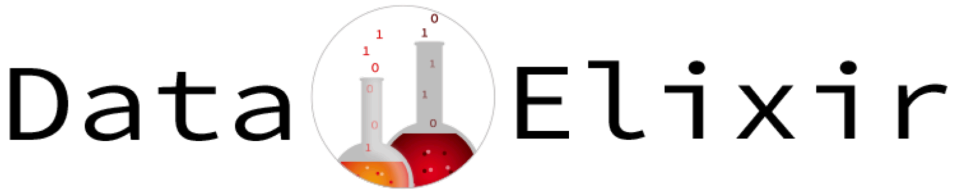


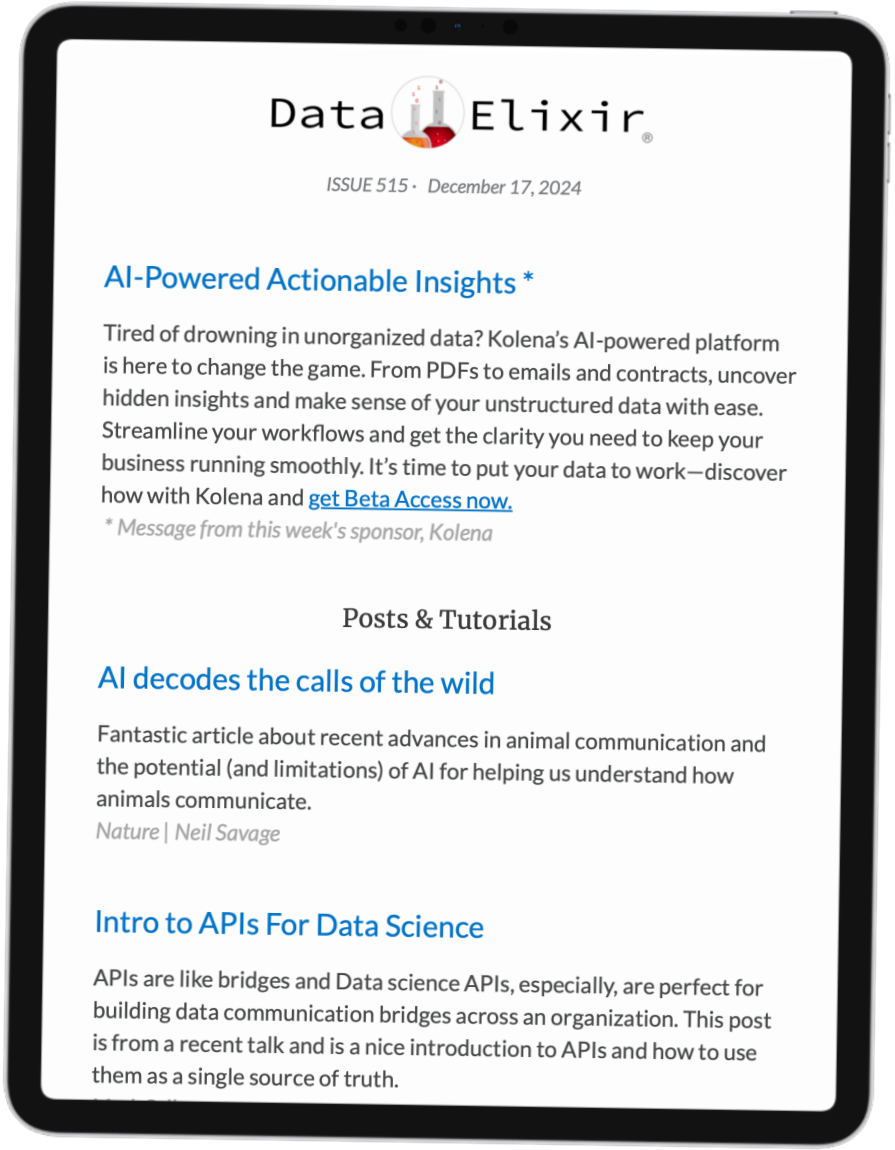
Media Kit

About

Data Elixir reaches practitioners who actively build with data, from analysts and data scientists to ML engineers and technical leaders.

Publishing weekly since 2015, one of the longest-running newsletters in the data science space.

With 45,000+ engaged subscribers, Data Elixir can help you reach a well-educated and technical audience.



Key Stats

45,000
subscribers

57%
avg open rate

7.9%
issue-wide CTR

Majority audience in the US, Europe, UK, Canada, and Australia.

Readers include data scientists, analysts, engineers, researchers, and technical leaders.

Sponsors

Sponsors use Data Elixir to launch tools, recruit talent, promote courses, and reach a highly technical audience.

MODE
ALEGION
dbt Labs
Microsoft
O'REILLY
amazon | science
Observable
MIT MANAGEMENT EXECUTIVE EDUCATION
Pinecone
UC Berkeley School of Information
Timescale
JET BRAINS
dagster
RAY
ATSCALE
Deepnote

Placements - Primary

Each issue features a single primary sponsor.

Featured at the top of the newsletter with a linked title and supporting copy.

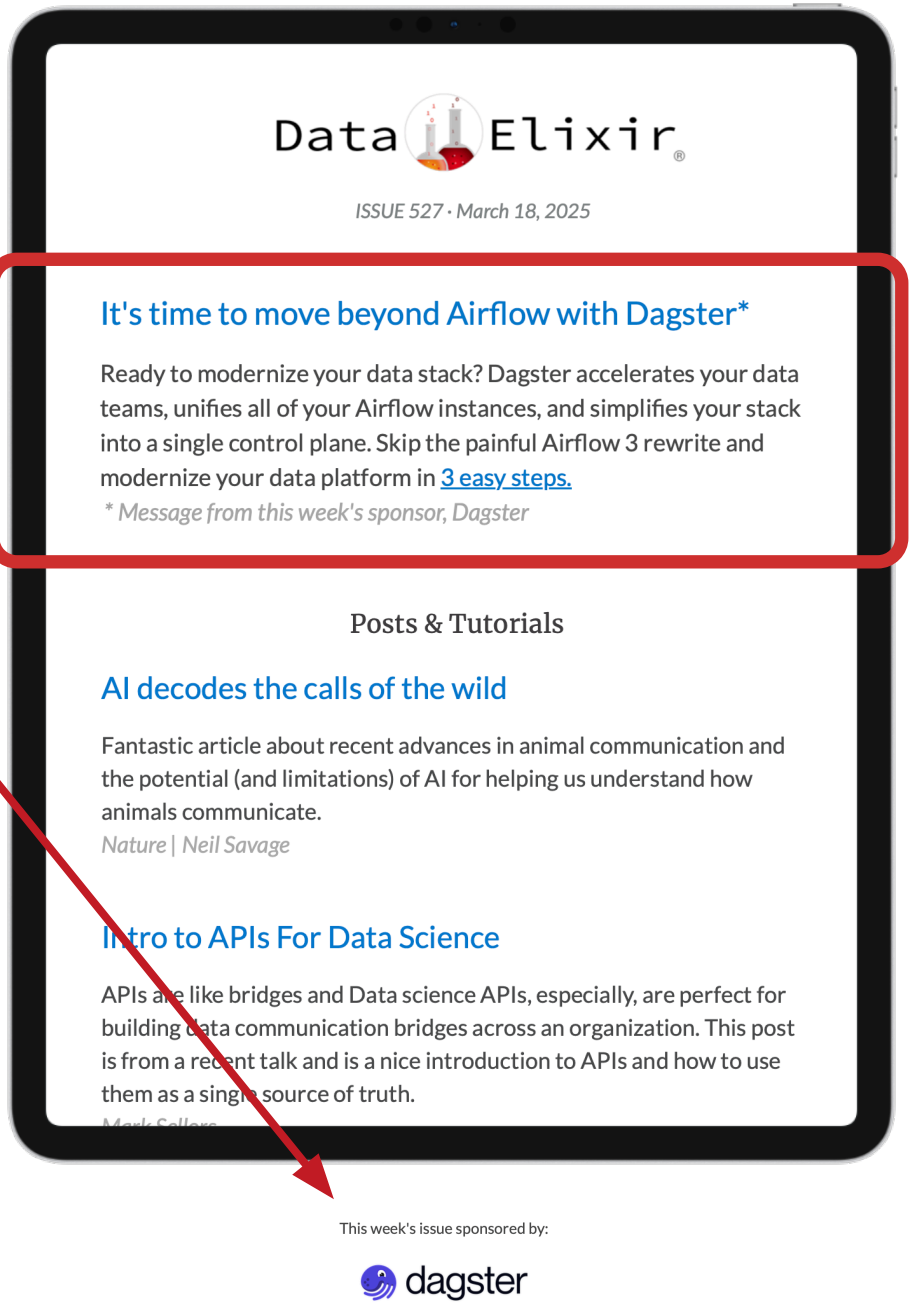
Also included on our Sponsors page: https://dataelixir.com/sponsors/

Typical sponsors get 125-192 Verified Unique Clicks (bot-filtered). Median: 174

Books out 4–6 weeks in advance.

$1475 per issue

Save 15% on a package of 3+



Placements - Secondary

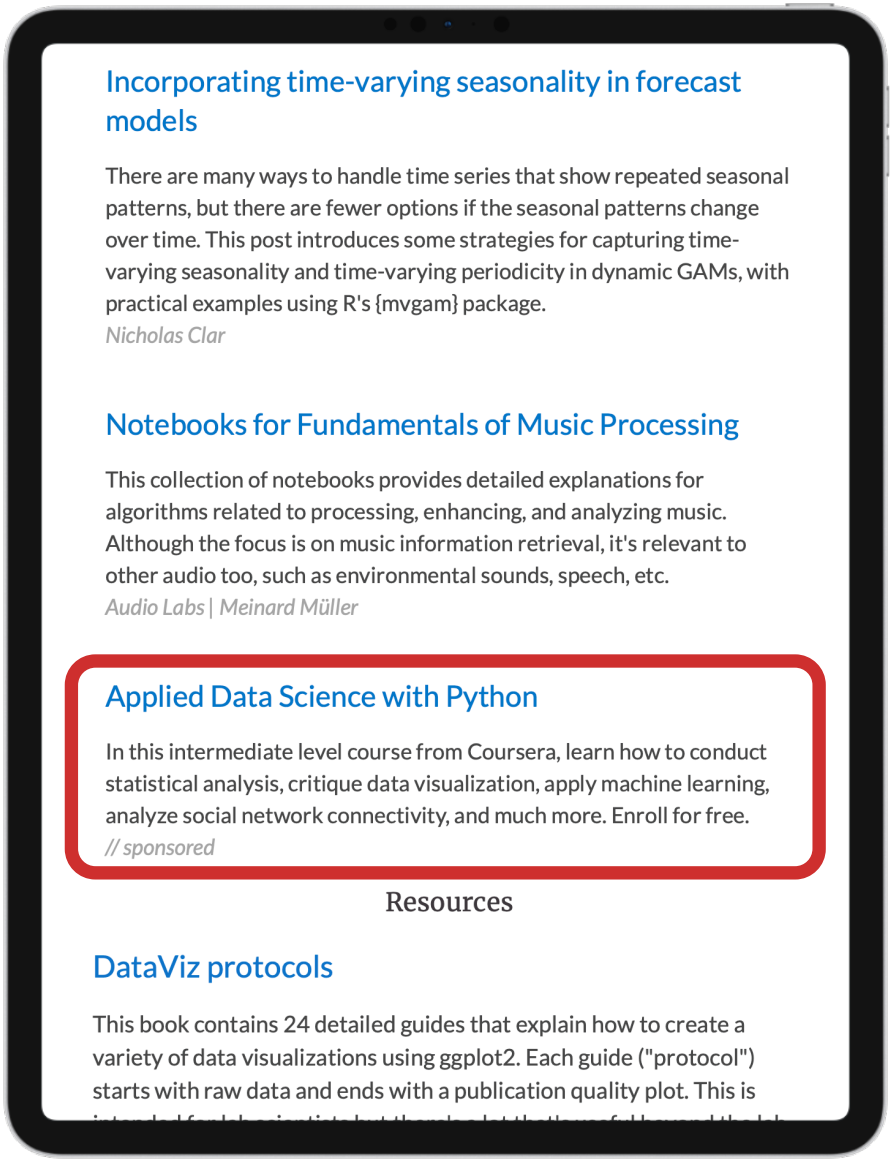
Appears in the bottom third of the newsletter, below primary content.

Ideal for repeat campaigns or brand reinforcement.

Typical sponsors get 138-195 Verified Unique Clicks (bot-filtered). Median: 166

$1175 per issue

Save 15% on a package of 3+



Questions or interested in sponsoring Data Elixir? Get in touch!

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