Matrix Ready SAMPLE

Sponsor Matchmaking Sample — SaaS Club newsletter

Public sponsor page: saasclub.io/sponsor/newsletter (read Oct 27, 2026)

What the newsletter says about itself

- Weekly newsletter for B2B SaaS and AI founders and startup operators (pre-seed to Series B); **5,000+ subscribers, 40% open rate, 0.4% unsubscribes**.
- Mid-email spot (up to 40 words, two links): **$1,800/month** on the Supporting package (4 newsletters a month, 3-month term), or $2,200 for a single month. The top-of-email spot (up to 120 words) is part of the Presenting and Exclusive packages.
- The page says it works best for higher-ticket B2B products or services where one or two new customers cover the cost. Sponsors named include Typeform, LinkedIn, Ahrefs, Gusto, Drata and Remote. It gives no click tracking and warns it is not the right fit for large free-trial volume.

Three plausible sponsor matches

Fit is our judgment from each company's public homepage (read Oct 27, 2026). We have not contacted them and do not know their sponsorship budgets or interest.

Company	What its homepage says	Why it may fit this audience
Attio attio.com	"The platform that builds pipeline, advances deals, and grows accounts around the clock." CRM with a free start and a "talk to sales" option.	Pre-seed to Series B founders pick their first CRM; a revenue platform sells directly to the readers. Not among the sponsors listed on the page.
Paddle paddle.com	"Merchant of Record for digital product businesses": payments, tax, compliance and billing across 300+ markets.	B2B SaaS founders selling globally need tax and billing handled; matches the page's "platforms and tools that serve founders." Not currently listed.
PostHog posthog.com	Product analytics, replays and error data in one place; says "500,000+ teams" use it and "97% of users pay us $0."	**Weakest fit**: the page warns against free-trial volume plays, so a pitch would lead with PostHog's paid and "talk to a human" offers. Technical founders are the readers. Not currently listed.

Draft pitch to the publisher (not sent)

> **Subject:** Sponsor leads for SaaS Club (Attio, Paddle, PostHog)
>
> Hi, I'm Ben at Matrix Ready. Your sponsor page says the newsletter reaches 5,000+ B2B SaaS and AI founders at a 40% open rate and works best for higher-ticket tools. I've identified three companies that sell to that audience and aren't on your sponsor list: Attio, Paddle and PostHog. I can write the outreach and a one-page pitch for each, and would work on a fee or commission basis. Want me to send you the pitches first? Everything by email.
>
> Ben · Matrix Ready · ben@bizwinnow.com

Draft one-line pitch to a sponsor (example: Paddle)

"SaaS Club reaches 5,000+ B2B SaaS and AI founders weekly (40% open rate). The mid-email spot is $1,800/month on a 3-month term, and the readers are founders choosing how to sell globally. Want the details?"