

Going Beyond Email



Gaining audience engagement and revenue with newsletters

Who am I?

I'm Matt Gross. I've spent my adult life as a journalist — mostly writing about travel and food for places like the New York Times, Bon Appétit, and Bloomberg.

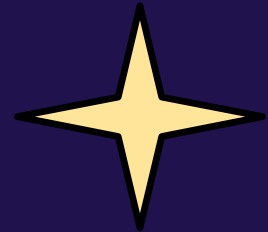
Over the last decade, I've been working at the intersection of **editorial, tech, and business** — and from 2019 to 2026 at [Archetype](#), a publisher whose brands include:

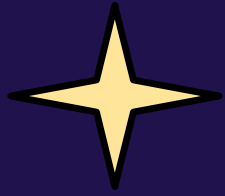


**And Archetype is doing
*so much email.***

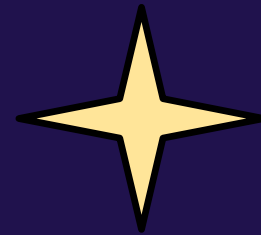


(with very few people and relatively little money)



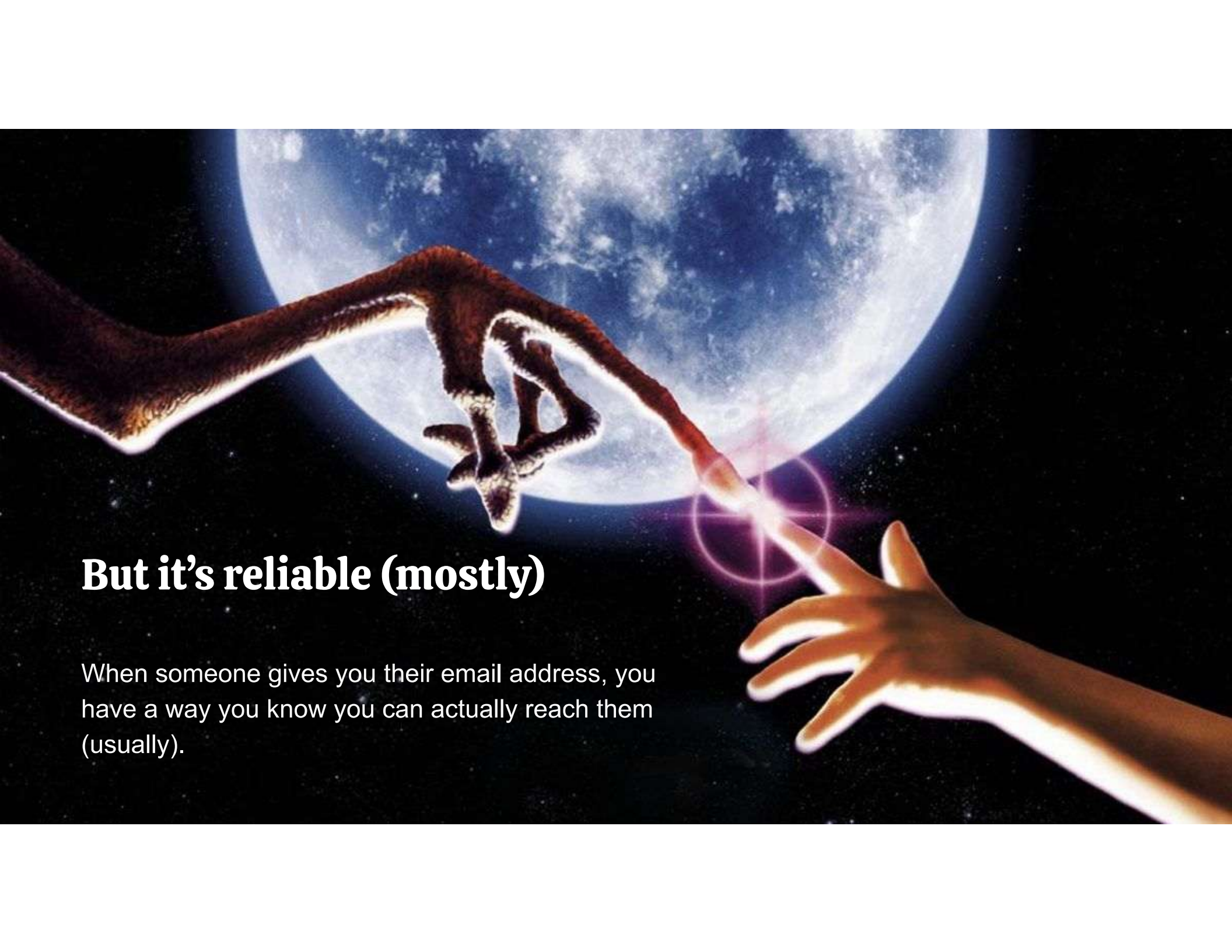


(They laid me off in March.)



What's the big deal with email? It's not exactly new:

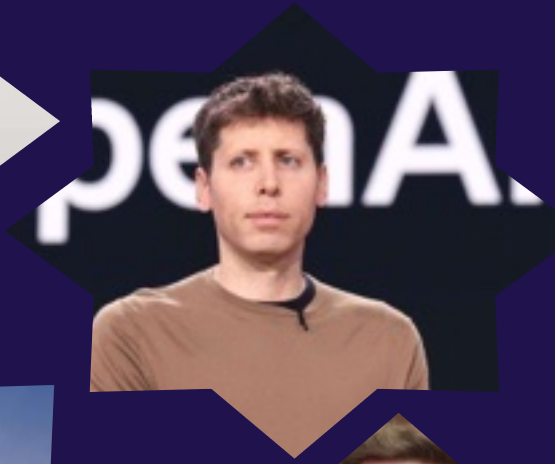


A hand reaching out to a dinosaur's hand against a full moon. The background is a dark space with a large, bright, blue-tinted full moon. A human hand reaches from the bottom right towards the tip of a dinosaur's long, scaly arm, which extends from the top left. A bright pinkish-purple light flare is at the point where the fingers are nearly touching.

But it's reliable (mostly)

When someone gives you their email address, you have a way you know you can actually reach them (usually).

Especially because no trusts these guys anymore. ✨ ✨ ✨



So, today, email is big business.

Forbes

INNOVATION > VENTURE CAPITAL

Mailchimp's \$12 Billion Sale To Intuit A Major Payday For Its Billionaire Bootstrapping Founders

By [Kenrick Cai](#), Former Staff. I'm a staff writer covering venture capital, startup...

Published Sep 13, 2021, 06:52pm EDT, Updated Sep 13, 2021, 08:08pm EDT

Substack Raises \$100 Million, Betting on Subscriptions but Coming Around to Ads

Substack, originally a newsletter service, says its app now has millions of users interacting with its creators.



Pro ▾

Org Charts

Tech

Finance

BUSINESS

Paramount in talks to buy Bari Weiss' Free Press for up to \$200M, give her senior editorial role at CBS News

Is Beehiiv the Next Billion-Dollar Newsletter Startup?

By Jessica Roy

That's because email subscribers are your best readers ✨

They read, they click, **they stay engaged.**

And you know what you have to do to keep them engaged.

✨ *After the paying customers, of course.*



But email isn't just, like, *email*

In 2026, there are tons of options for:

- What **kind** of emails you're sending
- What email **platform** you're using
- How **often** you're sending
- How you're **making money** (or not) off these emails

So there's a lot to go through before spinning up a good email program.

How do I approach email?

I ask this question:



Is the email supposed to drive traffic,



or is it an inbox read?



In other words, do we want **clicks**? Or do we want **readers**?

The answer will help us figure out an email platform — and our newsletter strategy.

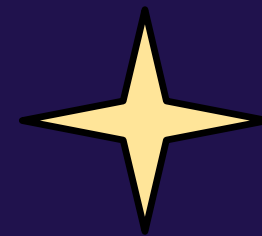
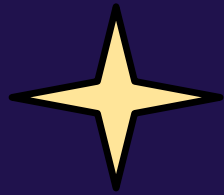
Traffic-Driving Emails

If your goal is to drive traffic to your stories, then you should build your emails around that goal, and only that goal. To that end, you'll want an email system that lets you:

- **Easily build templates** that showcase heds, deks, and images, all designed to get people to click
- **Automate the ways** your stories get pulled into the system and inserted into newsletters
- **Automate a lot of other things:** when emails go out, A/B testing, welcome series, win-back series, etc.



At Archetype, we used Sailthru for traffic-driving emails.



You can build templates without any HTML*

**Can't stress this enough: visual interfaces are a must, unless you like paying developers lots of money forever*



Harigold Engage by Salesforce

ANALYTICS MESSAGING USERS CONTENT SETTINGS

Template Name: Daily Newsletter AM Subject Line & Preview Text: [if content[0].subject]{content[0].subject} TechCrunch | From: TechCrunch Email / Onsite (10206)

SAVE

CONTENT ROWS SETTINGS

TC TechCrunch AM

View this email online in your browser [date('MMMM dd, yyyy')]

[content[0].intro]

TechCrunch Top 3

[content[0].title]: [content[0].description] [Read More](#)

[content[1].title]: [content[1].description] [Read More](#)

[content[2].title]: [content[2].description] [Read More](#)

A message from {adinfo("Top: Sponsor + CTA").advertiser} ({ad("Top: Sponsor + CTA")})
{ad_orig = "class="} {ad_stylized = "class="mobile1x1"} {replace(ad,"Top: Sponsor + CTA",
ad_orig, ad_stylized)}

{adinfo("Top: Hed + Copy").advertiser} ({ad("Top: Hed + Copy")}) {ad_orig = "class="} {ad_stylized =
'class="mobile1x1"' } {replace(ad("Top: Hed + Copy"),

TITLE PARAGRAPH LIST

IMAGE BUTTON TABLE

DIVIDER SPACER SOCIAL

HTML VIDEO ICONS

MENU TEXT LIVEDICKER LIVEDICKER

You can speedily curate the stories that go into the newsletters

(This takes an editor maybe 5 minutes)



The screenshot displays the 'Recommendation Manager' interface in a web browser. The URL bar shows 'my.sailthru.com/rm?id=683e1c453939415c7b008f87'. The interface is divided into a left sidebar with navigation links: 'Content', 'Content Library', 'Data Feeds', 'Hosted Pages', 'Includes', and 'Ad Targeting'. The main content area is titled 'Recommendation Manager' and has tabs for 'Manage Data Feeds' and 'Daily Newsletter AM/PM'. The 'Daily Newsletter AM/PM' tab is active, showing a 'Refresh Feed' button and a 'Build Campaign' button. Below this, there's a section for 'Cached at Tue, Sep 23 2025, 10:50 am PST to optimize performance.' and a 'Regeneration Delay Hours' field set to '1', with a 'Save Feed' button. The main content area features a table of curated stories. The table has columns for 'Content', 'SEARCH CONTENT', 'ADD CONTENT', and 'FILTERS'. The 'Content' column lists various tech news items with thumbnail images. The 'SEARCH CONTENT', 'ADD CONTENT', and 'FILTERS' columns are empty. The table lists several stories, including 'Alloy is bringing data management to the robotics', 'Meta launches super PAC to fight AI regulation as', 'Former NotebookLM devs' new app, Huxx, taps in', 'Jaguar Land Rover to pause production until next', 'Google Photos users on Android can now edit the', 'Telo raises \$20 million to build tiny electric trucks', 'NASA's new astronaut class includes SpaceX vote', 'WhatsApp can now translate messages on iOS an', and 'Site opens U.S. factory to make silicon anodes for'. The right sidebar shows a preview of the 'TechCrunch PM' newsletter for 'September 23, 2025'. It includes a 'TechCrunch Top 3' section with a photo of four people and a list of the top stories, each with a 'Read More' link.

And then the email
goes out without
too much trouble



TN TechCrunch Daily News
Alloy is bringing data management to the robotics indus...
To: Matt Gross

11:30 AM
[Details](#)

TC **TechCrunch AM**
[View this email online in your browser](#)
September 23, 2025

TechCrunch Top 3



Alloy is bringing data management to the robotics industry: Australia-based Alloy thinks it can help robotics firms with their data problem: the startup is building data infrastructure to help companies process and organize all the data their robots collect. [Read More](#)

Meta launches super PAC to fight AI regulation as state policies mount: Meta is investing 'tens of millions' into a new pro-AI super PAC called the American Technology Excellence Project to fight state-level tech policy that would regulate AI. [Read More](#)

Former NotebookLM devs' new app, Huxx, taps audio to help you with news and research: Three devs who worked on NotebookLM are now building an app called Huxx, which can help users dive deep into topics by generating a "podcast" with multiple AI hosts. [Read More](#)

A message from Snapdragon

Get High Performing PCs at Every Price Point

Equip your entire team with ultra-responsive PCs powered by Snapdragon X Series processors, offering the same NPU performance, seamless connectivity, and AI-enhanced tools across the entire Snapdragon X Series platform. Whether you're an executive or a creative professional, these devices allow you to choose the right PC at the right price point and ensure your team stays productive and efficient.

[Learn more](#)

And it worked!

Depending on the publication, Archetype was getting anywhere from **3% to 19%** of its traffic from newsletters.



And they earn money!

Sailthru has an ad-serving system that sales and Ad Ops teams can control, so you can direct-sell into the newsletters.



(Archetype tends to price emails based on list size rather than open or click-thru rates.)



Sailthru's pricing model: How many emails?

The more you send, the **lower the CPM**.

Archetype was sending hundreds of millions of emails every year, and it kept going up, so the **bulk rate kept getting better**.



Questions to ask yourself before launching a traffic-driver

- **How many** stories do you produce per day? Per week?
- **When** do they come out? Midmorning? Afternoon? Overnight?
- Do you cover a **broad enough range** of themes, and in enough volume, to have a specialty newsletter?
- **What are your *readers* interested in?** When are they reading?

Once you know these details, you'll have an idea whether to launch a daily 6:30 a.m. email chock-full of the latest articles, or a twice-a-week wrap-up of the highest-traffic stories, or a weekly collection of farm and agriculture developments.



While you're at it, think seriously about the future of traffic

For decades now, we've relied on this idea of traffic — people clicking on websites — to determine how we deliver our content and measure our success.

But is anyone's traffic really going up? How much longer can we count on people coming to our websites?

I'm not saying it's time to give up on traffic entirely.

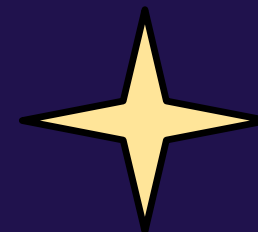
But it is time to start imagining what publications look like without the bedrock of traffic.



**And so sometimes, when it comes to email, we just don't
care about traffic.**



\\(ツ)



Sometimes we want the email itself to be the point.

Yeah, everyone get a lot of spam and junk, but many of us — especially those who like to actually *read* — look forward to finding something meaty in our inboxes.

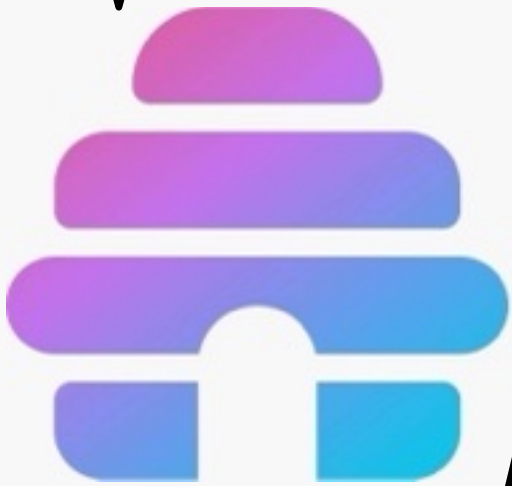


That can mean a lot of different things:

- A full article as the email itself
- A written-through digest of news
- An events calendar
- A set of photos, whether new or archival
- All of the above — a veritable mini-magazine of news items, imagery, polls, events, and whatever else you can squeeze in



Archetype is using Beehiiv for write-thru emails



beehiiv



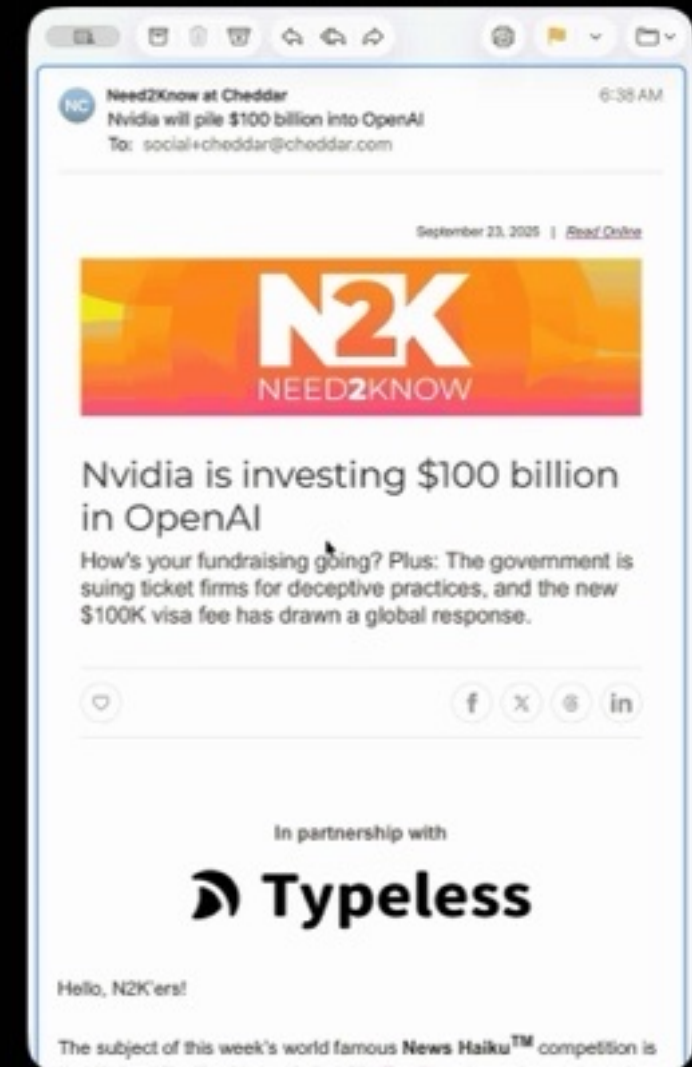
Why do I like Beehiiv?

(And what about Substack?)



1. A great writing/editing experience

- **No HTML** (unless you really want it)
- **Automatically embeds** social assets via copy-paste
- Lots of **built-in widgets** like polls and surveys
- Easy to just **make everything look good**



2. Paid subscription tiers

As your newsletter business grows, you may find that certain emails are more valuable than others — and **you might want to charge for them!**

You can call this a subscription or membership or whatever. But if you're providing emails of real value, **people will pay for them.**




Trying!

Pay Matt's Beehiiv Bill
\$10 /year
Drop a coin in my cup so I can cover the costs of running this thing.

- ✓ You get to read the emails!
- ✓ That guilty feeling subsides for a little bit longer!
- ✓ You get way smarter!
- ✓ Def more cultured and attractive, too!

Drop a Coin in the Cup

Buy Matt a Drink
\$5 /month

MonthYear

Once you've paid a hosting bill, there's nothing like enjoying a cold drink. Help ensure Matt has something to quench his thirst!

- ✓ All the other stuff!
- ✓ But even less guilt!
- ✓ I mean, still a little guilt, but a bit less
- ✓ Maybe Matt'll invite you for a drink with him?

Cheers!

Let's See How Far We Can Take This
\$11.11 /month

MonthYear

Maybe there's something to this newsletter-writing business? Find out what happens when enough people fairly compensate a writer for his work!

Fund Matt's Lavish Lifestyle
\$23.23 /month

MonthYear

Smuggled Russian caviar. Vintage automobiles. Butlers and valets. These are just a few of the benefits Matt will enjoy thanks to your generous support.

3. Built-in ad network

This lets you monetize the emails pretty much **right from the start**, by choosing advertisers who fit what you're doing.

The rates aren't always spectacular, but if you're direct-selling as well, this is a nice way to fill in sales gaps.



New opportunities 8

New opportunities that need action from you

Showing 8 of 8 opportunities

COMPANY		AD MODEL ⓘ	EST. PAYOUT ⓘ	AVAILABLE DATES
	Mood Gummies	\$1.50 CPC	\$463.50	Sep 16th, 2025 - Oct 8th, 2025
	The AI Report	\$1.12 CPC	\$290.08	Jul 21st, 2025 - Oct 1st, 2025
	The Deep View	\$1.12 CPC	\$338.24	Sep 15th, 2025 - Oct 8th, 2025
	I Hate It Here	\$1.31 CPC	\$395.62	Jul 18th, 2025 - Oct 8th, 2025
	The Marketing Millennials	\$1.31 CPC	\$395.62	Aug 18th, 2025 - Oct 8th, 2025
	The AI Report	\$1.12 CPC	\$290.08	Jul 21st, 2025 - Oct 1st, 2025
	Mood Gummies	\$1.50 CPC	\$463.50	Sep 16th, 2025 - Oct 8th, 2025
	The Deep View	\$1.12 CPC	\$338.24	Sep 15th, 2025 - Oct 8th, 2025

4. It's an open system

Beehiiv allows **other technologies** to connect to it: Shopify, Zapier, Discord, and many more.

This means you can **automate** a lot of things:

- If someone subscribes to your actual newspaper, you can sign them up for the email newsletter.

Or vice-versa:

- They sign up for a paid email subscription, and that triggers a paper delivery, access to a Discord server — or just about anything else.



Substack doesn't do this.

Like Facebook or Twitter, Substack wants to **keep everyone on Substack** — readers and publishers alike. It's a closed system.

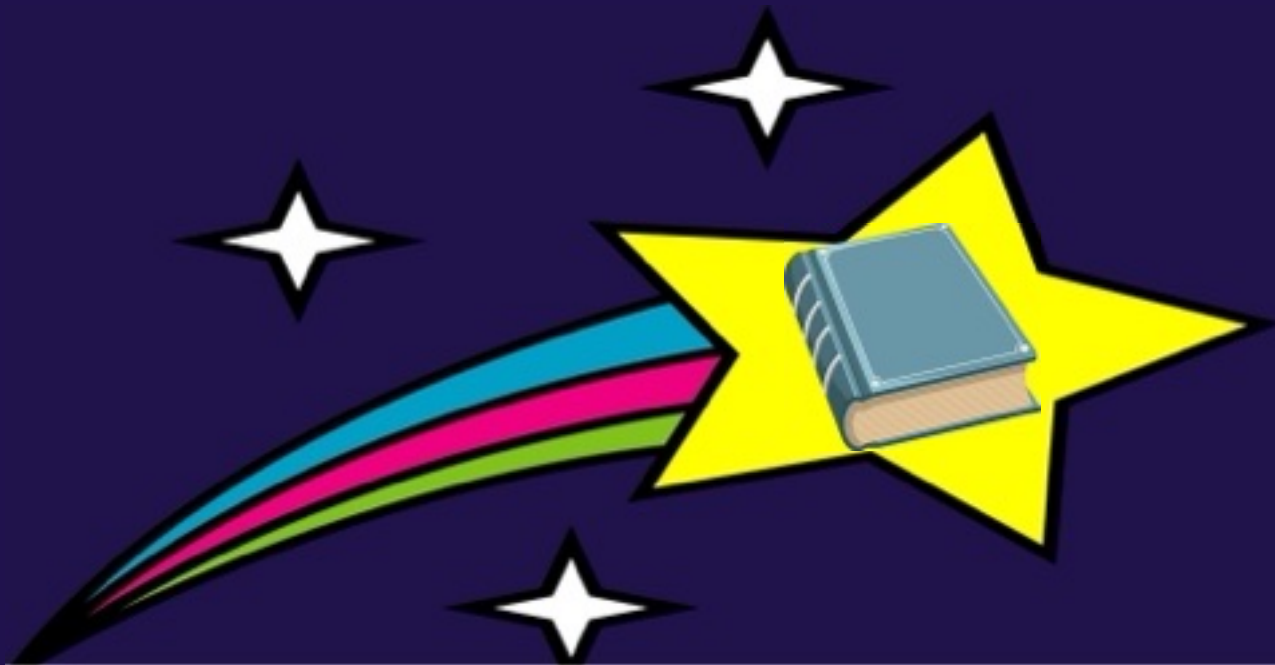
They're very easy to set up, with no fees, but **increasingly hard** to move out of.



Beehiiv's pricing model: How many subscribers?

The more you have, the more you pay — because, presumably, you can make more money off more subscribers, so it nets out.

None of Archetype's Beehiiv newsletters is losing money.



What makes a good email?

A highly personal but also somewhat professional evaluation

1. Treat email as *email* ✨ ✨

Great emails feel like messages sent *from* a human being *to* a human being. They're specific and intimate.

Addressing subscribers **by name** is just the start.

- Whenever possible, you want to **personalize a reader's experience**, by giving them stories you think they'll like (in a traffic-driver) or (in a write-thru) writing an *email*, not an article.

That is, **don't treat everyone the same**, and don't just copy-paste from your CMS.

2. Treat email as *special* ✨

Give readers a real reason to hand over their email addresses by prioritizing them:

- Get them **first access** to new stories (ahead of web readers), get them discounts on your products or your advertisers', give them extra material — quotes, images, data — that didn't make the paper.
- Engage them with **polls and contests** — everyone wants to see their name in the ~~paper~~ newsletter.
- **Experiment!** This is the easiest place to change up your day-to-day presentation.

*Breaking news alert:
AI minister took bribes
“Crypto doesn't count”*

— Lodro Rinzler

3. *Don't* treat email as nonstop marketing

Cross-promote everything you want — paper subs, merch, other newsletters — but don't gum up the email with so much marketing that the primary message gets lost.



Order Now: The Sunset Fall Subscription Box!



Holy Pumpkin Spice, I Want One!

4. A newsletter doesn't have to be *forever* ✨

With all the emails flooding, readers can definitely get inbox fatigue. Who wants to sign up for another newsletter that you'll get bored with in two months and forget to cancel?

At Sunset Magazine, we had good luck with what we call pop-up newsletters — email series that last 6 to 8 weeks and cover either a time period (like our Holiday Survival Guide) or a subject matter (raised garden beds). A lot of the content can be pre-programmed, then reused on the website as actual articles a day or two after appearing in the newsletter.

Readers like them because they are laser-focused on a topic that interests them, but also limited in scope — there's always an end date in sight.

Easy Newsletter Ideas

Some basic concepts that should resonate — without requiring too much effort

The Archive Dive

A weekly look **back in time** at photos, stories, and front pages.

Any publication (or business) with a history of more than a few decades should look into spinning up an archival newsletter — as a way of strengthening connections with readers.



News Alerts: Breaking News, Special Reports, and More

Breaking news is unpredictable — but when it happens, **people want to know**.

At Archetype, we created newsletters branded as “News Alerts,” so we could inform readers of actual breaking news, but also exclusives and special reports (e.g., highlighting major features).

The system is automated: we tag a story “breaking” and the email goes right out!

Breaking News from Military Times

 Inbox - Archetype September 11, 2025 at 7:53 PM

Breaking: US Naval Academy on lockdown following reports of threats

To: Matt Gross

Having trouble viewing this email?

MilitaryTimes

Breaking News

September 11, 2025

BREAKING



US Naval Academy on lockdown following reports of threats

Officials say the U.S. Naval Academy in Maryland is on lockdown as law enforcement officials respond to reports of threats made to the military school.

[GET FULL DETAILS](#)



ADVERTISEMENT

DefenseNews | WHITE PAPER

DELIVERING

This whitepaper explores how high-speed internet is a necessity - emphasizes how improved connectivity enhances both quality of life and mission readiness.

Events — for Locals, for Visitors

A weekly rundown of what's happening — from school board meetings to concerts. Catskill Crew (pictured) is really good at spreading info to both locals and tourists.

Note: Don't forget to include **images and social posts** of what happened last week. We want to see proof!



HAPPENINGS

WANT TO ADD AN EVENT? [Use this link.](#)

[FARMERS MARKET SCHEDULE](#)

TUESDAY 23RD

Tubby's, Kingston - 7 Year Anniversary performance with Dougie Poole at 7pm [congrats](#)

WEDNESDAY 24TH

Chemistry Wine Bar, Catskill - Wine glass painting (drink out of them too) at 7pm [bob ross it up](#)

Avalon Lounge, Catskill - Music with John Thayer, Stan Zenkov, Jayden Barber, Matt Luczac, and Angel Louis at 8pm [give a listen](#)

Bearsville Theatre, Woodstock - Black Uhuru at 7pm [fix](#)

Park Theatre, Hudson - Synesthetic Sessions at 7pm [details](#)

The Pines, Mt. Tremper - Music Night with Marc Delgado at 7pm

Unicorn Bar, Kingston - Rosh Hashanah Happy Hour and comedy open mic [take a look](#)

Columnists and Op-Eds

Popular columnists and regularly provocative/thoughtful opinion pieces make excellent fodder for write-thru emails.

- Ideally, the emails would go out **ahead of the web/print publication**, to make them a must-read.

A **good columnist with a loyal following** could easily launch a more frequent — and possibly paid — newsletter, featuring shorter pieces and observations, reader feedback, and more.

Remember: To be invited to someone's inbox is a privilege

It says, I like what you've got and I want to hear from you. Also, thank you for the discount code!

USE CODE
E3U4-3XCH-DERV

SHOP NOW