

FWIW

The leading newsletter covering the internet and politics.



Dan Pfeiffer @DanPfeiffer:

"...an essential read to understand what is happening in the digital space."



Alex Thompson @AlexThomp:

"If you aren't subscribing to FWIW, you are doing it wrong."



Ron Klain @RonaldKlain:

"If you want to understand what's going on in digital politics, subscribe..."



Lachlan Markay @Lachlan:

"...a consistent must-read...One of just a few Substacks I consider essential reading."

Driving narratives:

- FWIW is frequently cited in major national publications, dozens of times each year
- FWIW breaks important political digital news before many national outlets
- FWIW is the longest running source of data on digital political ad spending, active since 2018

AXIOS

The New York Times

DAILY BEAST

POLITICO

The Washington Post

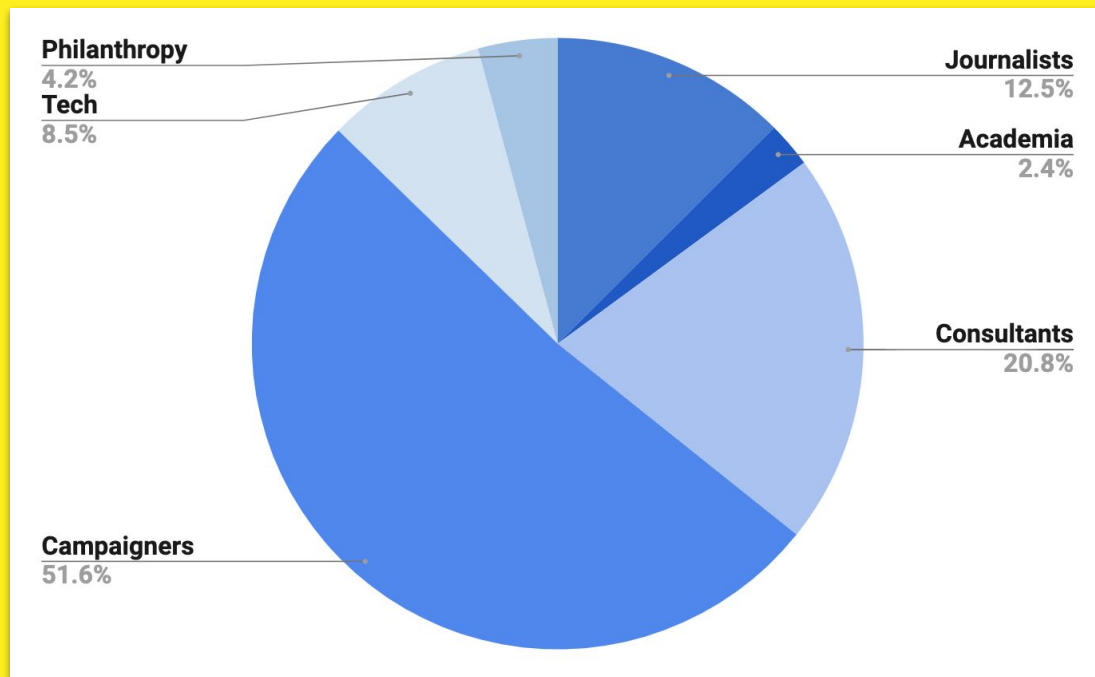
By the numbers:

- FWIW is a community of **20,200** active subscribers
- **44%** average open rate, **12,100** average post views
- **4-6%** total weekly click rate, **250** average link clicks
- Typical unique link click rates: **0.8%** - **1.25%**



Audience:

- FWIW readers primarily work in politics, tech, academia, journalism, and advocacy
- Most lean progressive, skew younger (age 25-55), and are high-information active news consumers



Advertise with us:

- FWIW Media LLC is progressive digital media & insights company owned by Courier Newsroom.
- Advertisers often promote their firms, share job postings, highlight client work, or push press releases and announcements to the community

delivering for veterans in New Hampshire, nobody's been better than Senator Hassan."

Cool job alert 🇺🇸

Our friends at Middle Seat are looking for a [Managing Advertising Strategist](#) to join their team + focus on email acquisition, direct donate, and persuasion! Middle Seat is a full-service media and fundraising firm for progressive causes and candidates. [To learn more about the position + apply, click here.](#)

But first...

Subscribe now

Grassroots Analytics Campaigns' mission is to lower the barrier of entry into politics, including at the staff level. Our friends at GAC have committed \$100,000 to recruit and place entry-level, BIPOC staff into Democratic campaigns through their [Finance Match Program](#), [learn more about it here.](#) 🍌

By the numbers:

Here were the top 10 political ad spenders on Facebook and Instagram last week:

Top Political Ad Spenders on Facebook

Q2 2024 Ad Rates:

Placement	Rate
Weekly Takeover - Sponsored by" header + one placement (image + sentence or 3-5 sentence paragraph)	\$1,000
Weekly Takeover - Two (2) placements + "Sponsored by" header	\$1,250

**Questions? Reach out:
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