

NEWSLETTER • DISPLAY ADVERTISING

Dual-Site Political Newsletter Bundle with Owned Audience

Two-site package with three newsletters and 59,000+ active subscribers.
High-margin, owner-operated business generating consistent ad revenue.

ASKING PRICE

\$193,508

29x Monthly Multiple

\$93.6K TTM REVENUE	\$80.1K TTM PROFIT	86% PROFIT MARGIN	59K+ ACTIVE SUBSCRIBERS
BUSINESS MODEL Newsletter + Display Ads	ESTABLISHED 2019	OWNER INVOLVEMENT 12 hrs/wk	
TEAM SIZE Owner Only	CUSTOMER MARKET United States	TREND Growing	

Investment Highlights

- 59,000+ active subscribers across three segmented newsletter brands.
- 86%+ net profit margins with low overhead and minimal expenses.
- Owned audience — traffic independent of Google or social algorithms.
- Revenue diversified across multiple ad networks and newsletter placements.
- Two-site package included; seller financing up to 20% available.

Growth Opportunities

- Scale Paid Acquisition

Increase ad spend to grow subscriber base and revenue faster.
- Revenue Optimization

Improve front-end revenue per user to lower effective subscriber acquisition cost.
- New Newsletter Brand

Launch additional newsletter to reduce churn and expand audience reach.
- Organic Content

Develop SEO-focused content strategy to diversify traffic beyond email.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →