



The
Single Cell World



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Sponsorship Opportunities

Strategic Partnerships to Reach the Single-Cell &
Spatial Transcriptomics Research Community

2025-2026





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A Platform That Connects, Educates, and Builds Community

The Single Cell World (TSCW) is an **independent, education-focused digital platform** that **helps scientists stay up-to-date** with single-cell and spatial technologies, methods, and workflows in a clear and practical way.

Through an integrated **Substack ecosystem** (blog, podcast, videocast, and newsletter), together with an active **LinkedIn presence**, TSCW connects researchers and industry with straightforward explanations, technology overviews, and real-world applications.

TSCW is **led by Cátia Moutinho**, a scientist turned science content creator with deep expertise in single-cell and spatial omics. She translates complex technologies and methods into accessible, actionable content that scientists can quickly understand and apply in their work.



The Single Cell World



Our Readers & Listeners, Your Market

Our content reaches a **specific community of scientists** and **professionals working on or interested in single-cell and spatial transcriptomics technologies**. These are researchers, bioinformaticians, and industry experts who actively follow new technologies, methods, and tools.

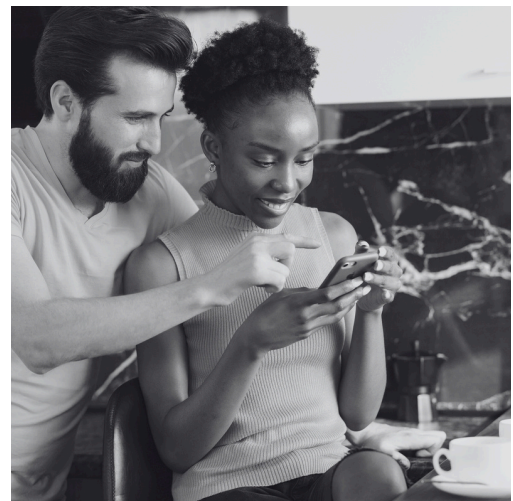
They are **highly engaged, curious, and motivated** to stay ahead of emerging approaches. They also **value trustworthy independent voices** that provide clear, unbiased insights.

Audience

62% Researchers
26% Biotech/Industry
12% Others

Top Countries

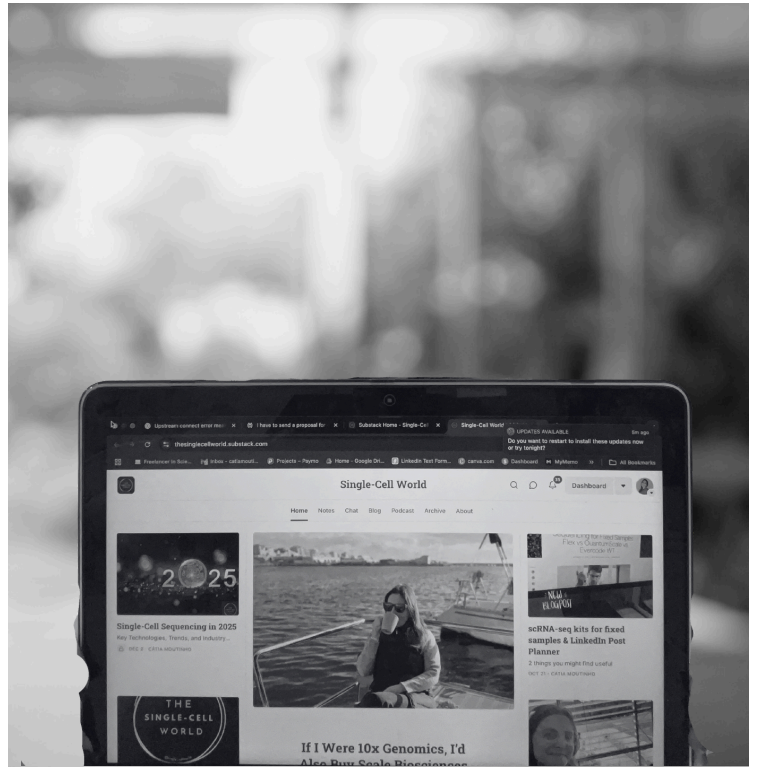
54% USA
9% UK
4% GER
3% AUS & **2%** IND





The
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The Impact We've Made



1,8K

Subscribers

39%

Direct Email Open
Rate

9.5K

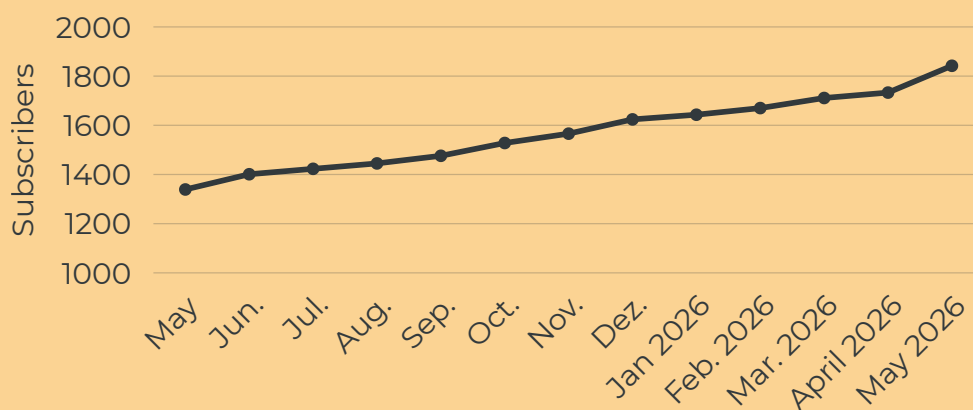
Views in last 30
days

1.6K

LinkedIn
Reach/Post

And these numbers keep growing every month.

Monthly Subscribers Growth (2025-2026)





Why Sponsor The Single Cell World?

I do more than mention your brand/company. I **position your technology within high-quality, educational content** that aligns naturally with TSCW editorial voice and scientific rigor.

Sponsored content is designed as valuable learning resources that scientists actively choose to read, save, and share. By integrating your message into their learning journey, your brand gains **meaningful visibility, long-term relevance, and trust**, rather than being perceived as a one-off promotion.



1 Exposure Across Multiple Platforms

2 Evergreen, Searchable Content

3 Credibility by Association

4 Organic Promotion





Sponsorship Packages

Package	Price	Length	Focus	Key Features
Technology Feature Blog Post	300€	400–600 words	Short article introducing your technology or recent update	Basic SEO; 1 figure (logo, workflow, photo)
Full Sponsored Blog Post	600€	800–1,000 words	Comprehensive coverage of your technology	Basic SEO; 2 figures (logo, workflow, photo)
Sponsored Expert Video	700€	30-minute	Interview with a researcher or company representative	1 figure Links to your technology/company page in the video description; Basic SEO

Include in all:

- **Collaboration:** Topic and key points defined together; the sponsor can review and approve the final draft before publication.
- **Visibility:** Published on TSCW Substack/Newsletter. Featured at the website.
- **Promotion:** Shared on LinkedIn (Catia Moutinho's & TSCW accounts).
- **Mentions:** Sponsor highlighted at the beginning and end of the post/video.





Timeline & Collaboration Process

How the Sponsorship Works



Inquiry & Brief

You reach out, and we align on goals, audience, timeline, and key messages via a 30-minute call or by email.



Package Selection

You choose the sponsorship package that best fits your objectives, and content format.



Content Creation & Review

I draft the sponsored blog post or video in TSCW editorial style. You review the draft and request edits if needed.



Promotion

The content goes live and is shared across TSCW platforms, with clear brand/company attribution.



Reporting & Follow-Up

You receive performance metrics and audience feedback.





Testimonials & Previous Sponsors

Mark Querry

"I believe Single Cell is a very technology with potential to unlock tremendous value. I appreciate an objective assessment of where the technology is today."

christina.ulrich@scale.bio

"I work at Scale and this is a cool resource!"



Julian David Rueda

"I'm just recently getting in grad school and want to understand general trends in the whole field.....diversity of topics is more crucial than ever"





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Let's Collaborate

Contact:



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- catiamoutinhos@gmail.com



- [Catia Moutinho](#)
- [The Single Cell World](#)

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