

2026 MEDIA KIT

Reach the people shaping peptide *medicine.*

Practitioners, researchers, and serious enthusiasts who read with intent. High signal, low noise.

- Founding sponsor rates • Limited availability

Advertising has zero influence on editorial content, evidence ratings, or regulatory descriptions. We do not accept advertising from peptide vendors, compounding pharmacies, or research chemical suppliers.

75

PEPTIDES PROFILED

14

FDA-APPROVED

8

CONDITIONS COVERED

Zero

VENDOR RELATIONSHIPS

WHO READS ERCLE

Practitioners, researchers, and informed patients in peptide medicine.

Ercle readers are doing real due diligence — evaluating evidence, checking regulatory status, and comparing protocols. They don't read casually. They read because they prescribe, research, or use peptides and need a source they can trust.



Integrative Medicine Practitioners

MDs, DOs, NPs, PAs using peptides in clinical practice



Wellness Clinic Owners

Running longevity, hormone, and metabolic health practices



Compounding Pharmacists

Tracking regulatory changes and formulation research



Researchers & Scientists

Following clinical trial data and mechanism studies



Health-Conscious Consumers

Doing their own due diligence before use



Biohackers & Optimizers

Seeking evidence-based protocols, not marketing

WHY THIS AUDIENCE MATTERS

They prescribe, purchase, and influence

Ercle readers include the practitioners writing peptide prescriptions, the pharmacists compounding them, and the consumers choosing where to fill them. This is the full decision chain.

Evidence-first mindset

This audience is allergic to hype. They came to Ercle specifically because we rate evidence honestly and disclose regulatory status without euphemisms. Your brand appears in a high-trust, high-credibility environment.

A market with no clean information layer

Peptide information online is dominated by vendors and influencers. Ercle is building the evidence-based alternative — and the audience that finds us is the audience worth reaching.

THE PLATFORM

Evidence-rated database. Regulatory tracker. Weekly briefing.

Peptide Database

75 peptides

Every entry rated Strong, Moderate, Preliminary, or Insufficient. FDA status, compounding legality, and clinical evidence — all in one place with no grade inflation.

- Evidence-rated profiles
- 8 condition categories
- FDA & regulatory status
- Mechanism & dosing data

Intel

Weekly

Regulatory updates, new study breakdowns, and market intelligence. Covers FDA advisory panels, clinical trial results, and what the latest research actually shows.

- Regulatory change alerts
- Clinical trial breakdowns
- Head-to-head comparisons
- Market intelligence

Peptide Evidence Briefing

Tuesdays

Weekly newsletter with regulatory updates, new study breakdowns, and evidence reviews. Delivered every Tuesday to a growing list of practitioners and researchers.

- Delivered every Tuesday
- Zero vendor relationships
- Sponsor slot at top of email
- Growing subscriber base

Protocol Builder ↗

Pro Tool

AI-assisted protocol building tool for practitioners. Generates evidence-based peptide protocols with dosing, cycling, and safety considerations.

- Evidence-based suggestions
- Dosing & cycling guidance
- Practitioner-focused
- Safety flagging

GROWTH TRAJECTORY

Ercle launched in 2026 as the first evidence-rated peptide intelligence platform. We're growing organically through SEO, practitioner referrals, and clinical community word-of-mouth. Founding sponsors lock in rates now and grow with us.

SPONSORSHIP FORMATS

Three ways to reach peptide medicine's most engaged audience.

01 Newsletter Sponsorship

\$250 / issue

Your message at the top of the weekly Peptide Evidence Briefing. Includes logo, headline, 2-sentence copy, and CTA link. Delivered every Tuesday.

WHAT'S INCLUDED

- Logo (200×60px min, PNG/SVG)
- Headline + 2-sentence copy
- CTA link to your landing page
- Performance report after each send

02 Sidebar Sponsor Block

\$300 / week

Your brand in the sidebar — logo, one-line description, and CTA — visible on every page of the site for a full week. High-frequency exposure to active researchers.

WHAT'S INCLUDED

- Logo (300×100px min, PNG/SVG)
- One-line description
- Site-wide visibility for 7 days
- CTA link
- Impression report at end of run

03 Annual Partner Package

\$10,000 / year

Newsletter + sidebar combined, priority placement, and a dedicated mention in the year-end peptide intelligence roundup. Maximum visibility for the full year.

WHAT'S INCLUDED

- Custom mix of all formats
- Priority placement
- Year-end roundup mention
- Category exclusivity available
- Quarterly performance reviews

ADVERTISER STANDARDS

✓ Accepted

- Labs and diagnostics companies
- Healthcare software & EMR providers
- Medical education platforms
- Professional associations
- Non-competing healthcare publications

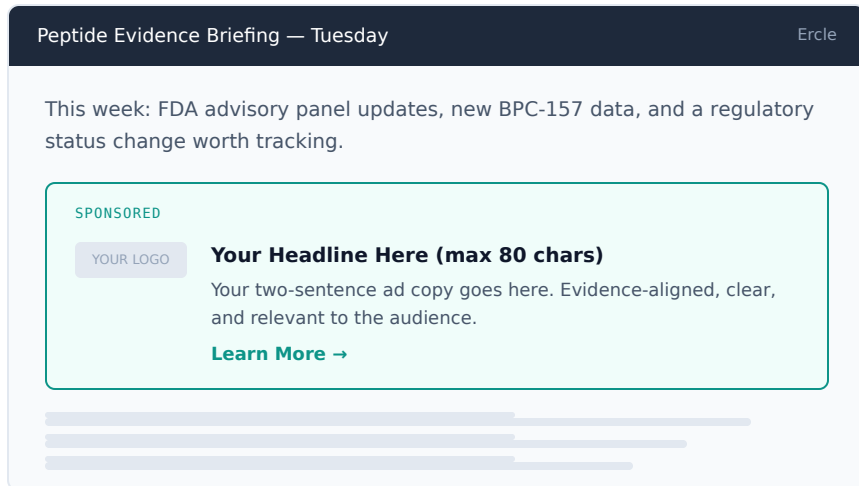
✗ Not accepted

- Peptide vendors or research chemical suppliers
- Compounding pharmacies
- Supplement companies making peptide claims
- Any entity with an active FDA warning letter

PLACEMENT EXAMPLES

What sponsors see.

Newsletter Sponsorship Top of email, above editorial content



Peptide Evidence Briefing — Tuesday Ercle

This week: FDA advisory panel updates, new BPC-157 data, and a regulatory status change worth tracking.

SPONSORED

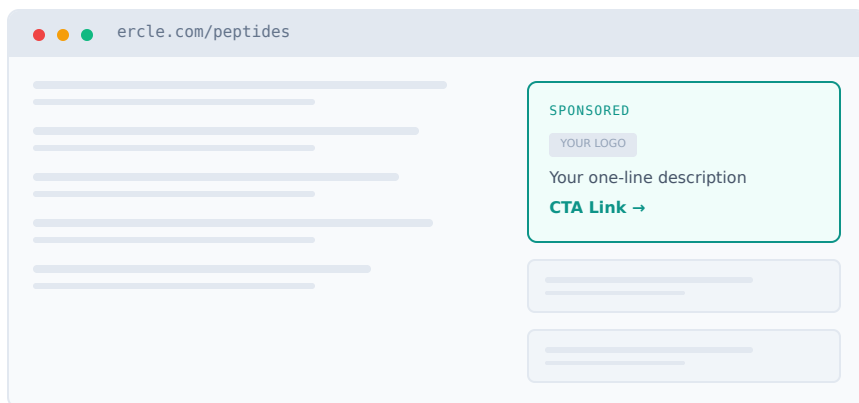
YOUR LOGO **Your Headline Here (max 80 chars)**

Your two-sentence ad copy goes here. Evidence-aligned, clear, and relevant to the audience.

[Learn More →](#)

Placeholder text lines below the sponsored block.

Sidebar Sponsor Block Visible on every page of the site



ercle.com/peptides

Placeholder text lines in the sidebar.

SPONSORED

YOUR LOGO

Your one-line description

CTA Link →

Placeholder text lines in the main content area.

GET STARTED

Reach the people shaping peptide medicine.

We're offering a limited number of founding sponsorships. All advertisers are reviewed for credibility and scientific alignment before acceptance. Founding rates are locked in for 2026.

[Reserve a Spot →](#)

ercle.com/advertise

EMAIL

hello@ercle.com

We respond within 24 hours.

BOOK ONLINE

ercle.com/advertise

Select a format and reserve your spot.

FORMAT	PRICE	CADENCE
Newsletter Sponsorship	\$250 / issue	Weekly (Tuesdays)
Sidebar Sponsor Block	\$300 / week	7-day site-wide
Annual Partner Package	\$10,000 / year	12-month package