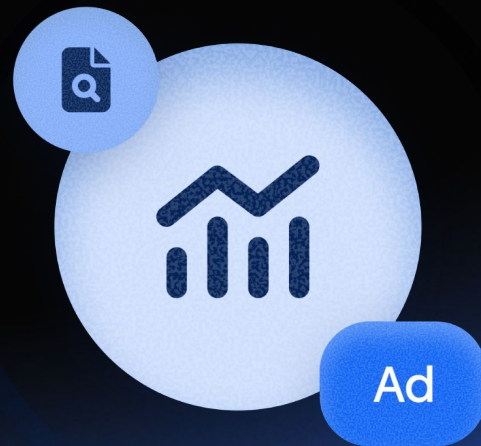


paved's 2026

Newsletter Ad Performance Report

We analyzed millions in ad spend, surveyed 1,500+ advertisers, and identified the key industry trends of the past year.



“Newsletters continue to take off—**and so do their ad tools.**”

MARKETING BREW

Digiday reported: 64% of marketers used newsletter ads, up 25% from 2024.

Engagement surged. Newsletter publishers on Paved earned **30% more revenue**. Brands got smarter with targeting and bolder with design.

We’ve compiled a quick breakdown of the past year’s biggest performance wins, the trends that shaped them, and what we’re looking forward to in 2026.



A lucrative year for newsletters

In 2025, advertisers spent millions on newsletter ads through the Paved Marketplace.

More brands, including HubSpot, Canva, and Shopify, invested in the channel, and publisher earnings followed.

Emerging trends

- Newsletters on Paved earned **30% more revenue** in 2025.
- With more newsletters joining the Paved Marketplace, advertisers reached an **80% larger subscriber pool** than in 2024.

Paved Marketplace YoY Results*



80%

Increase in subscribers



30%

YoY increase in newsletters' earnings



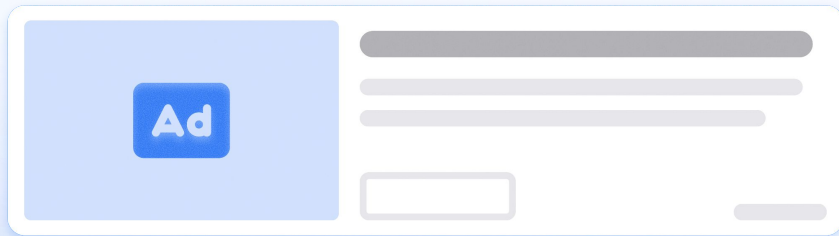
40%

YoY increase in total newsletter ad campaigns

“Paved is different from all in terms of quality, payouts and consistency of advertisers. I strongly recommend having Paved combined with your other ad stacks, **your overall earnings will see a big jump!**”

SoftwareTestingHelp

The growing influence of native email ads



The year's growth pushed the [Paved Ad Network](#) to new heights, delivering billions of impressions in 2025 and growing its unique user count by 84%.

To support the momentum, the Paved Team doubled in headcount, improving performance and creating more opportunities for advertisers and publishers to win with dynamic, native ads.



84%

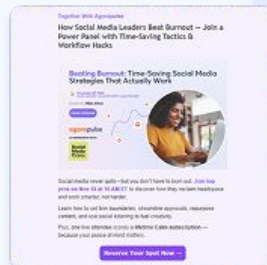
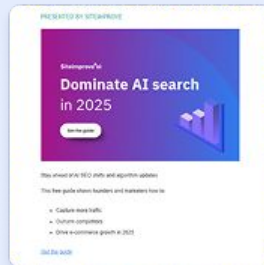
YoY growth, 2024 vs 2025*

“I see newsletters as one of the most impactful frontiers in media today.

Paved is uniquely positioned to simplify how advertisers buy sponsorships while empowering publishers to monetize their audiences in smarter, more sustainable ways.”

Phil Reich, VP of Advertising at Paved

Insights from 1,500+ customer surveys show how style and copy trends drive more ROI.*



Short ad copy wins

Top newsletter ads keep it brief, using bullet points, bolding, and links to improve skimmability.

Leading with value

Almost all high-rated ads make the benefit obvious early. No clickbait, no slow builds.

Clean ad layouts are key

The highest performers look and feel like part of the newsletter, not like an external banner pasted in.

*We gathered anonymous advertiser feedback from every 2025 Marketplace sponsorship. Respondents rated how well each placement met their goals, matched their expectations, and delivered on their overall experience with Paved. Here's what stood out across all 4-5 star reviews.

“Newsletters are having more than a moment,
and **advertisers are getting interested.**”



Top-rated newsletter categories

Tech

AI

News

Professional

Consumer

Productivity

Popular goals for newsletter ads

51%

Driving signups

16%

Downloads

11%

Event and webinar promotion

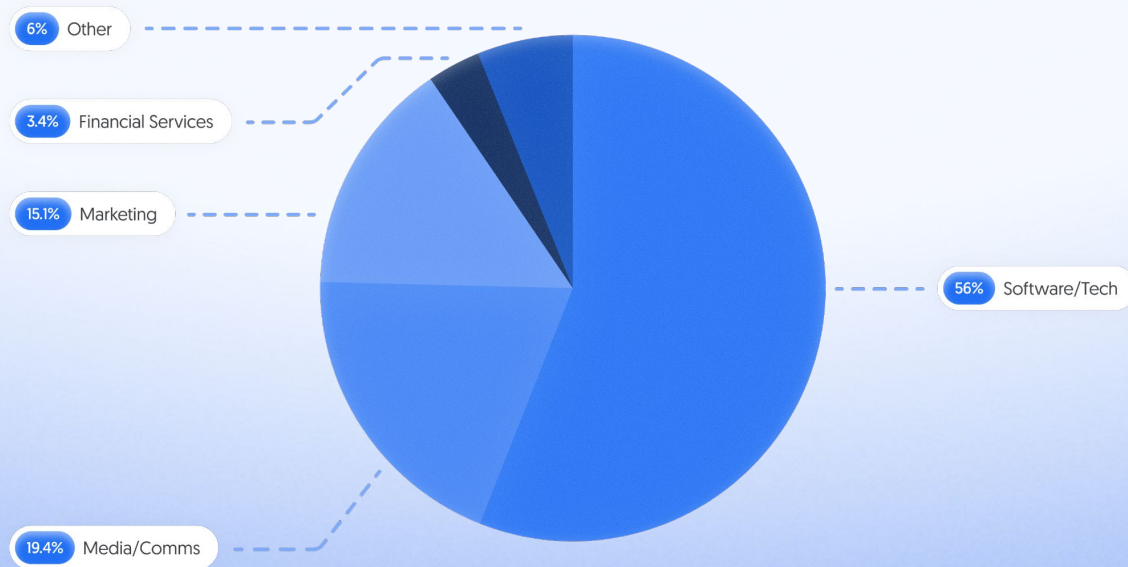
9%

Demo requests

“Paved helps us discover new opportunities we wouldn't otherwise find. We're able to secure niche ad placements quickly and align custom messaging with custom audiences.”

TechSmith

Surveys show the industries with the **highest advertiser review scores:**



Advertisers keep returning. Rebooking intent grew **+53% YoY**.

Newsletters with the highest rebooking rates share:

- predictable performance
- clean layouts
- simple, high-intent CTAs with new copy for each offer
- tightly matched advertiser and audience alignment

"I would run this placement every week if I could..."

—Matt, performance marketer on Paved



I love how **easy it is to use Paved!** The self-serve set up is intuitive, especially for beginners in newsletter sponsorships.

-Robin, SaaS Marketer

Finding quality newsletters has been easy using Paved to reach the right audiences.

-Vara, Agency Marketer

Paved has been great from start to finish – **discovering, booking, and measuring sponsorships in one place!**

-Emmie, Director of Growth

Access to premium publishers without the contract negotiations or IOs – **huge time saver.**

-Matt, Head of Marketing

Its made it **easy to scale newsletter sponsorships** without adding a ton of work to my day

-Verity, Creative Manager

I'm still in the early stages of scaling, but Paved has already shown me **how powerful newsletter ads can be.**

-Nathan, Content Manager



Average advertiser rating of Paved



Remove friction from your offers.

Audiences act on simple, value-first CTAs. Signups and downloads outperform everything else.

Ad placements should help readers can take quick, meaningful actions without heavy commitment.



Keep ads short and benefits-focused.

The best ads blend into newsletters and made their value obvious in the first line. Short copy, one clear goal, and a native look drive consistent results.

Publishers with clean layouts and deep subscriber connections will continue to win repeat demand in 2026.



Don't try to be too perfect.

You don't need flawless ad designs to win. Simple, clickbait-free image and text combos often topped the charts in 2025.

What matters most is reaching the right people, staying authentic, and giving them something worth acting on.



Better ads = more revenue.

Marketers are shifting serious budget into newsletter ads because the performance is hard to ignore.

Publishers and advertisers rely on platforms like Paved to connect and remove the operational burden so they can focus on producing great content.

paved

Paved is your partner in high-revenue newsletter sponsorships.



Simple



Streamlined



Scalable

Sign up now

Get a demo

Dribbble

2.7M Subscribers



Hello Sunshine

750K Subscribers



Smashing Magazine

200K Subscribers



TechCrunch

252K Subscribers



Morning Brew

4.2M Subscribers



Inc.

350K Subscribers