



New Apps
Newsletter

by

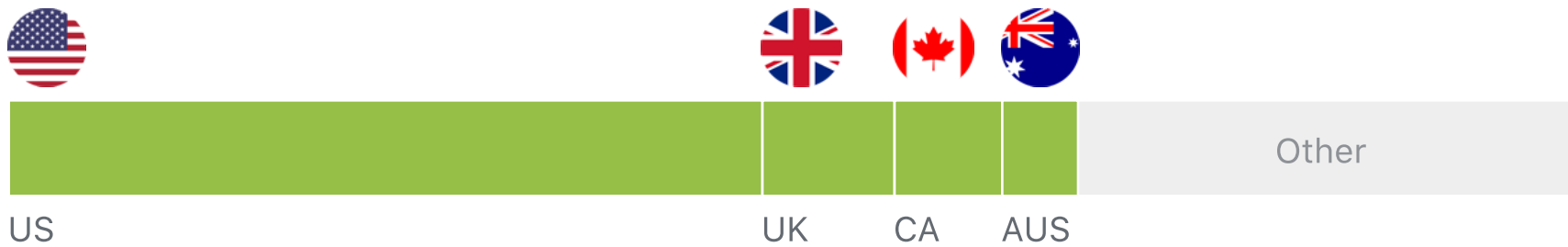
ShopPad

List Details

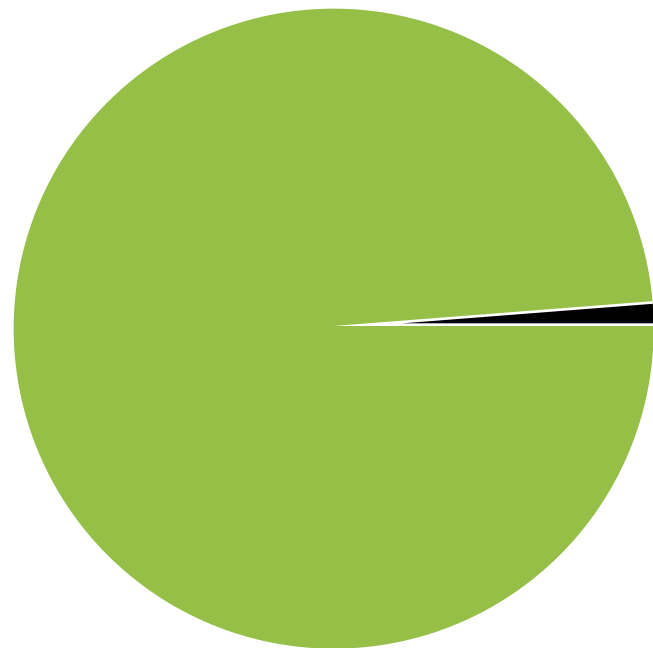
For over five years the New Apps Newsletter has provided its subscribers a weekly round-up of the latest apps on Shopify's App Store. The New Apps Newsletter has a loyal readership that exceeds 50k, comprised of design and development agencies, partners, bloggers, podcasters, technology influencers, Shopify staff, and merchants of all sizes. By advertising in the New Apps Newsletter, you'll have the opportunity to get your message in front of an audience of early adopters that actively seek out new Shopify tools to install and recommend.

Subscribers

55k



99% Shopify Core



1% Shopify Plus

“ Advertising with you has really worked, we got a bunch of installs! ”

David Perry
CEO & Cofounder, Carro

Getting Started

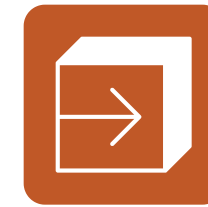
Each week only has two sponsored slots and they go quickly, so we recommend booking at least 60 days in advance. A credit card payment in full is required at the time of booking in order to hold your reservation. Rates are subject to change, please email us for current pricing & availability.



Cara Wood
Digital Marketing Manager
cara@theshoppad.com

Sample Placement

Sponsor



Tractor

14-day free trial

Track orders in real time and branded customer order lookup

★ 592 Reviews

Primary Feature

\$1400 Includes 4 Placements

- First listing within email newsletter
- Subject line inclusion
- Digital proof before publishing
- Custom UTM (upon request)

Secondary Feature

\$400 Includes 4 Placements

- Last listing within email newsletter
- Digital proof before publishing
- Custom UTM (upon request)

Requirements

- Image (150x150 for @2x)
- Title (30 characters)
- Description (62 characters)
- URL