FREEDOM251 · MEDIA KIT · NOVEMBER 2026

Advertise to people choosing their software

Freedom251 lists software for every job, the free and open ones first, and writes the stories readers find from search. Be in front of them in our stories, on our lists and pages, or both in one order.

Who reads Freedom251

56K
visits in 30 days from search, AI assistants, social and other sites

95.8%
of them from search engines

98.4%
land on our stories

2.2%
from AI assistants (ChatGPT, Perplexity, DeepSeek, Claude)

Most readers are in United States (44.6%), United Kingdom (7.6%), Canada (4.8%), India (3.2%), Germany (2.9%).

Counted by our own on-page browser tag, 27 Oct 2026 to 25 Nov 2026; outside sources only (search, AI assistants, social, other sites); direct and internal visits excluded; AI-assistant visits with bots filtered out.

In our stories

Places #1 to #5 in our list stories and alternatives stories, brand mentions, a new story by our editors, your own article.

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
#1 in a list story Your app at #1 in one of Freedom251's list stories	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
#2 in a list story Your app at #2 in one of Freedom251's list stories	**$1,999** save 33% ($998)	**$1,699** save 14% ($299)	**$999**	**$99**
#3 in a list story Your app at #3 in one of Freedom251's list stories	**$1,599** save 33% ($798)	**$1,299** save 18% ($299)	**$799**	**$79**
#4 in a list story Your app at #4 in one of Freedom251's list stories	**$1,399** save 33% ($698)	**$1,199** save 14% ($199)	**$699**	**$69**
#5 in a list story Your app at #5 in one of Freedom251's list stories	**$1,199** save 33% ($598)	**$999** save 16% ($199)	**$599**	**$59**
#1 in a competitor's alternatives story Your app at #1 in one of our stories about a competitor's alternatives	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
#2 in a competitor's alternatives story Your app at #2 in one of our stories about a competitor's alternatives	**$1,999** save 33% ($998)	**$1,699** save 14% ($299)	**$999**	**$99**
#3 in a competitor's alternatives story Your app at #3 in one of our stories about a competitor's alternatives	**$1,599** save 33% ($798)	**$1,299** save 18% ($299)	**$799**	**$79**
#4 in a competitor's alternatives story Your app at #4 in one of our stories about a competitor's alternatives	**$1,399** save 33% ($698)	**$1,199** save 14% ($199)	**$699**	**$69**

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
#5 in a competitor's alternatives story Your app at #5 in one of our stories about a competitor's alternatives	**$1,199** save 33% ($598)	**$999** save 16% ($199)	**$599**	**$59**
A brand mention in a story A mention of your brand in one of our stories, in a sentence our editors write	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
Mention pack · 10 Your brand named in 10 of our stories that you pick, each in a sentence our editors write	Custom request	Custom request	Custom request	**$899**
A new story by our editors A new story written by our editors, of the type you pick, with your brand in it	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
Your article Your article on Freedom251's blog: you write it, our editors check and edit it	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**

In our lists and pages

Listings, numbered places on a list and beside a competitor, list sponsorships, the featured spot, reviews, Page Protection.

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
Basic Your app's own page, on 1 list of your choice	**$999** save 33% ($498)	**$799** save 19% ($199)	**$499**	**$49**
Pro Everything in Basic, on up to 3 lists	**$2,599** save 33% ($1,298)	**$2,199** save 15% ($399)	**$1,299**	**$129**
Growth Everything in Pro, on up to 10 lists	Custom request	Custom request	Custom request	**$349**
List pack · 10 A Basic listing on 10 lists of your choice	Custom request	Custom request	**$2,999**	**$299**
One more list Your listed app on one more list	—	—	—	**$29**
#1 on a list Your app at #1 on one list of software	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
#2 on a list Your app at #2 on one list of software	**$1,999** save 33% ($998)	**$1,699** save 14% ($299)	**$999**	**$99**
#3 on a list Your app at #3 on one list of software	**$1,599** save 33% ($798)	**$1,299** save 18% ($299)	**$799**	**$79**
#4 on a list Your app at #4 on one list of software	**$1,399** save 33% ($698)	**$1,199** save 14% ($199)	**$699**	**$69**
#5 on a list Your app at #5 on one list of software	**$1,199** save 33% ($598)	**$999** save 16% ($199)	**$599**	**$59**
Beside a competitor · place #1 Your app at place #1 of the paid places on one competitor's alternatives page, above the rest	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**
Beside a competitor · place #2 Your app at place #2 of the paid places on one competitor's alternatives page, above the rest	**$1,999** save 33% ($998)	**$1,699** save 14% ($299)	**$999**	**$99**
Beside a competitor · place #3	**$1,599**	**$1,299**	**$799**	**$79**

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
Your app at place #3 of the paid places on one competitor's alternatives page, above the rest	save 33% ($798)	save 18% ($299)		
Beside a competitor · place #4 Your app at place #4 of the paid places on one competitor's alternatives page, above the rest	**$1,399** save 33% ($698)	**$1,199** save 14% ($199)	**$699**	**$69**
Beside a competitor · place #5 Your app at place #5 of the paid places on one competitor's alternatives page, above the rest	**$1,199** save 33% ($598)	**$999** save 16% ($199)	**$599**	**$59**
Page Protection No new places are sold beside your app on its own pages. Places already agreed run to the end of their term.	**$1,580** save 33% ($790)	**$1,299** save 17% ($281)	**$790**	**$79**
List sponsor · up to 1,000 readers a month Your app named as the sponsor of one whole list, on every page of it	Custom request	Custom request	**$1,990**	**$199**
List sponsor · up to 5,000 readers a month Your app named as the sponsor of one whole list, on every page of it	Custom request	Custom request	Custom request	**$399**
List sponsor · up to 20,000 readers a month Your app named as the sponsor of one whole list, on every page of it	Custom request	Custom request	Custom request	**$699**
List sponsor · more than 20,000 readers a month Your app named as the sponsor of one whole list, on every page of it	Custom request	Custom request	Custom request	**$999**
Featured across Freedom251 Your app in the featured spot on the front page, the list pages and alternatives pages, in turn with others	**$2,980** save 33% ($1,490)	**$2,499** save 16% ($481)	**$1,490**	**$149**

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
Editorial review An in-depth review of your app by Freedom251's editors; the verdict stays ours	**$2,999** save 33% ($1,498)	**$2,499** save 16% ($499)	**$1,499**	**$149**

Both, in one order

The same place on both sides, or reviewed on both sides: the two prices added, renewed together.

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
#1 on a list and in its list story #1 on one list of software and #1 in that list's story, in one order	Custom request	Custom request	**$2,998**	**$298**
#2 on a list and in its list story #2 on one list of software and #2 in that list's story, in one order	Custom request	Custom request	**$1,998**	**$198**
#3 on a list and in its list story #3 on one list of software and #3 in that list's story, in one order	Custom request	**$2,598** save 18% ($598)	**$1,598**	**$158**
#4 on a list and in its list story #4 on one list of software and #4 in that list's story, in one order	**$2,798** save 33% ($1,396)	**$2,398** save 14% ($398)	**$1,398**	**$138**
#5 on a list and in its list story #5 on one list of software and #5 in that list's story, in one order	**$2,398** save 33% ($1,196)	**$1,998** save 16% ($398)	**$1,198**	**$118**
#1 beside a competitor, on both sides Place #1 on a competitor's alternatives page and #1 in our story about its alternatives, in one order	Custom request	Custom request	**$2,998**	**$298**
#2 beside a competitor, on both sides Place #2 on a competitor's alternatives page and #2 in our story about its alternatives, in one order	Custom request	Custom request	**$1,998**	**$198**
#3 beside a competitor, on both sides Place #3 on a competitor's alternatives page and #3 in our story about its alternatives, in one order	Custom request	**$2,598** save 18% ($598)	**$1,598**	**$158**
#4 beside a competitor, on both sides Place #4 on a competitor's alternatives page and #4 in our story about its alternatives, in one order	**$2,798** save 33% ($1,396)	**$2,398** save 14% ($398)	**$1,398**	**$138**

WHAT	3 YEARS save vs paying yearly	2 YEARS save vs paying yearly	YEARLY	MONTHLY
#5 beside a competitor, on both sides Place #5 on a competitor's alternatives page and #5 in our story about its alternatives, in one order	**$2,398** save 33% ($1,196)	**$1,998** save 16% ($398)	**$1,198**	**$118**
Reviewed on both sides An editorial review on your app's page and a review story on our blog (the verdict stays ours)	Custom request	Custom request	**$2,998**	**$298**
Exclusive sponsor A 728x90 banner at the top of every reading page while people read (320x50 on phones). One brand at a time.	—	—	—	**$299**

Exclusive sponsor, the sticky banner: A 728x90 banner at the top of every reading page while people read (320x50 on phones). One brand at a time. At least about 50,000 impressions a month (served). About 18-55 clicks a month (an estimate, not a promise). **$299** a month, renewing monthly until you cancel. A monthly report of the impressions and clicks delivered. Set up after your order, once our editors approve your banner (728x90 + 320x50). Buy it at checkout.

Paying

Pay by card now (up to USD 3,000 per payment). Every order is a subscription; the longest term comes first, with its saving against paying yearly for as long.

Custom request: a payment above USD 3,000, or any permanent placement, is arranged by email or through our contact form, not at checkout. Tell us what you need and we reply with the terms and the ways to pay.

Card subscription

Monthly, every 3 or 6 months, yearly, every 2 years or every 3 years, through Dodo Payments · up to USD 3,000 a payment · no extra fee

Bank transfer

ACH or SWIFT · any amount · no extra fee

One-time payment

Only on request, no renewal · card up to USD 5,000 by a secure link with the invoice · the invoice shows the amount

Custom request

Above USD 3,000 a payment, or a permanent placement: by email or our contact form · card up to USD 5,000, bank transfer, PayPal (+10%), Payoneer, Wise or another method

PayPal

Only on request · +10% Fees and Conversions

The ways to pay an invoice from us. Orders placed on a site's Advertise page are paid at checkout, at the price shown there.

Freedom251 is run by Yorker Media. Write to contact@freedom251.com or send a custom request. Prices are in US dollars, before tax.

Recurring 6-month and 3-month subscriptions

Renew every 6 or 3 months until you cancel. These terms apply to every numbered place.

Place	6 months	3 months
#1	$799	$429
#2	$529	$279
#3	$429	$225
#4	$369	$199
#5	$319	$169