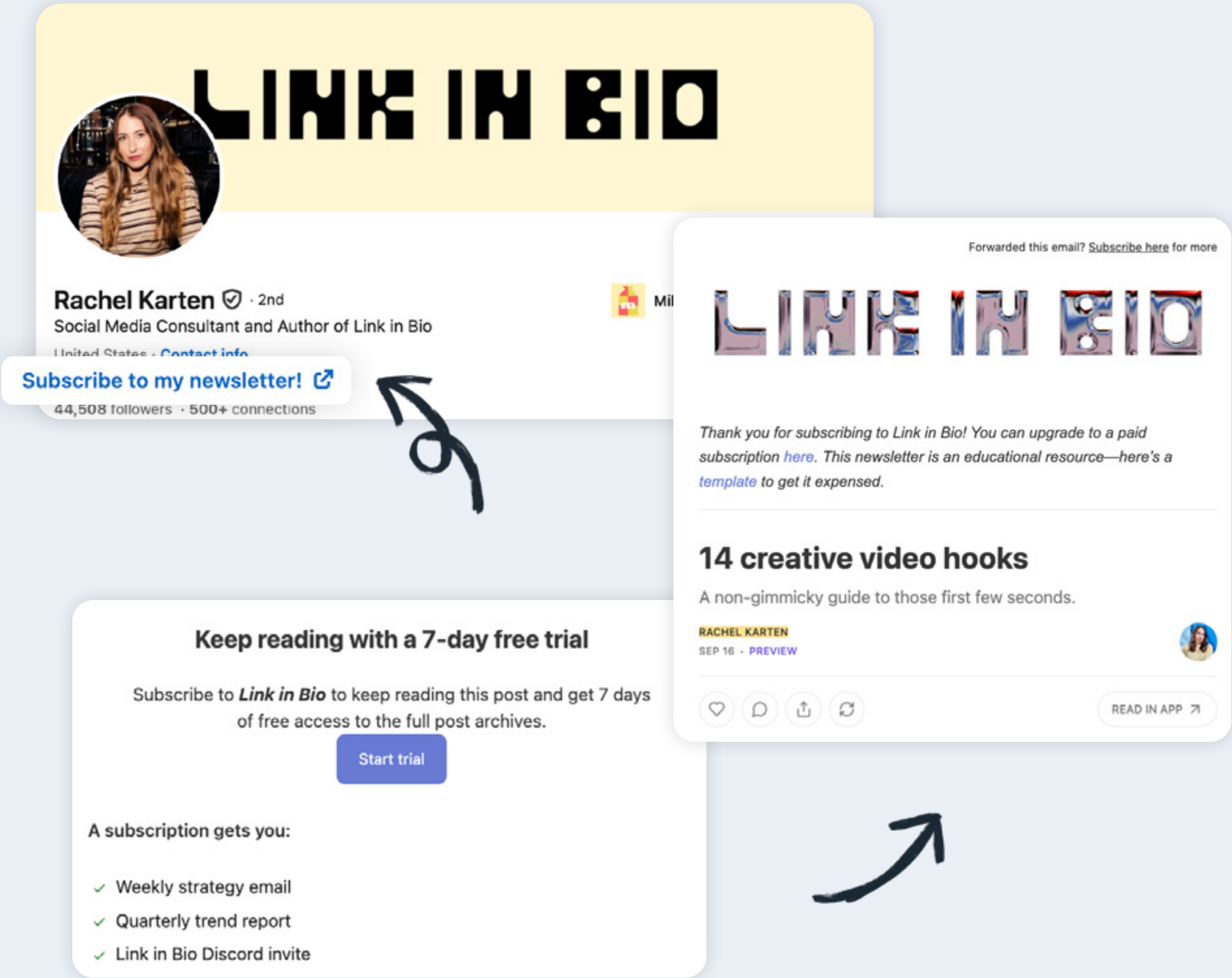
NEWSLETTER SPOTLIGHT

Link in Bio by Rachel Karten

Rachel Karten is a social media consultant who offers a subscription to her premium content for her newsletter, Link in Bio. With 44,000+ LinkedIn followers, she’s created a strong audience for her content, and as a personal creator, uses the paid subscription method of monetizing her newsletter.



To help drive traffic to her newsletter, she has a link in her LinkedIn bio to subscribe to her newsletter, and within her free newsletter, she teases the premium content, like access to the full archive of her posts, and a Discord community.



Key takeaways for newsletter pros



Try different monetization strategies based on your audience

If you're a personal creator, try offering paid [subscriptions to your newsletter](#) and creating different packages, like Rachel Karten's Link in Bio options.

For premium subscribers, you can include:

- Extra weekly emails
- Additional content
- Access to a Slack or Discord community
- 1:1 consultations
- A quarterly or monthly piece of premium content like a trend report

As a business, try including CTAs to your products or services within your newsletter, and tracking the revenue generated from your newsletter.



Launch paid ads to drive newsletter subscriptions

Nearly half of our respondents believe that you can't grow your newsletter without using paid ads.

There are a few different ways to go about this:

- #1** Run paid newsletter acquisition ads across Google/paid search.
- #2** [Pay for ads](#) or boost posts on social media like Instagram, LinkedIn, Facebook, or X.
- #3** Sponsor another newsletter in a similar space with an ad to your newsletter.
- #4** Use a growth partner like [The Feed Media](#) to grow your subscribers through paid strategies.



Measure the ROI of newsletter acquisition efforts

Once you're paying for new subscribers, it's time to measure the impact of your paid efforts.

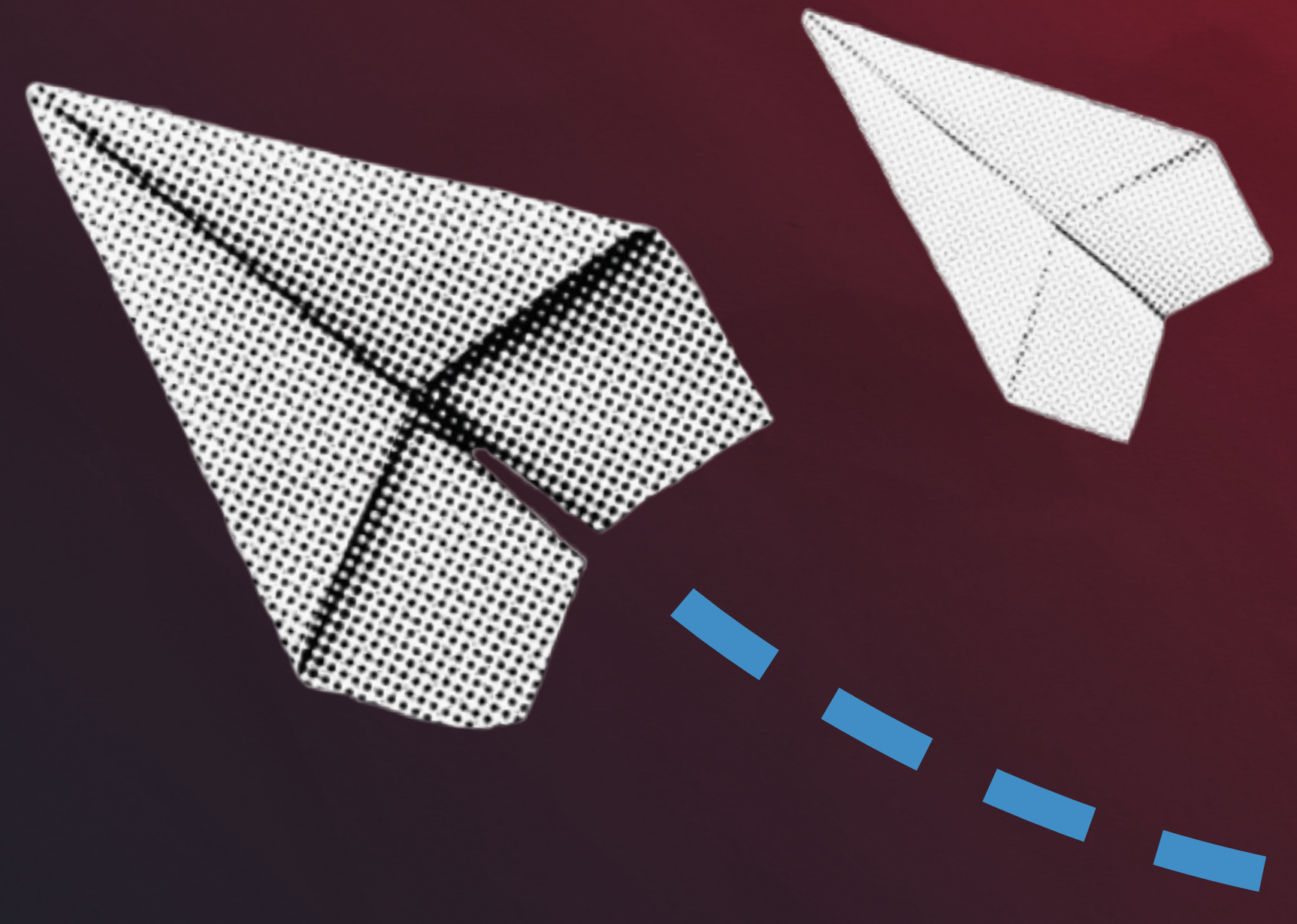
- Track the ROI of each paid acquisition source.
- Compare the quality of subscribers from each paid source.
- Optimize your paid strategy for the lowest costs and highest quality subscribers.

And, iterate on your paid ad creative and messaging. Make sure you're focusing on the value of your newsletter—use subscriber testimonials and speak directly to your target audience's pain points.

FUTURE

In a world of AI slop, quality content will rise to the top

When creating content is almost too accessible, the truly valuable newsletters will take over.



The competition is heating up for newsletter creators

We asked respondents how they expect the newsletter business landscape to evolve in the next year.

Here are the key themes that emerged:



AI integration will streamline processes and reduce workload.



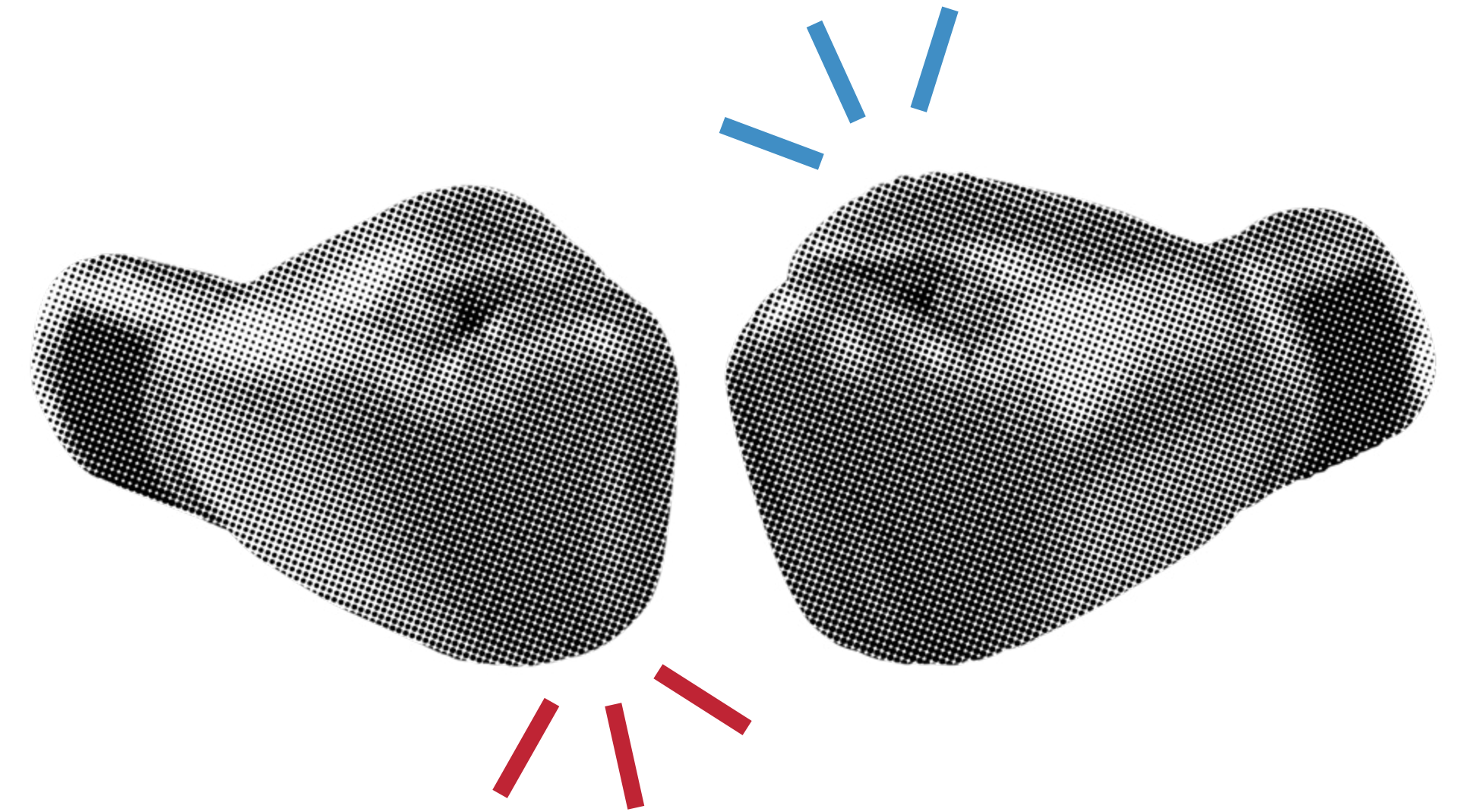
Newsletters will become more personalized, and customized to specific audiences.



Increased competition and saturation because of the ease of creating newsletters with AI tools.



Concerns about readers finding valuable and authentic newsletters because of the rise of AI.



As audiences get more discerning and the deluge of content keeps growing, the newsletters quickly generated with AI won't make it into anyone's inbox or feed. But those with actually valuable information, a unique POV, and a trustworthy voice will become thought leaders in their spaces, with more subscribers and monetization opportunities than they could imagine.

So, what's next? We expect newsletter creators to work smarter, niche down even more, and re-allocate some of their energy from traditional content channels like blogs and social media into their newsletter efforts. There may be more long-form, story-driven content, and newsletter pros may use their platform for more opinionated content.

What industry pros think is next for newsletters

“

Exclusive perspectives from leading voices are rising above the crowd

In 2025, we've doubled down on exclusivity with a series of recurring columns from leading voices like Charlie Hills, Fisher Phillips, and Agentic Brain. Each brings proprietary insights from inside their organizations that don't exist anywhere else online. When information is abundant but originality is scarce, curating trusted expert B2B voices has become our competitive advantage.



Liam Lawson
COO, [The AI Report](#)

Tastemakers are writing their own tickets

Newsletters are alive and well, particularly among niche audiences, like local, where creators are building healthy six-figure businesses on less than ten-thousand subscribers. AI has made the ability to write less valuable. What's more valuable is taste—the ability to help readers separate signal from noise—paired with an instinct for community-building, and a little practical knowledge on how to monetize. People who have those three things right now are writing their own ticket.



Ethan Brooks
Publisher, [Austin Business Review](#)

”

What industry pros think is next for newsletters

“

Creator-first newsletters will be the biggest moat vs. AI

The highest quality readers (people who buy from you or your sponsors) come from organic channels like LinkedIn, YouTube, and X for brands like HubSpot, The Rundown, and Workweek. There's no single higher leverage thing you can do than build an organic audience on a discovery platform and bring them down into your newsletter. AI summarized inboxes will have a lesser impact on readers who seek out you as the writer — personal brands writing original content that is FIRST (Status) or BEST (Chew on This) and taste-making (The Rundown) will win.



Nathan May

Founder, [The Feed Media](#)

AI is an editorial sparring partner for newsletter creators

Applies to independent newsletter operators and major publications alike. When I was the sole writer, editor, and researcher for Creator Spotlight, I started using an AI chat interface as an editorial sparring partner. I'm on deadline, it's late, none of my usual readers are available to give feedback — Claude is available. I made a style guide based on my best issues, referenced other media products, and input my drafts. I don't always agree with the product, but it's a highly effective way to get quick, opinionated feedback when you've been staring at the text for hours on end.



Francis Zierer

Lead Editor [Creator Spotlight](#), [beehiiv](#)

”

Make a plan, make your newsletter happen

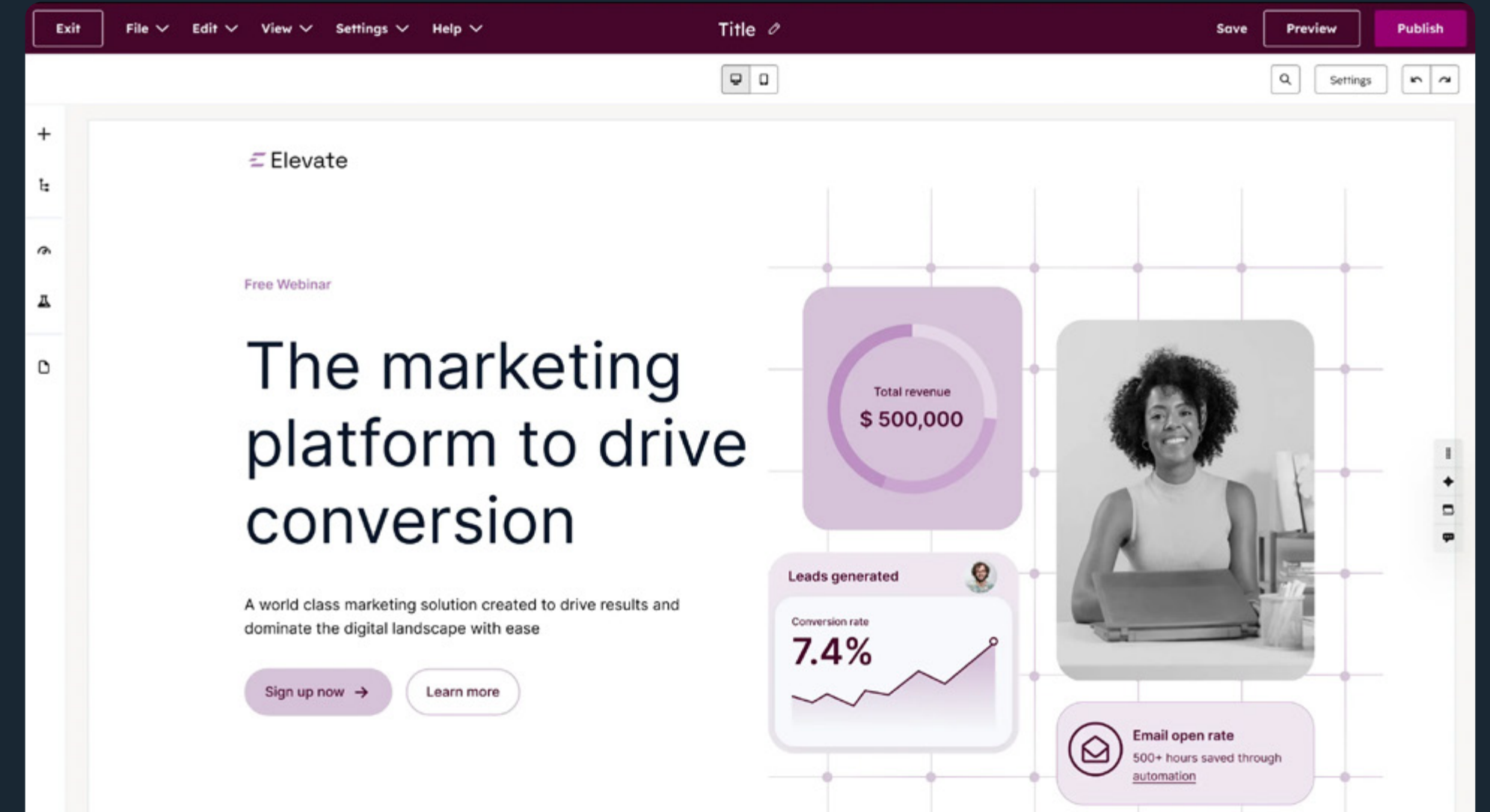
STEP	STRATEGY	RESOURCES
Plan your newsletter strategy	- Identify competitive gaps and target super-niche audiences. - Pick descriptive adjectives for your newsletter’s voice. - Develop content pillars and determine your editorial approach and newsletter format that speaks to your demo. - Create a LinkedIn newsletter page and consider the other channels where your target audience engages.	A Data-Backed Guide to Newsletter Content Strategy LinkedIn Newsletters best practices
Create your content and integrate AI in the process	- Lean into creativity and your personality, and bring in experts for interviews. - Use AI for planning, research, and first drafts, then refine and fact-check to get your content to the finish line. - Use personalization to speak directly to your target audience.	How to Create an Email Newsletter [+ Expert Tips & Checklist] Free Newsletter Builder
Build your audience and engage with your subscribers	- Match your content pillars to your audience, use a mix of educational content, community-building content, and behind-the-scenes looks. - Measure click-throughs, conversions, list growth, forward rate, and ROI. - Use paid campaigns to bring in new subscribers, like social and search ads. - Start a direct dialogue with your audience through replies, social media, or Q&As.	Reaching Your Audience With the Content They Need Email Newsletter Metrics You Should Be Monitoring
Monetize and grow	- Choose a monetization strategy, whether that’s premium subscriptions, advertisements or sponsorships, or promoting your products and services. - Track your revenue vs. expenses and optimize your paid strategies to drive the most profit. - Expand beyond email-only distribution with paid podcasts, investing opportunities, web-based content, gated research, consultations, paid events, or bundled subscriptions.	How Newsletters Make Money Accept Online Payments Easily & Securely



Transform your content strategy and grow better

Create, repurpose, and manage content all in one place with AI-powered content creation and a smart CMS.

Get a demo



Content Agent

Use content agent to generate quality landing pages, blog posts, and podcasts.



Content Remix

Repurpose one piece of content into multiple marketing assets in your brand voice.



Customer Agent

Drive marketing engagement 24/7 with customer agent.



Podcast Software

Create, edit, and publish podcasts with AI.



Case Study Generator

Generate case studies from CRM data with AI.



AI Blog Writer

Write blog posts instantly.

Methodology

HubSpot conducted a survey in August 2025 with 400+ newsletter professionals across the United States to gain these data points.

Report created in collaboration with Datalily.

www.datalily.com • hello@datalily.com