



PARTNER & AFFILIATE GUIDE

Media Kit 2026

Reach professionals where career and life intersect.

A career newsletter and job platform for job seekers, career changers and hiring teams, sharing job leads, career tips and tools.

refer.io advertise.refer.io

ABOUT REFER.IO

Bringing Job Seekers & Employers Together!

Refer.io is a career newsletter and job platform reaching 22M+ opted-in subscribers who are looking for work, changing careers, or growing professionally while enriching their personal lives. Our readers span 73 industries and 385 job roles, from nurses and CDL drivers to software developers and managers, and we tag each one by career signals so partners reach the right people. With our newsletters carrying a 50%+ open rate and 150M+ email ad impressions a month, we put helpful career tools, courses, and services in front of people right when they're investing in their next move. We partner with brands that truly help job seekers get hired, stay productive, and grow as professionals.

Who we are

Refer.io started in 2013 as a small widget on ApplicantPro career sites that asked visitors one question: "Would you like to sign up for job alerts?" Over time, that widget grew into a standalone platform.

Our CEO, Ryan Kohler, founded ApplicantPro, an applicant tracking system.

Who reads us

Our audience comes from career activity: the jobs, industries, roles and opportunities people engage with.

What we send

- Job alert emails matched to each reader
- Career advice: job search, applying, interviews, resumes and new-hire tips
- Content on AI at work, side income and working from home
- Job alert and employer branding tools for hiring teams

Sources: refer.io · refer.io/blog · brand.refer.io/about-us · brand.refer.io/job-alerts · advertise.refer.io

AUDIENCE NUMBERS

Reach and engagement

22M+

Subscribers

~1.5B+

Emails delivered / year

50%+

Open rate

~99%

Email deliverability

>3M

Landing page views / month

>6M

Landing page ad impressions / month

~5%

Landing page ad CTR

150M+

Email ad impressions a month

Source: Our opted-in subscribers, as published on advertise.refer.io, October 2026.

WHO THE AUDIENCE IS

People at every stage of a career

Job seekers and professionals

- ✓ Active job seekers looking for their next role
- ✓ Career changers exploring a new field
- ✓ Professionals growing their skills and careers

Employers and hiring teams

- ✓ Employers building a talent pipeline
- ✓ Recruiters and HR teams
- ✓ Hiring managers who want better applicants

How we segment the audience

We tag subscribers by their career signals so partners can reach the right slice. Our tag library has:

475

tags in total

385

job role tags

73

industry tags

6

career level tags

Career and role themes

Healthcare and care

Registered Nurse, Medical Assistant,
Pharmacy Technician

Skilled trades

Electrician, Plumber, HVAC
Technician, Welder

Tech and data

Software Developer, Data Analyst,
Cloud Engineer

Logistics and driving

CDL Driver, Warehouse Associate,
Dispatcher

Retail, food and hospitality

Retail Sales Associate, Line Cook,
Server

Business, finance and office

Accountant, Administrative
Assistant, HR Specialist

Sales and marketing

Sales Representative, Account
Manager, Marketing Manager

Education and social services

Teacher, Tutor, Social Worker, Case
Manager

Leadership

Project Manager, Operations
Manager, Vice President

Industries (sample of 73)

Healthcare

Information Technology

Software & SaaS

Construction

Manufacturing

Retail

Restaurants & Food Service

Logistics & Supply Chain

Banking

Insurance

Education

Hospitality & Tourism

Real Estate

Government & Public Sector

Energy & Utilities

Transportation

Needs and interests around a career move

Career moments create needs beyond the job search. A relevant offer might help someone:

Prepare for an interview

Build a skill

Earn a certification

Choose a professional tool

Manage their finances

Relocate

Travel

Improve productivity

Career levels

Entry

Skilled Trade

Professional

Supervisor

Management

Executive

Tag counts come from Refer.io's internal tag library (475 tags). Account-age and internal product tags are not listed. Needs and interests: advertise.refer.io.

CHANNELS

Where partners can show up

CHANNEL	WHAT IT IS	LINK
Email newsletter PRIMARY	Job alerts and career emails sent to opted-in subscribers	advertise.refer.io
Website landing pages	Job landing pages where subscribers land from our emails	refer.io

HOW WE PROMOTE

Placements and partnerships

Ad placements

- **Newsletter sponsorship:** your creative in sponsor blocks at the top and middle of the email.
- **Landing pages:** sticky header, mid-page popup and footer placements.
- **Career Audience Package:** the same audience across email and landing pages in one campaign window, with one report.
- **Affiliate links** placed in email content and on landing pages.

Partnership types

- **Affiliate:** we earn a commission when readers sign up or buy through our links.
- **Sponsored placements:** paid ad spots in our newsletters and on our landing pages.

What we'd like from partners

- Commission structure
- Cookie length
- Email permission (can we promote you by email?)
- Trial and renewal terms
- Approved creative and brand guidelines

Placements: advertise.refer.io ("Placement examples" and "What you can buy"). There's no public rate card. Proposals are made to order.

CONNECT

Where to find us

Follow along for career tips, job search help and Refer.io news.

Websiterefer.io**LinkedIn**[linkedin.com/company/
refer.io](https://linkedin.com/company/refer.io)**YouTube**youtube.com/@Referio**Facebook group**[facebook.com/groups/
referio](https://facebook.com/groups/referio)

OUR STANDARDS

Trust comes first

Email compliance

- ✓ Opt-in subscribers only
- ✓ One-click unsubscribe
- ✓ Suppression lists honored
- ✓ CAN-SPAM compliant
- ✓ No purchased lists
- ✓ No incentivized clicks

Affiliate disclosures

- ✓ Clear FTC-style disclosures in emails and on landing pages
- ✓ Trial and auto-renew terms stated plainly

Partner standards

- ✓ We vet every brand before we promote it
- ✓ We only promote products that are safe and useful to job seekers
- ✓ No harmful, deceptive or predatory offers

BRAND ASSETS

Logo, colors and type



Full color



White on dark



Mark / avatar



#C0152A

Refer red



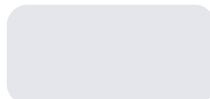
#23252B

Dark



#51545C

Gray



#E4E6EB

Border

Inter

Headings and body. Free on Google Fonts.

Logo files (SVG and PNG, including 512 and 1024 px squares) are available on request.

ADVERTISING INQUIRIES

Jeremy Kohler

Newsletter sponsorships, Landing page placements, Career Audience Package

jeremy@refer.io

AFFILIATE PROGRAM INQUIRIES

Shannon Minger

Ads platform, Affiliates & marketing Affiliate and partner programs

shannon@refer.io

WEBSITE

refer.io

ADVERTISE

advertise.refer.io

Refer.io LLC, 250 N Redcliffs Dr 4B#502, St. George, UT 84790

Affiliate & Ad Disclosure: refer.io/affiliate-disclosure