2026 MEDIA KIT

Sober Founders

A Community for Entrepreneurs in Recovery

FOR BRAND PARTNERS & ADVERTISERS

Where purpose-led brands meet the fastest-growing sober entrepreneur community in the US.

www.soberfounders.org



WHO WE ARE

The Sober Founders Movement

Sober Founders is a fast-growing community of entrepreneurs who have chosen sobriety as a competitive advantage in business and life. Our members are not spectators. They are builders, operators, leaders and decision-makers working across tech, wellness, finance, e-commerce, creative industries and professional services.

This is a highly intentional audience. They invest in personal growth. They invest in their businesses. And they actively choose brands that align with their values.



For partners, Sober Founders offers something rare:

An audience built on trust, consistency and genuine transformation.

OUR ADVERTISERS

Sober Founders
A COMMUNITY FOR ENTREPRENEURS IN RECOVERY

Our advertisers are purpose-led brands already serving founders, operators and high-growth businesses, making Sober Founders a natural home for companies that want meaningful, high-trust exposure.

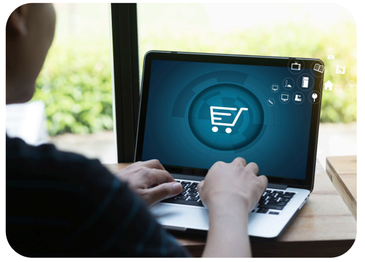
Who Our Audience Includes



Startup founders and co-founders
Early-stage and scaling entrepreneurs actively building and funding businesses



Agency owners and consultants
Service-led business owners making regular software, marketing and growth investments.



E-commerce sellers
Product entrepreneurs operating on Shopify, Amazon and DTC platforms.



Coaches, therapists and wellness professionals
Health-aligned practitioners serving both private clients and corporate organisations.



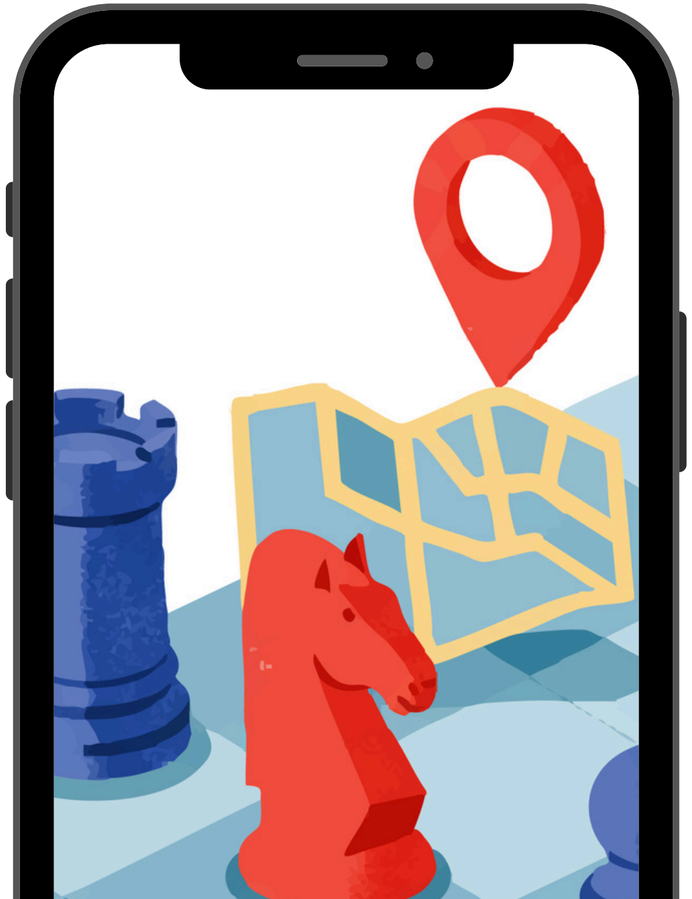
SaaS and tech operators
Founders building platforms, apps and digital tools across multiple industries.



Investors and advisors in recovery
Capital allocators, mentors and board-level advisors supporting sober-led ventures.

AUDIENCE SNAPSHOT

Your brand will be seen by sober founders who are active buyers, business decision-makers and long-term customers, building real companies and investing intentionally in the tools and services they use.

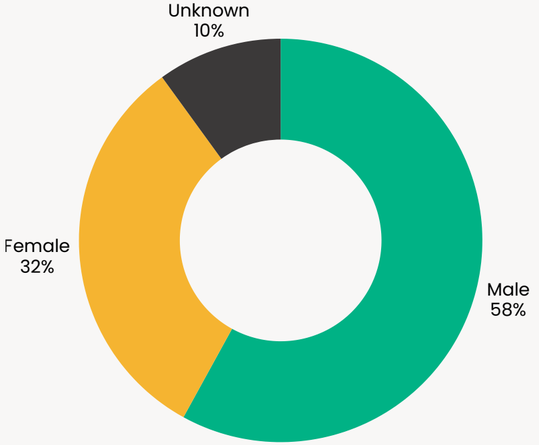


A High-Intent, Values-Driven US Audience

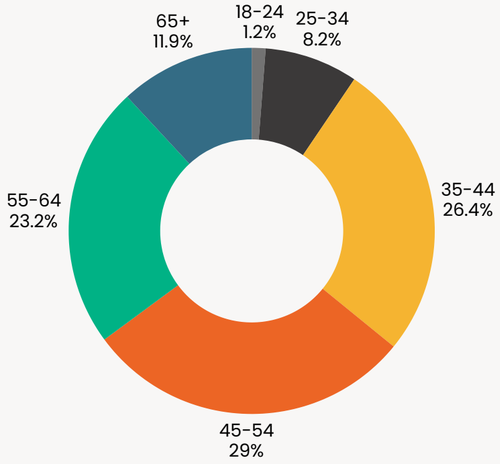
Primary Location



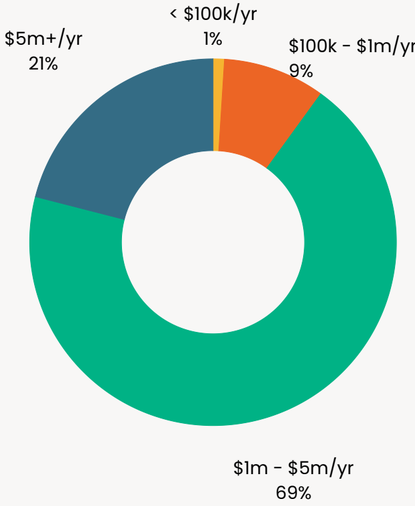
Gender Split



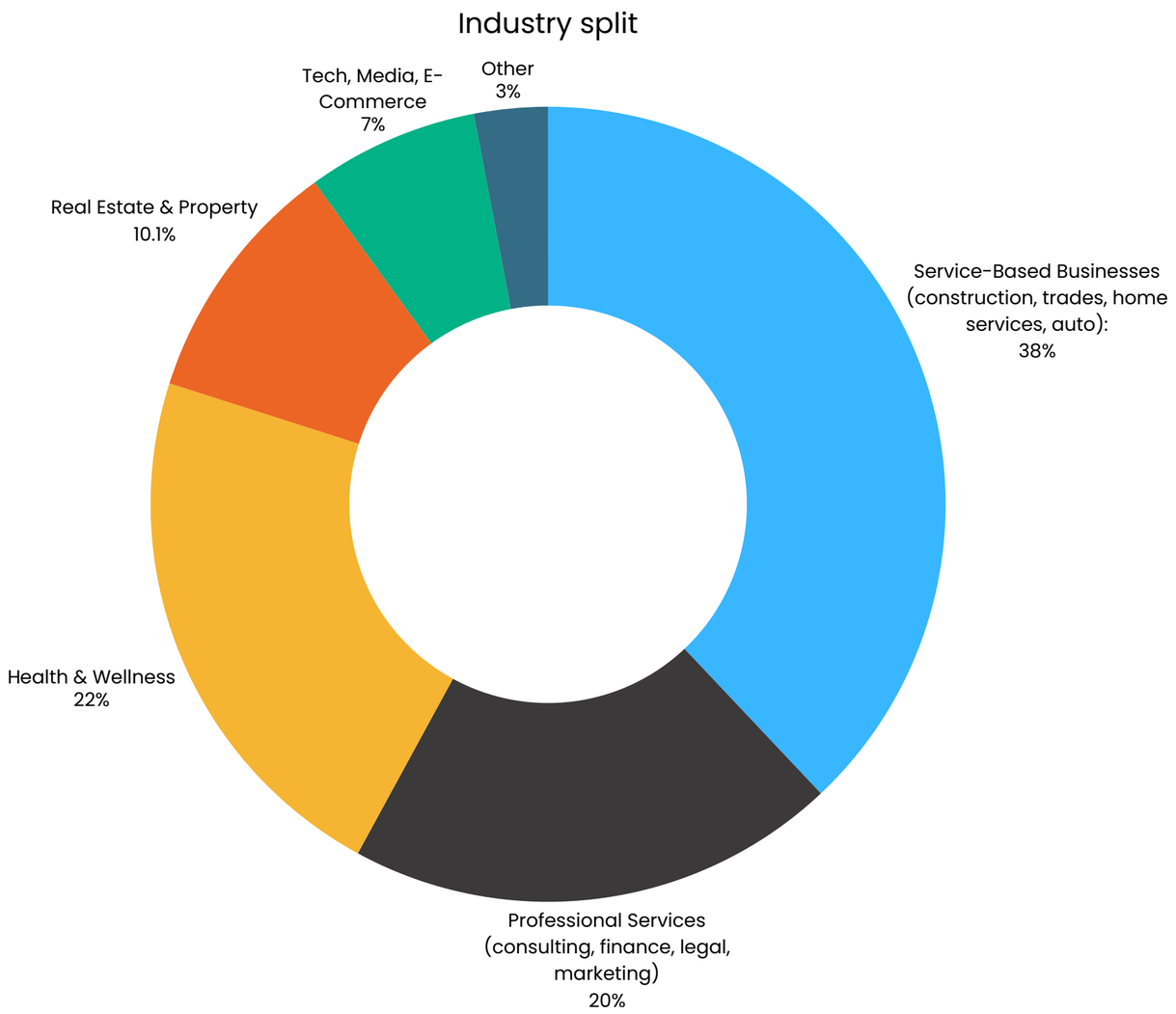
Age Range



Business Revenue (self-reported)



AUDIENCE SNAPSHOT



Community Behavior

- Average weekly group attendance: 50+ founders actively participating live
- Highly engaged across email, web and live sessions
- Strong peer-to-peer referrals and word-of-mouth growth

EMAIL MARKETING POWER

Direct Access to a Rapidly Growing Inbox

Our email list is not bought. It is built organically through trust, referrals and active participation inside the Sober Founders ecosystem.

EMAIL AUDIENCE SIZE

- **3,800+** active subscribers
- Growing by **350+ new subscribers** every month

ENGAGEMENT PERFORMANCE

- Average Open Rate: **35%+**
- Average Click Through Rate: **2.3%**

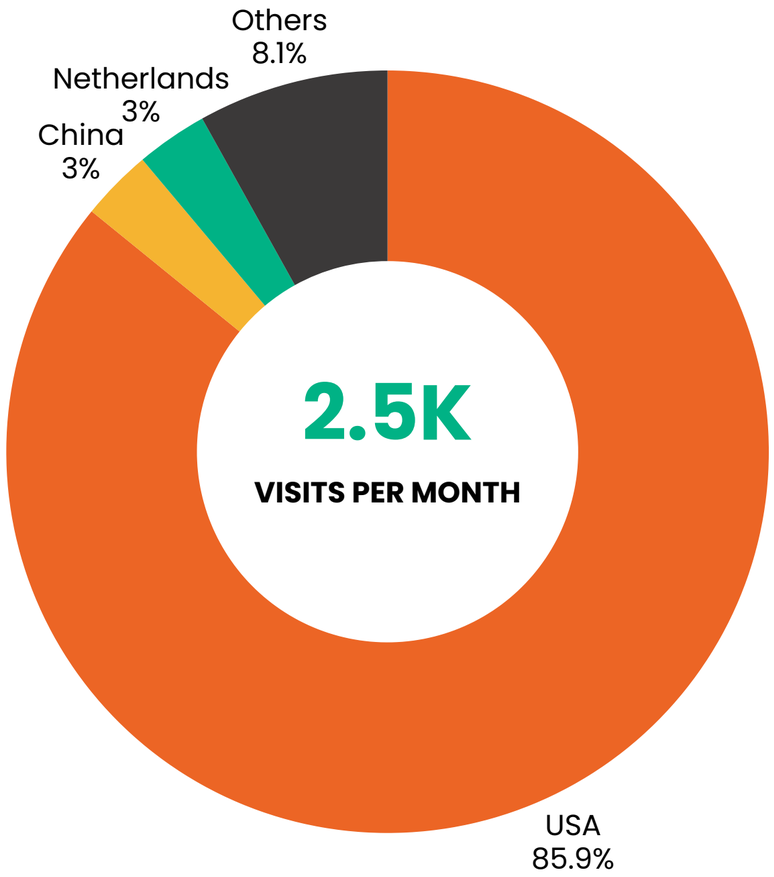
These open rates significantly outperform typical business newsletter benchmarks, reflecting the strength of our relationship with our audience and the relevance of our content.

For advertisers, this means:

- Messages are actually seen
- Offers are actively considered
- Brand trust transfers quickly within our community

DIGITAL TRAFFIC & VISIBILITY

Web & Platform Reach



1m 23 sec

Session duration

8%

Returning visitor rate

Our traffic is highly targeted.

Visitors arrive with intent to learn, connect, or grow through sobriety-led entrepreneurship.

COMMUNITY & LIVE ENGAGEMENT

Where Brand Trust Is Built in Real Time

Sober Founders is not passive content. It is an active, living community.

- 50+ founders attend structured live groups every week
- Ongoing programmes, challenges and peer accountability
- Deep trust and high relational equity inside the room
- Brands introduced here benefit from contextual endorsement, not cold exposure

This environment allows advertisers to place their brand inside moments of:

- Personal growth
- Mental resilience
- Professional transformation
- Business momentum

18k
Followers

500+
members



www.soberfounders.org

WHY BRANDS WIN WITH SOBER FOUNDERS

This Is Not a Mass Audience. This Is a Decision-Maker Room.

Sober Founders attracts entrepreneurs who are:

- Highly self-aware
- Deeply invested in health, mindset and performance
- Willing to invest in tools, services and solutions that support growth
- Loyal to brands that respect their journey

Brands that perform best with our audience include:

- Business software and SaaS
- Financial and accounting services
- Legal and compliance providers
- Coaching, training and personal development platforms
- Wellness, fitness and recovery aligned brands
- Productivity tools and founder services



You are not advertising into noise.



You are entering into trusted conversations.

ADVERTISING OPPORTUNITIES

Available Brand Partnership Formats



Email Sponsorships

- Dedicated sponsored email to the full list
- Native brand placement inside regular community emails
- Founder-style storytelling placements



Website Advertising

- Homepage banner placements
- Resource page sponsorships
- Featured partner listings



Community & Live Group Sponsorship

- Branded group sessions
- Sponsored challenges or programmes
- Founder spotlights with brand support



Content Partnerships

- Sponsored educational content
- Brand-led workshops or trainings
- Podcast or video collaboration (if applicable)



BRAND FIT & CONTENT STANDARDS

Protecting Trust Is Our Top Priority

Sober Founders only partners with brands that:

- Operate ethically and transparently
- Respect the recovery journey
- Offer genuine value to entrepreneurs
- Align with our standards of care and integrity

We do not accept:

- Predatory business offers
- Misleading financial claims
- Alcohol-adjacent promotions
- Anything that undermines sobriety culture



Every partnership is personally reviewed before approval to maintain the integrity of the community.

CASE STUDY

One Webinar = Five-Figure Revenue

OBJECTIVE

- Generate qualified leads for an insurance provider serving business owners
- Educate prospects on risk and protection while building trust at scale

EXECUTION

- Educational webinar promoted to an external audience
- Follow-up drip email campaign to nurture attendees post-event
- Content-led approach focused on clarity and value, not selling

OUTCOME

- Multiple deals closed directly from the healthcare-focused webinar
- $20k+ in immediate revenue from a single campaign
- Proven model for repeatable, education-led lead generation



WHO YOU REACH WHEN YOU PARTNER

By advertising with Sober Founders you gain exposure to:



FOUNDER DECISION-MAKERS



BUDGET-HOLDERS



EARLY ADOPTERS



HIGH-TRUST PEER NETWORKS



FAST-SCALING BUSINESS OPERATORS



With Sober Founders, your brand is part of the recovery-powered entrepreneurship movement.

www.soberfounders.org

LET'S GET YOU IN FRONT OF YOUR CUSTOMERS

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For inquires email
support@soberfounders.org