Beehiiv Doubles Ad Sales Team, Scaling Newsletter Ads Business

Beehiiv is expanding its in-house advertising operation as it looks to scale a business that has become an increasingly important revenue stream for both the company and the creators that publish on its platform.

The newsletter software firm plans to double the size of its advertising product and operations team in the first half of 2026, cofounder and CEO Tyler Denk told ADWEEK. Beehiiv currently employs about 110 people, with advertising accounting for roughly 10% of its workforce.

“We’re investing in the business because we know that for creators to continue having success on email, they need an array of monetization options, and we need hundreds of thousands of advertisers to make that possible,” Denk said.

Recommended videos
https://www.adweek.com/media/beehiiv-ad-sales-newsletter-programmatic/