

# Substack newsletter template (article format)

Headlines should grab the reader's attention and make them want to know more.

Subtitles can be a slightly longer explanation.

This image should align with the brand. It could be a logo, or an image you've created to allow your audience to see something familiar every time they open the newsletter.

Banner Image: 1100px x 220px  
PNG

[Newsletter page name]

Headline

Subtitle



Name of author

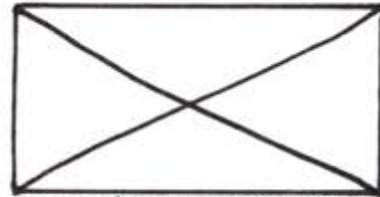
Date: MONTH [day], Year • [ ]

you can add co-authors by name or email.

[ ] → This is where if it was a paywalled or subscriber-only post, "PAID" would be listed after the date.

Images should be authentic, not AI generated or stock photos. Your audience wants to know you. It should relate ~~to~~ to the content that's in this newsletter, add as an example or amplify the content.

They should also be hyperlinked to your website, ~~on~~ the place you got the photograph from, or to the content you're referencing to.

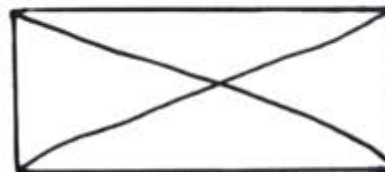


Caption describing what this image is showing to readers.

This text space allows you to start an introduction to the newsletter. Start simply, you can go into more detail later on.

Another useful feature are the bullet points. They can serve as:

- A table of contents
- ~~to~~ list examples
- ~~to~~ event timelines
- Summarizations of ~~long~~ complex information



Another photo to help break up the text for your audience.

## Heading

This type of newsletter should be broken up like this so your audience doesn't feel information overload.

The paragraphs can even be spaced out like this to create separation. It's easier for your audience to read it like this, and for them to stay engaged

Thanks for reading! Subscribe for free to receive new posts and support my work.

I recommend using this Subscribe button. Their email can be auto generated, and the text can be customized. There are other options as well:

- |                          |                         |
|--------------------------|-------------------------|
| 1) Subscribe button      | 7) Custom option        |
| 2) Share post            | 8) Subscribe w/ caption |
| 3) Share post w/ caption | 9) And more.            |
| 4) Share publication     |                         |
| 5) Leave comments        |                         |
| 6) Send message          |                         |

This paragraph can be a continuation of the content. The text with subscribe button makes it really easy for you to say why it's so important that your audience members actually subscribe to your emails.

And this is your last paragraph, so you should come full-circle with your content wrap-up.

This section should be added so your recurring audience members + new members know that they can receive more if they subscribe; monthly payments can be set!

These are hyperlinked to the relevant subscription pages.

You're currently a free subscriber. to [Newsletter name]. For the full experience, upgrade your subscription.

♡ Like

💬 Comment

🔄 Resubscribe

© 2025 [Newsletter Author Name]

[Substack's corporate address]

[unsubscribe](#)

This will always be at the bottom of every newsletter.