



SPONSORSHIP & BRAND PARTNERSHIP MEDIA KIT

The Daily RE-Wire

Where 7,000+ of the most underestimated consumers in America gather every week.

A trusted Substack community for women over 60 who are rebuilding, reinventing, creating, and deciding what comes next.

7,200+ SUBSCRIBERS	**12,000+** FOLLOWERS	**43%** OPEN RATE
4,300+ FIVE-STAR ENGAGED READERS	**71%** AUDIENCE IN THE U.S.	**60+** CORE READER AGE

I don't influence purchasing decisions by recommending products. I influence life decisions by helping women rethink what's possible.

THE RIGHT PRODUCTS NATURALLY BECOME PART OF THAT NEW LIFE.

Monica Hebert

Writer • Fine artist • Community host

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THE AUDIENCE

Your customer is already here.

She just has not seen your brand yet.

The women who read The Daily RE-Wire are over 60 and actively engaged in rebuilding their lives. They are making decisions about where to live, how to move through the world, what to create, how to spend their time and money, and what kind of future they are building for themselves.

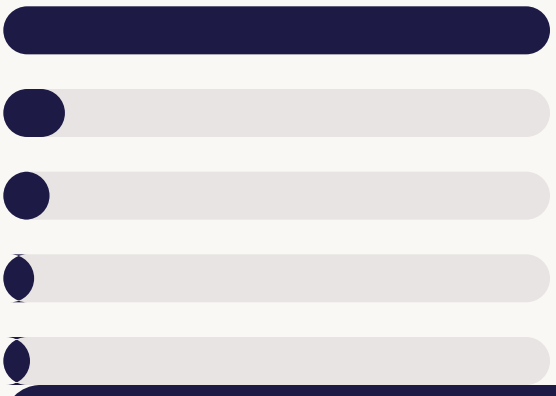
Many are newly retired or transitioning out of long careers. Others are rebuilding after divorce, caregiving, loss, or other major life changes. What they share is curiosity, financial awareness, independence, and a desire to live the next chapter on their own terms.

Most media either overlooks them or speaks to them as though their lives have narrowed. The Daily RE-Wire speaks to expansion: creativity, mobility, connection, lifelong learning, personal freedom, and quality of life.

Who she is

- **She researches** before she buys.
- **She discusses** what she discovers.
- **She recommends** what earns her trust.
- **She acts** when something fits her life.

Geography



Reader interests

- Health & Wellness
- Culture
- Faith & Spirituality
- U.S. Politics
- Art & Illustration

They are not passive consumers. They discuss, recommend, and act on what they trust.

WHY THIS WORKS

Trust is the inventory.

A brand inside The Daily RE-Wire is introduced by someone the reader already trusts, not dropped into a generic ad slot.

Monica Hebert writes from lived experience rather than theory. In her 70s, she lives independently, paints professionally in oils, writes daily, and has built a deeply engaged community from her home in Virginia. Readers often describe her work as feeling like she is 'inside my head.'



That relationship matters to a sponsor. Readers do not simply consume Monica's content. They participate through comments, discussion, live conversations, direct email, and ongoing community connection.

40%+ direct-email open rates

Recent direct sends routinely outperform ordinary newsletter benchmarks.

Partnership opportunities

- **Newsletter sponsorship**
  A sponsor message or recommendation integrated into long-form editorial.
- **Multi-channel campaign**
  Newsletter + Notes + direct email + live/video touchpoints for repeated, natural exposure.
- **Product integration**
  A product or service introduced in the context of the life it helps a reader build.
- **Live event partnership**
  Brand presence in reader gatherings, conversations, or community experiences.
- **Long-term relationship**
  Ongoing alignment with a brand that genuinely belongs in this room.

Best-fit brand categories

Independent living | Creativity | Travel & mobility | Home & lifestyle | Learning | Connection | Quality of life

Custom campaign concepts and pricing are built around scope, channel mix, and duration.

PROOF OF CONNECTION

What readers say when nobody is paying them to.

The strongest evidence is not a demographic chart. It is the language readers use when they describe the relationship.

> I see myself in you and want to speak the unspoken out loud, too. I've shared your Substack columns.

EJR — PAID SUBSCRIBER

> You're a cool lady! Happy to support your work.

The Tending — PAID SUBSCRIBER

> I only recently came across your writing... it was like seeing deep inside a mirror I didn't fully know I wanted to see into.

Christine Blain — PAID SUBSCRIBER

> Monica, you're not just speaking to women in their 60s - you're speaking to all of us. Your voice feels like a breath of fresh air, honest and unfiltered.

Abigail Zsenai

Featured editorial themes

Reinvention after 60	identity, possibility, retirement, independence
Lived experience	relationships, survival, starting over, self-trust
Creativity & expression	art, writing, forgotten dreams, making a new life

Let's build something that feels like a recommendation, not an interruption.

Partnership concepts and rates are customized to fit the brand, channel mix, and campaign length.

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