

PUNCHING UP

TRUTH WITH A LEFT HOOK

TRYGVE HAMMER | SUBSTACK ADVERTISING OPPORTUNITIES

OVERVIEW

Trygve Hammer is a bold political voice with biting wit, sharp commentary, and a fiercely loyal audience. His Substack newsletter delivers deeply researched, unapologetically satirical political takes to over 150,000 readers across all 50 states and 126 countries. With 111+ published posts and growing momentum, Trygve has quickly become a rising powerhouse in political commentary.

KEY STATS (As of July 2025)

154,066
Total
Subscribers

820,312
30-Day Views
(+230K month
-over-month)

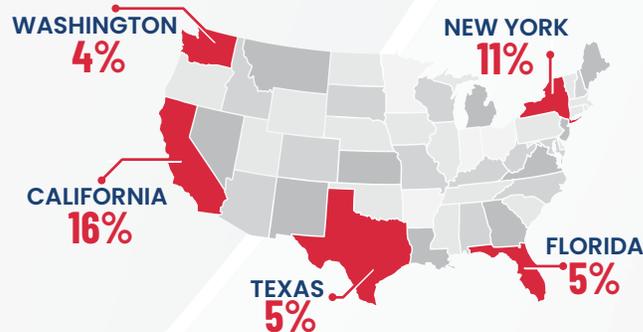
38.77%
30-Day
Open Rate

94.68%
Subscriber
Retention
(after 6 months)

16.74%
Growth Rate

AUDIENCE INSIGHTS

TOP STATES



ENGAGEMENT

Most posts average
85,000–135,000+ views



HIGH ENGAGEMENT POSTS

Up to 265 likes and
76+ comments

WHY ADVERTISE WITH TRYGVE HAMMER?

- **Massive Reach** : Over 820,000 monthly views
- **High Engagement** : Strong open rates (avg. 39%) and viral posts
- **Influential Voice** : Known for incisive takes on politics, culture, and current events
- **Loyal Audience** : Exceptional retention and strong growth among paid subscribers
- **Contextual Relevance** : Ads placed alongside trusted content in an engaged environment

AD OPTIONS

Sponsored Post Placement

Your brand, campaign, or message featured in a full newsletter section with native voice alignment.

Rate: \$2,500–\$4,500 per post

Banner or Inline Ad Placement

Highly visible placement within Trygve's most engaging newsletter editions.

Rate: \$1,200–\$2,000 per placement

Newsletter Sponsorship (Monthly)

Mention/logo in all posts that month, intro/outro shoutout, and social media mentions.

Rate: \$6,000–\$8,500/month

Custom Campaigns

Collaborations for branded satire, Q&As, or influencer mentions.

Rate: \$5,000+ per activation

TOP 5 MOST POPULAR POSTS (BY VIEWS)

 159K	 163	 23	"An Ecstasy of Fumbling"
 127K	 84	 11	"The Perils of Unchecked Presidential Power"
 125K	 202	 23	"Mind Your Own Damn Business"
 123K	 120	 9	"Apathy, Arrogance, and American Oligarchs"
 111K	 90	 17	"The False Prophets of Working America Can Be Stopped"

WHAT SUBSCRIBERS ARE SAYING

-  "Trygve is sound in mind and morals. He is also punishingly, incisively funny, and deeply knowledgeable, about politics." — **Banyan**
-  "A sense of humor and irony And pointing the way for persistent resistance!! Thanks for your voice!!" — **Chris H.**
-  "I had thought commonsense completely expired but your columns prove that is not totally true and gives this senior citizen reason to hope. Keep up the good work!" — **Janis P.**
-  "I enjoy your articles. Funny and incisive!" — **Klitty**
-  "Your columns are morally serious, informed and substantive, well-written and focused (but not on yourself). New type: Politician as educator. I love it ... Keep up the good work!" — **Stewart H.**
-  "Appreciate your experience and efforts to cut through to heart of problems and offer solutions. Thanks!" — **Rebecca**
-  "You made me laugh 'til I cried this morning. Smart snappy writing. Thanks." — **Lori L.**

CONTACT

TO BOOK A CAMPAIGN OR RECEIVE CUSTOM PRICING:

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