The AI Till

Sponsor media kit

A daily email and website about practical AI tools for UK trades and small businesses: what each tool costs, who it suits and how to try it. Figures as at 18 October 2026.

Where we are, honestly

We launched in October 2026, so the list is new and still small. We only publish figures we can show you. The website numbers are below, and we give you the exact email subscriber count before you book. Founding sponsors pay a low price for that reason, and in return they get in early and a straight report on how their slot performed.

Who it is written for

People running small UK businesses: trades such as electricians, plumbers, builders and roofers, plus salons, cafes, coaches, bookkeepers and other small firms. It gives them plain answers on which AI and software tools are worth paying for, with prices in pounds and the date each price was checked. We don't yet have reader survey data, so this describes who we write for, not a measured audience.

Our real numbers

- Over 950 pages, including 81 AI tool profiles, each price checked on the provider's own page and dated.
- 63 free calculators and generators for UK trades and small businesses.
- About 440 page views from people in our first four days (14 to 17 October 2026), and 454 on 18 October up to the afternoon, which includes some of our own browser checks. Source: Cloudflare Web Analytics (sampled; bots excluded).
- 1,116 Google search impressions in the 28 days to 18 October 2026, our first weeks in Google. Source: Google Search Console.

Founding prices

Founding single slot
£29
one issue

Founding five-pack
£99
five issues, used within 60 days

Top banner sponsor
£29 a month
founding price, one sponsor at a time

Prices may rise as the list grows; bookings already paid for keep their price. Card payment through Stripe on theaitill.com/sponsor.

What you get

Email slot. One clearly labelled sponsor slot near the top of the issue: a headline, about 60 words and one link. We write it with you in our plain style, or you send copy and we edit it lightly. One sponsor per issue, never two. After each send you get a short report: delivered, opens and clicks on your link, exactly as our email platform records them.

Top banner. Your advert in the scrolling banner at the top of every page on theaitill.com for 30 days: a short line of text (about 50 characters), clickable to your site, labelled Sponsored. UK businesses only.

How booking works

- Choose a slot on theaitill.com/sponsor and pay by card through Stripe.
- Email hello@theaitill.com with your product link, preferred dates and your copy or a few notes.
- We confirm the date and send the slot text back to you before it runs.
- If we decline or can't run your slot, you get a full refund.

How sponsorship is labelled

UK advertising rules say marketing must be obviously identifiable as marketing (rule 2.1 of the CAP Code, enforced by the Advertising Standards Authority). Every slot and banner is marked Sponsored, and sponsor links carry rel="sponsored". Your claims need to be ones you can back up, because the same code applies to the words in your slot.

What sponsorship doesn't buy

A sponsor slot doesn't change our guides, comparisons or lists. We don't sell places in our lists, and a sponsor's tool is reviewed the same way as any other, using the provider's own pricing pages and the date we checked them.

What we accept

Products a small business could genuinely use. No crypto trading, get-rich schemes, gambling or anything we wouldn't be comfortable telling a friend about.

Book or ask a question: theaitill.com/sponsor · hello@theaitill.com · James Gonzo, The AI Till