RED STATE
FINANCE

PARTNER KIT · 2026

Not Left.
Not Right.
Just Over It.

The free newsletter, podcast and social community for Americans who are fed up with what everything costs.

EMAIL · PODCAST · SOCIAL



GROCERIES ★ GAS ★ RENT ★ INSURANCE ★ TAXES ★ PAYCHECKS ★ NOT T

WHO WE ARE

Everything costs more. Our readers noticed.

Red State Finance is a free newsletter, podcast and social community for Americans tired of paying more and getting less. Every week we break down what's happening to prices, paychecks and the bills that land at home. **Why "Red State"? Not the party. The balance.** Washington, both teams, put your wallet in the red. We track how deep, and how to climb out.

YOUR WALLET

Prices first. Parties last.

Groceries, gas, rent, insurance and taxes. If it hits your bank account, it's in.

BOTH SIDES

Not left. Not right. Just over it.

If they earned it, they get it. Red jersey or blue.

THE TONE

Straight talk, a little sarcasm.

No lectures and no yelling. Done before your coffee's cold.

BY THE NUMBERS

An audience that actually opens.

14K+
Email subscribers

57%
Average email open rate

1.8M+
Emails delivered to date

92%
Of readers are in the U.S.

REAL READERS

An active, engaged list. No pretend subscribers padding the count to impress anyone. Just real people who open, read and click.

Source: beehiiv, pulled Oct 29, 2026. Subscribers = active subscriptions. Open rate = average of the last 4 issues (Oct 15 to Oct 25, 2026). U.S. share and devices = beehiiv website analytics, all-time sessions.

RED STATES. BLUE STATES. SAME INBOX.

Fed up. Priced out. Paying attention.

Our readers aren't picking teams. They want to know why the grocery bill keeps climbing, why insurance keeps going up and when a paycheck will stretch again. Every week they vote in our reader poll and tell us exactly what they think.

WHAT THEY CARE ABOUT

- Groceries
- Gas & diesel
- Rent & mortgages
- Insurance
- Taxes
- Social Security
- Jobs & AI
- Retirement savings

WHERE THEY READ



Share of website sessions, beehiiv website analytics, all-time.

WHAT WE COVER

The week, minus the nonsense.

The money stories everyone's talking about, told by people who are just as annoyed as you.
Our latest Common Sense episodes. New ones every Wednesday at 2pm ET.



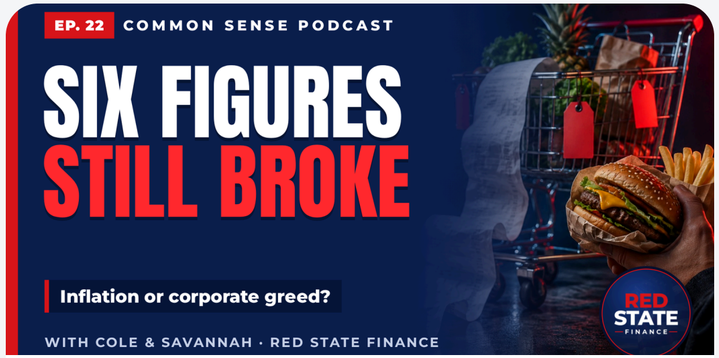
PODCAST · EP. 24

Is AI Coming for Your Job? Depends Who You Are



PODCAST · EP. 23

Does Being Successful Make You a Villain in America?



PODCAST · EP. 22

Six Figures and Still Broke: Inflation or Corporate Greed?

THE WEEKLY PARTNER

One week. One brand. Every channel.

Your brand in front of our whole audience for a full week, across email, podcast and social. Nobody else in the room.

THE WEEKLY PARTNER	EMAIL · PODCAST · SOCIAL
EMAIL	**Sponsor of both weekly emails**, the Sunday newsletter and the Wednesday podcast email, with your ad slot in each.
PODCAST	**"Presented by"** mention and a host-read spot in that week's Common Sense episode.
SOCIAL	**Your brand** in that week's episode teasers and posts across social.
CREATIVE	**We write it** in our voice, so it lands. You approve every word.
EXCLUSIVE	**The only brand partner** that week. No competing ads.

NO. 001

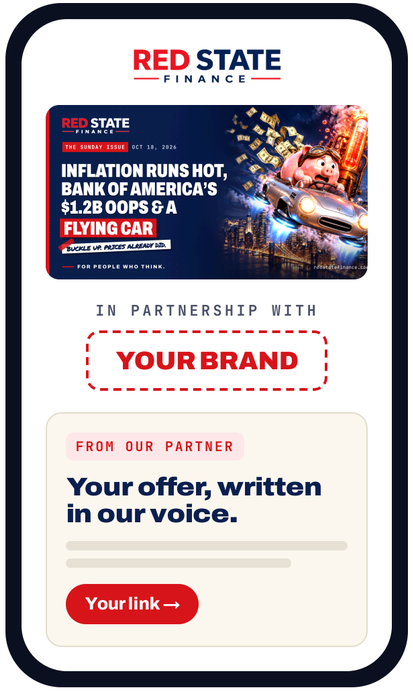
ADMIT ONE BRAND

$2,000

PER WEEK

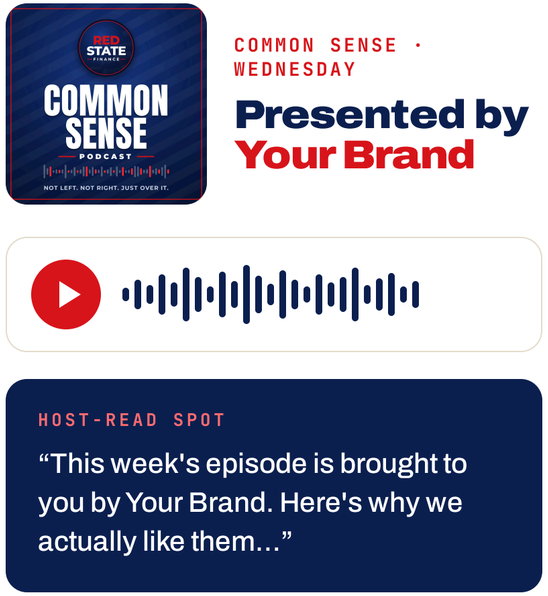
INSIDE THE PACKAGE

Where your brand shows up.



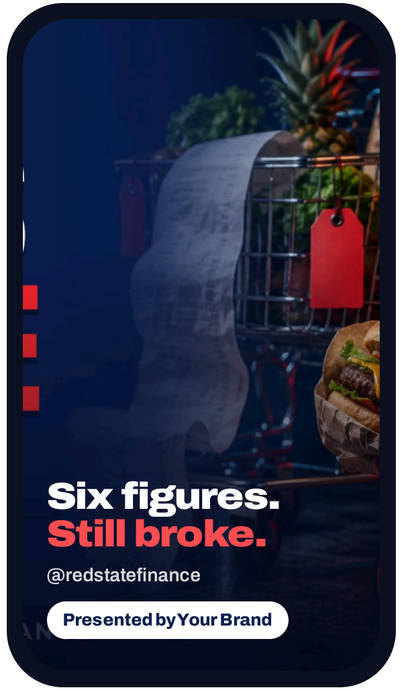
EMAIL

Sponsor of both weekly emails, Sunday and Wednesday, with your ad slot in each.



PODCAST

A "presented by" mention and a host-read spot in that week's episode.



SOCIAL

Your brand on that week's episode teasers and posts.

HOW IT WORKS

Booked, written and live.

10 DAYS OUT

Pick your week.

Email us. We hold your week.

7 DAYS OUT

Send the basics.

Logo, link, offer and what readers should know.

3 DAYS OUT

Approve the copy.

We write it in our voice. You sign off.

LIVE WEEK

You're everywhere.

Both weekly emails, the Wednesday episode and social.

NEXT WEEK

Get the recap.

Opens, clicks and how it landed.

WHAT WE NEED FROM YOU

Four things. That's it.

- ✓ Your logo (PNG or SVG)
- ✓ 2 or 3 things readers should know
- ✓ The link you want clicked
- ✓ An offer or promo code, if you have one

WHY BRANDS BOOK US

Your brand. Their inbox. Nobody else.

People who are actively looking for ways to stretch a dollar, hearing about you from a voice they trust.

THE WEEKLY PARTNER, AT A GLANCE

An engaged list	57% average open rate. Active readers only, no pretend subscribers.
Native, not a banner	Written in our voice, so it reads like part of the show.
Your week, exclusively	One brand partner. Zero competing ads.
Three channels, one price	Email, podcast and social for $2,000.

$2,000 / week

Book your week →

THE BRAND

A brand people actually wear.

Our readers don't just read us. They wear us. Tees, hoodies, hats and drinkware that start at least one conversation at Thanksgiving.

shop.redstatefinance.com



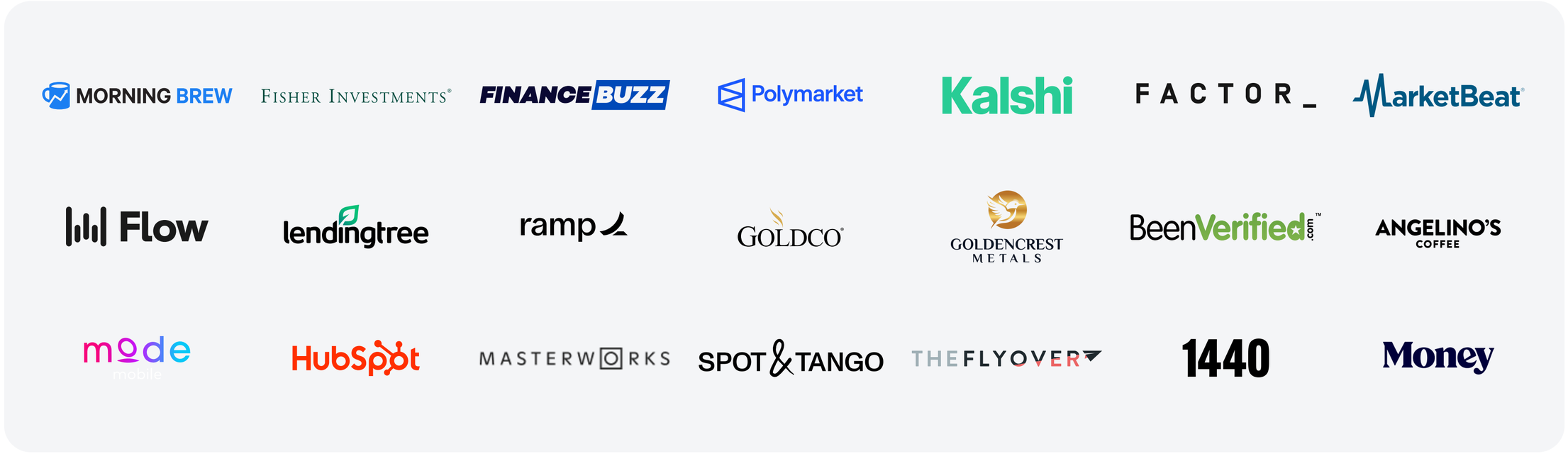






PREVIOUS PARTNERS

Brands that trusted our readers. Smart move.



BEYOND THE WEEKLY PARTNER

More ways to work together.

We partner with people and brands who fit. We bring the writers, the audience and the store. You bring your voice.

CREATORS

Collabs that travel.

Skit collabs, podcast guest spots and audience swaps with people who fit the brand.

Let's talk →

AFFILIATES

Paid per action.

Promote our newsletter, podcast and shop on your own platforms and earn on every action.

Let's talk →

CUSTOM CAMPAIGNS

Bigger idea? Let's build it.

Campaigns built from scratch with you, across email, podcast and social.

Let's talk →

NOW BOOKING WEEKLY PARTNERS

Let's create.

info@redstatefinance.com

Tell us the week you want and what you're promoting. We'll take it from there.

WEBSITE
redstatefinance.com

SHOP
shop.redstatefinance.com

PODCAST
Common Sense · Wed 2pm ET

SOCIAL
@RedStateFinance

YouTube · TikTok · Instagram · Facebook · X · Threads · Rumble · Truth Social

RED STATE FINANCE

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