

404

Page Not Found

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AirMail Sites

Your newsletter site is a public-facing website where subscribers can browse, read, and sign up for your newsletters — no login required.

Key Features

- **Newsletter Archive:** A branded, browsable archive of all your published newsletters with cover images, excerpts, and reading time estimates.
- **Category Filtering:** Subscribers can filter newsletters by topic using category buttons at the top of the archive.
- **Single Newsletter View:** Each newsletter opens as a full-page article with a reading progress bar, author bio, and social sharing options (Facebook, Twitter, LinkedIn, WhatsApp, Email, Copy Link, Print).
- **Previous / Next Navigation:** Readers can move between newsletters without going back to the archive.
- **Subscribe Form:** Visitors enter their email to subscribe. A confirmation email is sent automatically (double opt-in).
- **Email Verification:** After clicking the link in the confirmation email, new subscribers complete their profile with a first name, last name, and optional phone number.

- **Email Preferences:** Subscribers can update their name, manage SMS notifications, or unsubscribe at any time via a preferences page.
- **Unsubscribe Flow:** One-click unsubscribe with optional feedback. Subscribers can resubscribe or switch to a lower email frequency instead.
- **Themes:** Choose from three visual themes — **Modern**, **Editorial**, or **Minimal** — each giving your site a distinct look.

How Subscribers Use Your Site

1. A visitor lands on your newsletter site and clicks **Subscribe**.
2. They enter their email address and accept the privacy policy.
3. A confirmation email is sent — they click the link to verify.
4. They enter their first name, last name, and optional phone number to complete signup.
5. They can now browse and read all your newsletters from the archive.

Managing Subscriber Preferences

Subscribers can visit their preferences page (linked in every email footer) to:

- Update their first and last name
- Add or remove a phone number for SMS notifications
- Unsubscribe from the newsletter

Unsubscribe Experience

When a subscriber clicks unsubscribe, they are shown alternatives — such as updating their preferences — before the unsubscribe is confirmed. They can also provide a reason (too many emails, content not relevant, etc.), which helps you understand list health.

Tips

- Choose a theme that matches your brand — you can preview it before going live from the Airmail dashboard.
- The newsletter URL path is set in **Airmail → Design Settings**. Keep it short and memorable.
- Reading time is calculated automatically and shown on each newsletter card — no extra setup needed.
- Social sharing buttons appear on every newsletter, making it easy for readers to spread your content organically.