

Hello! Thanks for your interest in Buttdown. In this brief press kit, we answer some common questions and offer you with the resources you need to cover us. If anything is missing or you have other questions, feel free to [reach out](#).

What is Buttdown?

[Buttdown](#) is a small, friendly platform for running your newsletter – for personal projects or large business ventures. We serve people & businesses all over the world to help them create & run their newsletters. That's our logo to the right.



What makes Buttdown different from other email platforms?

We do one thing and one thing well: email. We avoid adding any unnecessary features to the product that keep us from sending our customers' email. In February 2025 alone, 36,000 businesses sent 89,000,000 emails using Buttdown.

We're bootstrapped, independently run, and have no plans to take outside investment or acquisition. This will allow us to outlast most of the industry while serving our customers' needs directly.

Who runs Buttdown?

Buttdown is run by [Justin Duke](#), alongside a small remote team. Some classic writing of his includes [Befriending the Goon Squad](#) and [Two years of independent work](#).

Have people said nice things about Buttdown?

They have. [We have a testimonials section](#). Here's one of our favorites:

"Buttdown has been an amazing experience for me. My newsletter with Buttdown has grown from a fairly small list to over 15,000 subscribers, and it hasn't broken a sweat yet."

– [Cassidy Williams](#)

Where can I go to learn more about Buttondown?

- Our [home page](#) is a good start.
- Check out our [blog](#).
- If you're curious about what features we're adding, look at our [changelog](#).
- And if you want to learn how to use Buttondown, here's our [documentation](#).

How can I contact Buttondown?

Reach out to us [here](#). If you'd like to interview Justin for your publication, you may [contact him directly](#).