PARTNERSHIP MEDIA KIT · 2026

Smart Is Sexy

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307K+	+51K	300K+	#7
TOTAL SUBSCRIBERS	NEW — LAST 30 DAYS	30-DAY VIEWS	PHILOSOPHY ON SUBSTACK

KEY METRICS · AUG 2026

307K
Total subscribers
↑ Nearly doubled since June

51K
New subs in 30 days
↑ Fastest growth on record

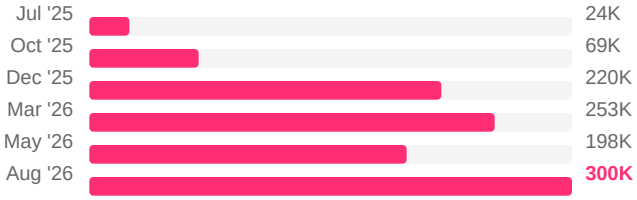
300K
Views in last 30 days

22.36%
30-day open rate
↑ Industry avg is ~21%

SUBSTACK PLATFORM RANKING

#7 in Philosophy · top 0.0001% of 7.6M publications
Top 50-100 globally by subscriber count
Top 0.001% of all Substack publications by audience size

MONTHLY VIEWS TRAJECTORY



TOP US STATES

California	11,412 (15%)
Texas	8,119 (10%)
New York	7,113 (9%)
Florida	6,098 (8%)

BREAKOUT MOMENTS

"Why Be Average When You Could Be Lethal"
Aug 2025 · First spike · 72K views

"Having Hobbies Gives You Aura"
Dec 2025 · 221K views · 20K new subs

Detachment Series (2-part)
Mar 2026 · Peak 253K views · 18K new subs

Seductive Intellect launch
Jun 2026 · New franchise · 51K subs in 30 days

AUDIENCE OVERLAP (TOP SUBSTACKS)

How To Think More & Better	42%
The Psychology of Your 20s	35%
the art of being you	34%
becoming that girl	30%
Neuroscience & Wellness	28%

AUDIENCE PROFILE

Demographics Women 25–45, college-educated, $75K–$250K+ HHI
Geography 26% US · 20% India · 6% UK · 5% Philippines · 3% Canada
Psychographic Founders, executives, high-agency creators
Behavior Buyers not browsers · converts on trust
Growth 97.7% organic Substack · zero paid acquisition

CROSS-PLATFORM REACH

Substack · Instagram · YouTube · TikTok · Apple Podcasts · Spotify