Sponsor deck 2026 Global edition | Prices in US dollars

Get your product in front of the people who do the marketing.

Marketing In Action (MIA) is a newsletter and community for **founders, marketers and operators** who put marketing into action.

marketinginaction.xyz

01 Audience

Founders, marketers and operators read MIA, and they open it.

They run their own marketing, build it for others or make the calls. We write case studies, playbooks and product showcases for them.

28% to 31%

Open rate on the last four issues

561 to 647

Views per issue on the last four issues

1,506

MIA newsletter subscribers on Substack

Substack figures, pulled 1 November 2026.

02 Reach

Where our audience follows us.

3,225

X followers

MIA 99 plus James 3,126

7,208

Instagram followers

MIA 1,604 plus James 5,604

8,130

LinkedIn followers and members

James 7,571, MIA page 441, MIA group 118

2,869

Newsletter subscribers

MIA 1,506 plus LinkedIn newsletter 1,363

328

WhatsApp community members

MIA, manual count

Combined across MIA's and James's accounts. Some people follow both.

Dashboard figures, 1 November 2026. James's Instagram was read on the public profile on 2 November. The WhatsApp count is entered by hand.

03 The offer

30 pieces in one campaign.

5
Long-form

- Growth **case study**
- Product **showcase**
- 2 **X Articles**
- **LinkedIn** newsletter article

4
Video

- **2 motion videos**: your product and one feature
- Each in 16:9 and 9:16

2
Design

- A **carousel**
- A **static image**
- Both on the MIA design system

10
Posts

- 3 posts on James's **LinkedIn**
- 2 posts on James's **X**
- 5 **quote posts** on the X Articles

9
Community

- 2 **Substack Notes**
- 1 **Substack Chat**
- 5 **WhatsApp** community posts
- 1 **WhatsApp** poll
- A community **challenge** where the product fits

Every video cut counts. The challenge is not counted. MIA's own pages and the report come on top.

04 Channels

Ten channels, one team, one campaign.

1. MIA newsletter
2. LinkedIn newsletter
3. James's LinkedIn
4. James's X
5. Substack Notes
6. Substack Chat
7. WhatsApp community
8. MIA LinkedIn group
9. Instagram
10. TikTok

A **45-day report** with views, clicks and impressions for every piece.

Permanent rights to reuse every piece, with credit.

You **approve the facts** before anything publishes.

Newsletter pieces carry a **Sponsored** label. We keep editorial control.

05 Price

One offer. One price.

Full Channel Sponsorship

$600

About $20 a piece.

- **30 pieces**
- **Growth case study and product showcase**
- **Carousel, image, posts and a WhatsApp poll**
- **10 channels**
- **2 motion videos in two cuts**
- **45-day report**

Shout-out

$100

One short sponsor block in one MIA newsletter issue and one Substack Note. A small way to test MIA first.

Prices in US dollars.

06 Value

For less than one sponsored LinkedIn post.

Median sponsored LinkedIn post that brands paid for

$798 — 1 post

MIA Full Channel Sponsorship

$600 — 30 pieces, 10 channels

Source: Favikon, 149 paid records, July 2026. Our list is small and engaged, and the price reflects it.

07 How it works

From intake form to 45-day report.

0 Intake

Before day 0

You fill in an intake form and a founder questionnaire, and send assets. You approve the facts. No call.

1 Week 1

Starts Monday

The growth case study goes to the full list. James posts on X and LinkedIn. Two WhatsApp posts. A MIA page post every day, and the static image.

2 Week 2

Starts Monday

The showcase goes to the whole list in the roundup. X Article, LinkedIn article, second video. The carousel also goes to the MIA LinkedIn group. WhatsApp poll.

3 Week 3

Keeps the pace

Two more WhatsApp posts, with the poll results. The community challenge runs where the product fits.

45 Report

Day 45

You get views, clicks and impressions, with a link to every post.

Day 0 is the Monday the case study goes out, at 08:00 Lagos time. The weeks can move to fit your launch. The order stays the same.

08 Proof

Two sponsors have run with us. Here is what they got.

vban

An Oval Finance product

2,306
people reached

9+
verified signups

Forage Mail

Past MIA sponsor

13+
verified trial signups

Both bought a product showcase, a LinkedIn newsletter feature, a social carousel and a LinkedIn post from James.

Growth case studies we've published

Reform by FunnelEnvy · piggyvest · fertitude · Moniepoint · Chowdeck · SeamlessHR · The uLesson Group · Jiji

Figures from each campaign's report, 2025. Both ran a smaller package than today's 30 pieces. Results vary, and we do not promise signups.

09 Add-ons

Add on what you need.

$250	**Founder video podcast** James interviews your founder on video. The episode goes into your showcase, and three short clips go out on MIA channels.
$300	**Walkthrough video by James** James uses your product on camera and shows what it does.
$400	**Co-hosted webinar** A live session for the MIA community, run with your team.
from $800	**MIA Academy bootcamp tool sponsorship** Your tool is taught in a lesson and used in an assignment, under your name on the cohort. Includes 10 student scholarships, with more available per student.
On request	**Events and custom campaigns** Quoted case by case.

Add-ons sit on top of the Full Channel Sponsorship. A short call settles the details.

Start with an email.

1. **Tell us if you want the Full Channel Sponsorship or the shout-out.**
2. **We send a payment link, the intake form and the founder questionnaire.**
   No sales call needed for the 30 pieces.
3. **Your case study goes out on the Monday you choose.**

partnerships@marketinginaction.xyz **marketinginaction.xyz**