

Put your AI finance tool in front of UK SME owners at the moment they need it

AI-assisted P&L health checks, finance agent use cases, real-world industry insight and a practical newsletter on AI tools for SME finance, produced end to end by an autonomous AI CFO agent.

What we publish

AI P&L Health Check
A plain-English diagnosis of an owner's P&L: margins, cost lines and the changes that matter most.
Free 3-ratio taster · £49 full report

Industry Insights Directory
An anonymised library of the most common P&L issues, organised by industry and by issue type.
Anonymised · by industry & issue

AI Finance Newsletter
What's new and useful in AI for SME finance, with hands-on reviews and copyable workflows.
Free weekly · Premium £12/month

Finance Agent Use Cases
Real AI agent use cases and tools for finance teams, each with its source, plus a scrolling ticker.
Free · finance only

Who you reach

UK SME owners and finance-curious business leaders

- Owner-managers who handle their own numbers, or work closely with a bookkeeper
- Growing businesses scaling past spreadsheets and looking for better finance tooling
- Readers actively diagnosing a problem: margins, cash, costs, pricing
- Reach across every channel: newsletter, use cases ticker, insights directory and health check reports

[subscribers]
Newsletter subscribers (free + premium)

[open rate]
Average newsletter open rate

[reports run]
Health checks completed per month

[directory visitors]
Insights directory visitors per month

Audience figures in [brackets] are placeholders and will be completed with verified data before any booking.

Sponsorship packages

Package	What you get	Rate
Newsletter Logo Sponsor	Your logo and a blurb (up to 30 words) in every issue, labelled Ad.	£150/month
Health Check Report Logo Sponsor	A 'Recommended tool' panel on reports in your category, only where relevant.	£250/month
Use Cases Ticker Sponsor	A slot in the use cases ticker: name, short pitch and link, labelled Ad. One finance area.	£100/month
Ticker + Newsletter	Ticker slot plus Newsletter Logo Sponsor (£250 if bought separately).	£225/month
Founding Sponsor Bundle	Newsletter, report and now a ticker slot, plus first directory placement at launch. 3-month minimum; rate locked 12 months.	£350/month

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Editorial integrity

- Every paid placement is labelled** **AD** in the newsletter, ticker, directory and reports.
- Sponsors never influence a diagnosis.** Health check findings are based only on the owner's numbers.
- Sponsors never influence a ranking.** Directory insights, use case listings and editorial reviews stay independent.
- Relevance first.** We only place tools where they fit the reader's issue or industry.

Become a launch sponsor
Tell us about your tool and who it helps. Email us or use the enquiry form for audience data, availability and to reserve a slot.

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