
Media Kit

Independent analysis on AI, infrastructure, capital and the platforms shaping how technology gets built — written for the people building it.

7

sections, from AI to mobility

1

sponsor per newsletter issue

0

editorial coverage for sale

We don't sell impressions. We sell attention from readers who arrive because they're about to make a decision — and who finish the piece.

Who this is for

Developer tools, infrastructure, B2B SaaS selling to technical teams, venture firms, cloud and compute.

Who it isn't for

Consumer apps and anything needing mass reach. We'd rather say so before you sign than after.

Seven sections, one argument at a time

We don't run a news wire. Each piece takes a development that's already been reported and works out what it means — for the people deciding what to build, what to buy, and where to put capital.

AI	Model capability, deployment economics, governance, and the business of intelligence
Infrastructure	Compute, cloud, chips and security — the physical layer beneath the software
Capital	Funding, valuations, exits, layoffs — how money actually moves through technology
Frontier	Space, robotics, biotech, climate and energy
Platforms	App stores, distribution, antitrust, creator economics
Money	Fintech, payments, crypto and commerce
Mobility	Autonomy, EVs, aviation and logistics

How we write

Named bylines. Primary sources linked in every piece. Corrections published openly rather than edited away.

What we avoid

Press-release rewrites, listicles, and anything that restates a headline without adding to it.

People who read to decide

Our readers aren't browsing. They arrive because they're choosing a database, sizing a market, or working out whether a shift in the infrastructure layer changes their roadmap.

Founders & operators

Deciding what to build and what to buy.

Investors

Tracking where markets and margins are moving.

Engineers & architects

Evaluating tools before anyone signs a contract.

Product & growth leaders

Watching platform and distribution shifts.

On audience numbers

We relaunched in 2026 and are rebuilding measurement from a clean base. We'll share current figures directly on a call rather than print a number here that dates the moment it's printed — and we'd rather show you nothing than show you something we can't stand behind.

WHAT THAT MEANS FOR A SPONSOR

High intent, low volume

A reader who finishes a 1,500-word piece on managed Postgres pricing is close to choosing one. That reader is worth more than a hundred who bounced off a headline.

Context, not interruption

Your placement sits inside the argument the reader came for, rather than shouting over it. That's why we run one sponsor per issue instead of a wall of logos.

Four ways to reach this audience

From \$750 / piece

Sponsored analysis

A full-length researched piece on a subject where your product is genuinely relevant. Written to our editorial standard, clearly labelled. You see the draft before it publishes.

From \$250 / issue

Newsletter placement

One placement per issue, above or below the main analysis. A single sponsor — never a carousel of logos competing for the same attention.

From \$1,200 / quarter

Section sponsorship

Your brand attached to one of the seven sections — across its archive and its new work — for the sponsorship period. One sponsor per section.

From \$3,000

Custom partnership

Research reports, multi-part series, event collaborations. These start as a conversation about the outcome you need, not a rate card.

These are founding-sponsor rates. The Byte Beam relaunched its publishing programme in 2026 after a full editorial and technical rebuild. Early sponsors get below-market pricing and lock that rate in for the length of their agreement, including renewals, as the audience grows. Comparable B2B technology publications price sponsored placements two to four times higher. We'd rather build the case studies first.

Before you email us

Can I see the piece before it goes live?

Yes. Sponsored content is always shared with you in draft. You can request changes to anything about your product. You can't request changes to our analysis around it.

Will sponsoring get me editorial coverage?

No. Sponsorship buys placement and attention. It does not buy coverage, and it doesn't influence what we write about you or your competitors. We say this before you sign, not after.

Do you offer category exclusivity?

On section sponsorships, yes — one sponsor per section per period. On newsletter placements, one sponsor per issue.

What's the minimum commitment?

A single sponsored piece or one newsletter issue. We'd rather you test us small than commit to a quarter you regret.

How is sponsored content labelled?

Clearly, at the top of the piece and in the metadata, so it's obvious to readers and to search engines. Undisclosed sponsored content is a policy violation and a trust problem. We don't do it.

Can we supply the copy?

You can supply the brief, the data and the quotes. We write it. Copy written by an agency and dropped in reads like an advertisement, and our readers stop at the first paragraph.

How quickly can we go live?

Newsletter placements within a week. Sponsored analysis usually two to three weeks, because the research takes that long.

Who do we deal with?

Amit Govil, who edits The Byte Beam. No account layer, no handoffs — the person who agrees the work is the person responsible for it.

EDITORIAL STANDARDS

Always labelled

Sponsored content is marked as sponsored, every time.

Never for sale

Editorial coverage cannot be bought or influenced.

Openly corrected

We publish corrections rather than quietly editing.

How we work

- | | |
|----------------------------------|--|
| 1. You tell us the goal | Not the format you want to buy — the outcome you need. Pipeline, awareness in a specific segment, credibility with technical buyers. |
| 2. We're honest about fit | Sometimes the answer is that we're not the right place. You'd find out eventually; better to find out now. |
| 3. We propose and price | Written down, with what's included and what isn't. No negotiation theatre. |
| 4. You approve everything | Including any sponsored copy, before it goes live. |
| 5. We report back | What the placement did, including when it underperformed. |

Why the honesty matters commercially

An audience that trusts the publication is the only thing we have to sell. The moment sponsorship starts shaping coverage, the attention you're buying stops being worth anything — to you, and to the next sponsor after you.

That's why the rules on the previous page aren't negotiable, and why we'd rather lose a deal than bend them. It costs us business. We think it's the reason the business we do win is worth having.

Let's talk

Tell us what you're working on. We reply to every enquiry within two working days — including the ones we can't help with.

thebytebeam.com/advertise

ads@thebytebeam.com