The Useful Tech · Media kit

Put your app in front of 78,753 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. Sponsored posts are free to read and stay up for good.

78,753
Medium followers

3.40M
Views across 483 posts

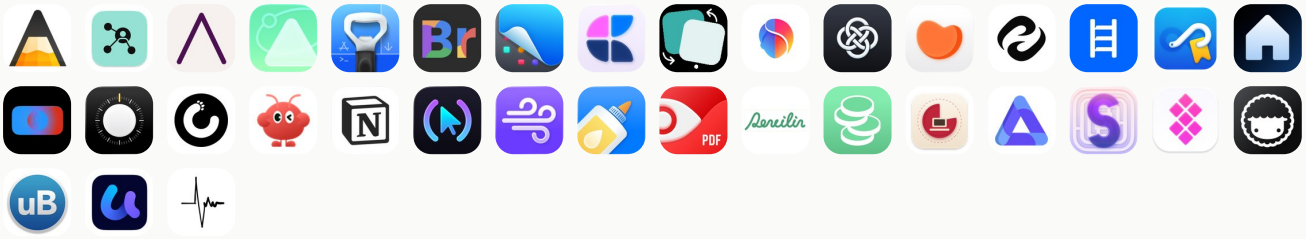
50.2%
Read ratio (people who read to the end)

156K
Views on the top roundup

1,435
Newsletter subscribers, 55% open rate

29
Apps that paid for a spot since September 2026

Apps I have worked with



Who reads

US readers · 53%

Read on a Mac · 46%

Read on an iPhone · 43%

89% of newsletter readers are on Apple devices (Beehiiv, last 3 months)

Placements

#1 spot in a roundup From $400	Your app at the top with its own section, screenshots and your tracked link, plus a newsletter feature.
Featured spot in a roundup From $200	Your app with its own section, screenshots and your tracked link.
Dedicated review From $500	A full post about your app alone, plus a newsletter feature to 1,435 subscribers (55% open rate).
Full campaign Quote	2 dedicated posts plus a newsletter issue, an Instagram carousel, and X and LinkedIn posts.

See a live sponsored post

Mic Drop	#1 in 4 Mac Apps That Make Every Video Call a Little Less Awkward	Read it
App Cleaner & Uninstaller	#1 in 4 Mac Apps That Free Up Gigabytes Even After You Empty the Trash	Read it
Sortio	#1 in 5 Mac Apps That Clean Up Your Downloads Folder So You Never Have To	Read it

How it works

Book and pay, then send your link and a code. The draft arrives within 5 days, and you approve every line before it goes live. Every link carries your tracking tags. PayPal invoice outside India, UPI or bank transfer in rupees inside India. Book and pay online at theusefulmedia.com/advertise.

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