



MEDIA KIT

2027

FinOps Weekly
SmartClouds



NEWSLETTER

Audience

+7,500 Subscribers

40% Open Rate

Between 2,700 – 3,000 Impressions

2–5% Ad Click Rate

Clicks for Ads: 50–140 CTR measure over Unique Opens

DEMOGRAPHICS

1951 UNITED STATES
1732 EUROPE

Job Roles

673 C-Level / Founders
731 Head / VPs / Directors
+2,200 Senior Practitioners
28% Engineers / Architects
13% FinOps

Companies

Data Insights

315 Decision Makers on Companies with +\$1B ARR
+100 Companies with +\$1B ARR

Types

End User 56.73%
Service Provider 25.62%
FinOps Tool 9.34%
Cloud Providers: 8.31%

FINOPS SUMMIT

Stats – October 2025

1143

REGISTRANTS

512

UNIQUE ATTENDEES

219

PEAK CONCURRENT

Roles

- 30% FinOps Practitioner
- 21% Manager / Directors
- 12% C-Suite

Companies

- 79.19% End User of FinOps
- 10.69% Tools
- 7.42% Service Provider
- 2.70% Consultant/Freelance

<https://finopsweekly.com/finops-weekly-summit>

[REQUEST QUOTE](#)

FinOps Weekly
Summit 2026

October 20 & 21, 2026

Register Now

Powered By SmartClouds

DEDICATED SUMMIT

Stats

391

REGISTRANTS

165

UNIQUE ATTENDEES

129

PEAK VIEWERS

Demographics

North America 28%

Europe 35%

APAC 27%

Summary: +60% on NA/EU Regions  **Stacklet**

<https://finopsweekly.com/cloud-usage-optimization-and-governance-summit/>

7,500 €

Together with Finout

Extend Summit 2026

powered by SmartClouds

June 4th - 12:00PM EST / 18:00 CEST

Get Educated On The 2026 FinOps Stack, Before FinOpsX

Join

Together with  **Stacklet**

Virtual Summit

The FinOps Governance Playbook for Cloud & AI Infrastructure

Cloud optimization has matured. Most organizations have captured the big wins – reserved instances, idle compute, basic rightsizing. But the next wave of cloud spend is already here, and it's moving faster than traditional approaches can keep up with.

April, 16th - 11:00 AM EST / 17:00 CEST

Attend

WEBINARS

Stats

+200

REGISTRANTS

+100

UNIQUE ATTENDEES

+70

SIMULTANEOUS VIEWERS

+60

AVERAGE VIEWERS

Demographics

North America 29.03%

Europe 47.31%

Middle East 9.68%

South Asia 9.68%

3,500 €



EVENTS

Event Lead

4,000€*

Event Organization & Promotion
Leads from the Event
Logo in promotion

**Event Place & Food Costs not Included*

Event Lead Pack

12,000€*

4x Events Lead



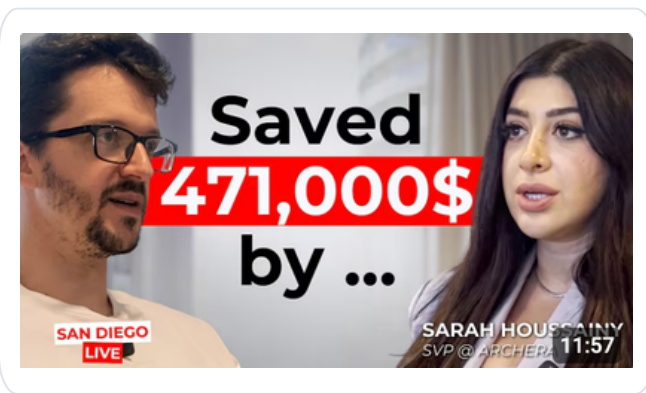
Location: Madrid – Data: 50 registrants / 20 attendees

INTERVIEWS & PODCAST

INTERVIEWS

Metrics & Information

- 3.4K–4.3K+ YouTube views per interview
- Recorded live with FinOps leaders at FinOps X 2026
- Distributed and repurposed across FinOps Weekly channels



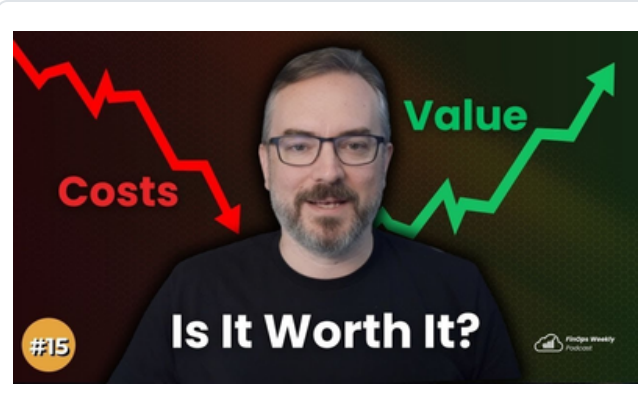
*Clickable Images

1,750€

PODCAST

Metrics & Information

- +1000 Views per episode
- Includes distribution in Slack community and Newsletter
- Repurpose of material for sponsor included in pricing



*Clickable Images

1,750€

NEWSLETTER ADS

Downloadables

Actionable
FinOps can use them right away
Good Hook
Short, Benefit Oriented

Results

Impressions: 2,437
Clicks: 151 (6.19% CTR)
Campaign run:
2026-02-15

1,000€

Presented by



CLOUDZERO

Want to appear here? [Talk with us](#)

Together with CloudZero

**AI Spend Is Exploding. Is
Your FinOps Strategy
Ready?**

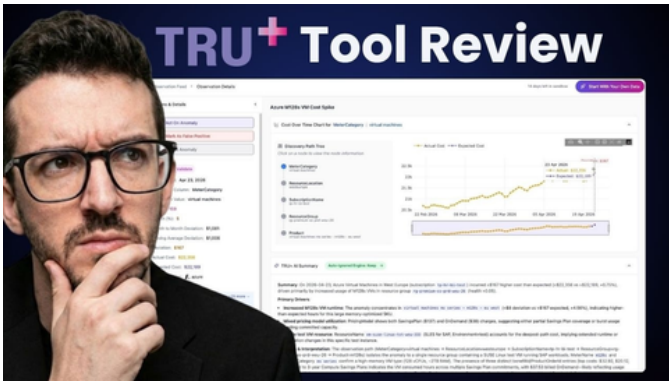
The image is a composite of three parts. On the top left, there's a light blue rectangular area containing white text that lists event performance metrics: 'Impressions: 2,108', 'Clicks: 181 (8.58% CTR)', 'Signups: +50 with 1 email.', and 'Date: 2026-04-27'. Below this, on the bottom left, is a grey rectangular box with an orange border, featuring the text '1,500€' in bold black font. To the right of these two boxes is a large image of a smartphone screen. The screen displays an email interface. At the top, it shows 'From: <newsletter@finopsweekly.com>' and 'Subject: Scaling AI without surprising your CFO'. Below the subject is a 'Preview Text' that reads 'Tuesday, April 14 | 12 PM EST / 9 AM PST'. The main body of the email features a promotional graphic with a light blue background and white clouds. It has a header bar with logos for 'finout', 'Google', and 'shopify'. The central text says 'Understand the real cost of AI at scale and how to stay in control' followed by the same date and time as the preview text. A yellow 'Register Now' button is positioned below this text. On the right side of the graphic are three circular profile pictures of speakers: Eric Lam (labeled 'Head of Cloud EnOps'), Chase Pletton ('Sr. Staff Technical Program Manager'), and Rai Raufon ('Co-Founder & CEO'). Each name is accompanied by their respective company logo. At the bottom of the phone screen, partially visible, is another section of text starting with 'Your AI workloads are in production. So is the bill.' and 'Most teams can't yet explain it, to their CFO or to themselves. Where is the cost coming

VIDEOS & SOCIAL

VIDEOS & TOOL REVIEW

Video

Shared on LinkedIn and Youtube



4,412 Impressions, 1,348 Views, +36h watch time



5,457 Impressions, 2,124 Views, +11h watch time, 87 Engagements

*Clickable Images

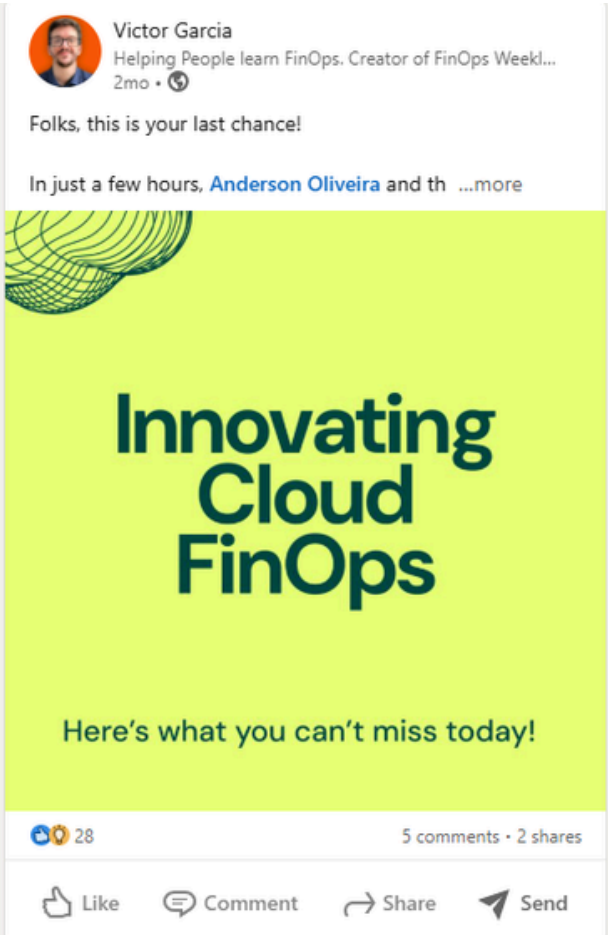
1,750€ < 15min / 3,000€ > 15min

SOCIAL MEDIA POSTS

Sponsored Post

Top: +8,000 Impressions
Average: 2,000–3,000 Impressions
Stats for LinkedIn Only.

*Clickable Image



500€ Image / 1000€ Short Video

OUR CLIENTS



ANNUAL PLANS

CUSTOM PLANS AVAILABLE

Diamond

4,000€ / month

12x Newsletter Ads
2x Webinars
2x Meetup*
2x Podcast
1x Video
1x Dedicated Summit
Summit Diamond Sponsor

Most Booked

Gold

2,200€ / month

8x Newsletter Ads
2x Webinars
1x Meetup*
1x Podcast
1x Video
Summit Gold Sponsor

Silver

1,000€ / month

4x Newsletter Ads
2x Podcast
4x LinkedIn Posts
2x Video

*Event Place & Food Costs not Included

BUNDLE

Dominate

12,000€

4x Newsletter Ads

1x Podcast

1x Exclusive Mini Summit

Bonus: Sponsored Giveaway

Most Booked

Lead Gen

6,000€

3x LinkedIn Posts

1x Podcast

1x Webinar

Bonus: 2x SmartClouds Newsletter*

Awareness

4,000€

1x LinkedIn Post

1x Podcast

1x Video Tool Review

Bonus: 2x SmartClouds Newsletter*

* SmartClouds Newsletters: SpainClouds, AI Economics, AWS Graviton

EVENT COVERAGE

Events: AWS re Invent, Kubecon EU & US, Google Cloud Next & Microsoft Ignite, AWS EU Summits and FinOps X

Diamond

4x Interviews

12x SM Posts

Event Whitepaper

Dedicated
FW Giveaway

Dedicated
Event Email

10,000€

Most Booked

Gold

2x Interviews

6x SM Posts

Dedicated Article

6,000€

Silver

1x Interview

3x SM Posts

Mention in Event
PR + Backlink

4,500€

Co-Host Your Event: +3000€

READY TO GROW?

Email us at: smartclouds@globaltech.tv

Book a call: cal.com/smartclouds/30min

START NOW