

AUDIENCE PROFILE

AI readers with buying context.

Superpower Daily reaches founders, operators, builders, marketers, investors, and technical teams tracking models, products, startups, policy, tools, business, and culture across the AI economy.

350k

SUBSCRIBERS

42.7%

OPEN RATE

6%

CLICK-THROUGH RATE

1,200-1,800

PRIMARY CLICKS ESTIMATE

JOB LEVEL

Manager27%

Director / VP24%

Founder / C-suite22%

IC / Specialist19%

Creator / Student8%

JOB FUNCTION

Product / Eng29%

Founder / Ops23%

Marketing / GTM18%

Data / Research16%

Investor / Finance14%

INDUSTRY

AI / SaaS34%

Tech / Startups24%

Agencies / Services15%

Finance / Investing15%

Media / Creator12%

IDEAL ADVERTISING FIT

■ AI productivity and workflow tools

■ Enterprise AI platforms and assistants

■ Developer tools, agents, and automation software

■ Model, data, and infrastructure products

■ Future-of-work, GTM, and business software

TOP LOCATIONS

United States75%

Europe9%

Canada7%

Australia3%

United Kingdom3%

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Superpower Daily reaches AI-aware readers across major technology, software, media, and enterprise companies.