

Reach households while they're making decisions about their water.

TapWaterData turns fragmented government, utility and certification data into clear information about drinking-water quality, testing and treatment — and a weekly newsletter that lands while people are deciding whether to test, filter or treat. Commercial partners can support that work; they never influence it.

Newsletter audience

Read directly from our email platform on the date shown. We publish a figure only when we can say where it came from and when.

Subscribers 4,727 as of Sep 19, 2026	Average delivered per issue 4,188 as of Sep 19, 2026	Average open rate 36.9% as of Sep 19, 2026	Average click rate 2.75% as of Sep 19, 2026
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The publication

One commercial partner per issue. There is a single paid position in each send and it is never shared.

Issues published 43 as of Sep 19, 2026	Publishing since Oct 30, 2025 as of Aug 19, 2026	Cadence weekly as of Aug 19, 2026
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The platform behind the newsletter

- 18,737 cities with a published water-quality report
- 21,000+ public water systems
- 609 contaminants with a dedicated reference page

Why this audience is different

Readers arrive while researching a real household water decision.

- Water-quality research
- Water testing
- PFAS, lead and specific contaminants
- Private well water
- Hard water
- Filtration
- Whole-house treatment
- Leaks and monitoring
- Home water decisions

Upcoming editorial inventory

TapWaterData sets every topic and conclusion independently. A partner may reserve the paid position beside a relevant, preplanned issue.

Oct 8, 2026	Water leaks: the signals that deserve action
Oct 15, 2026	Buying a home: the water questions inspections miss
Oct 22, 2026	Filter certification: reading the listing behind the claim

Sample: [Read the reporting behind a recent Water Brief](#)

One position. A measurable test.

The sponsor supplies approved facts, the offer and the destination. TapWaterData writes the final placement in the publication's voice.

What the placement is

One block in the issue body, labelled SUPPORTED BY [BRAND] · PAID PARTNERSHIP.

- 60–90 words written by TapWaterData from sponsor-approved facts
- Optional logo
- 1 call to action
- Dub-tracked branded link to your own domain
- Post-send report

Pricing

Single-Issue Pilot - \$300

1 issue

One weekly issue, sole partner position, tracked link and a post-send report.

Founding Partner - \$900

4 consecutive weekly issues — \$225 per issue

Four consecutive weekly issues, sole partner position in each, tracked link and a campaign report.

Launch pricing is limited to the first five Founding Partners. After those campaigns, rates will be reviewed against verified delivery, click quality and renewals.

What sponsorship does not buy

Commercial independence

Sponsorship does not influence water-quality data, analysis, filter rankings, testing recommendations, certification findings, or any editorial conclusion.

Competitive coverage continues

A sponsor cannot prevent us from covering, testing, or recommending a competitor while their campaign is running.

Exclusivity is only the paid position

Commercial exclusivity applies only to the paid sponsor position in an issue: it never extends to editorial coverage, rankings, testing results or recommendations, and it can never be used to keep a competitor out of anything we publish.

Subscriber privacy

Sponsors never receive email lists, subscriber identities, addresses, or behavioural profiles. Reporting is aggregate campaign performance only.

Full policy: <https://www.tapwaterdata.com/partners/editorial-policy>

Talk to us

Tell us who you want to reach and which published issue fits. We will confirm availability and return with a proposal.

<https://www.tapwaterdata.com/partners>