



## WHAT UNBIASEDHEADLINES.COM IS

Unbiased Headlines (UBH) is a news platform built to cut through spin. Every major story is aggregated from across the political and editorial spectrum, then analyzed to separate verified fact from framing, opinion, and narrative. Readers see what happened — and how each side is reporting it — side by side, with sources shown transparently.

Our flagship **UBH Daily Briefing** delivers a concise, no-spin digest of the day's most important stories by email and on the web — built for busy professionals who want signal, not noise.

### Why Unbiased News Matters

Trust in media is at historic lows. When citizens can't agree on basic facts, good decisions become impossible — in markets, in policy, and in everyday life. UBH exists to give people a clear, verifiable baseline of fact so they can think for themselves. Not left. Not right. Just straight.

## AUDIENCE TRACTION — LAST 7 DAYS

**13K**

ACTIVE USERS  
+226% VS PRIOR WEEK

**18K**

PAGE VIEWS  
+200% VS PRIOR WEEK

**64K**

READER EVENTS  
+229% VS PRIOR WEEK

**+435%**

USER ENGAGEMENT  
EVENTS (5.4K) WOW

Google Analytics, last 7 days vs the prior 7-day period: **13K active users (+226%), 18K page views (+200%), and 64K reader events (+229%)** — with user-engagement events up **+435%**. Triple-digit week-over-week growth across the board in UBH's founding phase.

## COVERAGE ENGINE & REACH

**~4,000**

ORIGINAL ARTICLES  
PUBLISHED TO DATE

**~120**

ORIGINAL ARTICLES  
/ DAY (AVG)

**9.1K**

U.S. ACTIVE USERS  
LAST 7 DAYS (+183%)

**14K**

NEW USERS  
LAST 7 DAYS (+229%)

A fast-scaling coverage engine — nearly 4,000 original, full-spectrum analyzed stories since launch on May 9, 2026 (nearly 120 per day) — now compounding into rapid audience growth, with most readers based in the United States.

## WHY SPONSOR UBH

- **Senior, high-intent audience.** Subscribers skew toward executives, founders, investors, and senior operators — people who make and influence real decisions.
- **Brand-safe, fact-first.** Non-partisan editorial — your brand sits next to credibility and verified reporting, not controversy.
- **Founding position, no exclusivity lock-out.** Lock in premier placement and preferred terms early; categories remain open as the audience scales.
- **National-security & mission focus.** Strong relevance for defense, AI, cyber, and finance brands reaching a serious, professionally-minded readership.
- **Access to the founder's network.** Reach extends beyond the list through Nicolas Chaillan's national-security, AI, and cyber network and large LinkedIn following.

### Become a Founding Sponsor

Packages & terms on the next page — reach out to reserve a founding position.

Contact: [sponsor@unbiasedheadlines.com](mailto:sponsor@unbiasedheadlines.com)

UnbiasedHeadlines.com



## FOUNDING SPONSOR PACKAGES

BEST VALUE

### FOUNDING SPONSOR

**\$5,000**/month

3-month minimum commitment

- ✓ **Founding Sponsor placement**  
Recognized founding-partner status with premier, persistent brand placement across UBH.
- ✓ **Daily Briefing sponsorship**  
Your brand featured in the flagship daily no-spin digest read by busy professionals.
- ✓ **Email digest placement**  
Dedicated sponsor placement inside the email edition delivered to subscribers.
- ✓ **One sponsored article / month**  
A labeled sponsored article each month; text + visual pre-approved by both sides.
- ✓ **Monthly performance report**  
Delivery, opens, clicks, and placement performance summarized each month.

### FOUNDING SPONSOR — PREMIUM

**\$7,500**/month

3-month minimum commitment

- ✓ **Everything in the base package**  
All Founding Sponsor placements, sponsored article, and reporting included.
- PLUS**
- ★ **Sponsored article posted by Nicolas Chaillan on his LinkedIn**  
A custom post sharing your sponsored article directly to his national-security, AI, and cyber audience.

## ADD-ONS & APPROVAL

### ADD-ONS

Extra sponsored article Additional labeled, pre-approved article beyond your monthly inclusion.	<b>\$2,500 each</b>
<hr/>	
Dedicated audio / video segment A branded segment in UBH audio / video recaps each month.	<b>\$2,500 / month</b>
<hr/>	
Category exclusivity	<b>Not offered</b>

### APPROVAL PROCESS

1. You submit article topic, text, and visual.
2. UBH reviews for fit and fact accuracy.
3. Both sides pre-approve final text + visual.
4. Published, clearly labeled as sponsored.

*Every sponsored article is clearly labeled and requires written text + visual pre-approval before publication.*

### ABOUT THE FOUNDER

**Nicolas Chaillan** is the founder of Unbiased Headlines. He served as the first **Chief Software Officer for the U.S. Air Force and Space Force**, where he led DoD-wide DevSecOps and software modernization. A serial technology entrepreneur and operator, he brings deep credibility across **national security, AI, and cybersecurity**, and reaches a large, senior professional audience through his LinkedIn network — extending the impact of every founding-sponsor partnership.

## Become a Founding Sponsor

Limited founding positions — reserve placement before the next send cycle.

Contact: [sponsor@unbiasedheadlines.com](mailto:sponsor@unbiasedheadlines.com)

[UnbiasedHeadlines.com](https://UnbiasedHeadlines.com)