Put your app in front of 78,737 Apple users who pay for apps

The Useful Tech is a Medium publication and newsletter about Mac and iPhone apps. Readers come to decide what to install next. Every sponsored post is written from real use: I install your app and use it before I write a word.

78,737
Medium followers

3.38M
Views across 461 posts

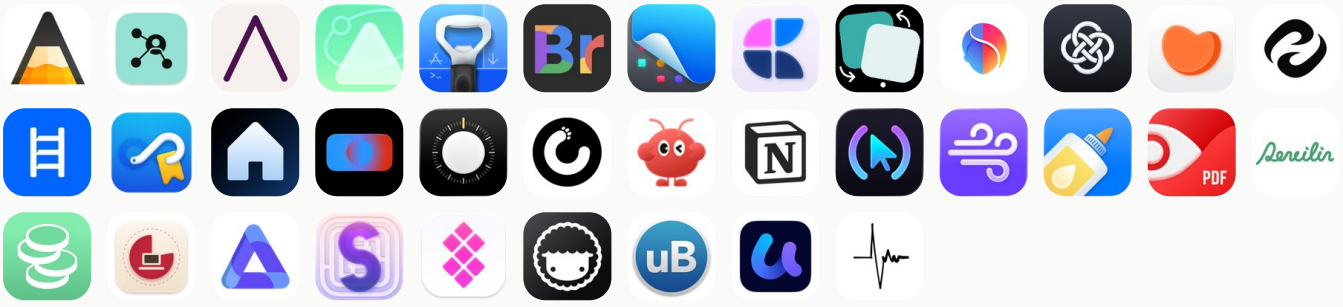
50.3%
Read ratio (people who read to the end)

156K
Views on the top roundup

1,316
Newsletter subscribers, 55% open rate

250+
Members in The Useful Tech Club on Discord

Apps I have worked with



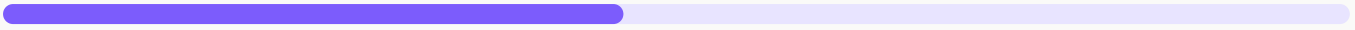
Numbers as of 2026-10-28

Who reads

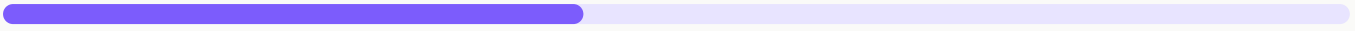
US readers



Read on a Mac



Read on an iPhone



89% of newsletter readers are on Apple devices (Beehiiv, Oct 2026)

Placements

Top spot in a roundup	Your app at #1 with its own section, a newsletter feature and a Discord post. 75 to 250 clicks per post so far.
Spot in a roundup	Your app with its own section in a roundup of Mac or iPhone apps. Stays up for good.
Dedicated review	A full post about your app alone. 300 to 500 clicks so far.
Newsletter feature	Your app in front of 1,316 subscribers with a 55% open rate.
Full campaign	2 dedicated posts plus a newsletter issue, an Instagram carousel, X, LinkedIn and Discord posts.

How it works

Book and pay, then send your link and a code. The draft arrives within 5 days, and you approve it before it goes live. Every link carries your tracking tags. PayPal invoice outside India, UPI or bank transfer in rupees inside India. Pricing comes in my reply.

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