



Creating
cultural value
on Substack.



What?

Essays.

Fiction.

News.

Blogs.

COMPONENTS

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209

Sephora removals

2.3%

US dance inflation

6.3%

NYT holders

\$668

Beretta M9

29.9%

Loro Piana price gap

133

Superdonors

4.6

AAA:indie ratio

Menu

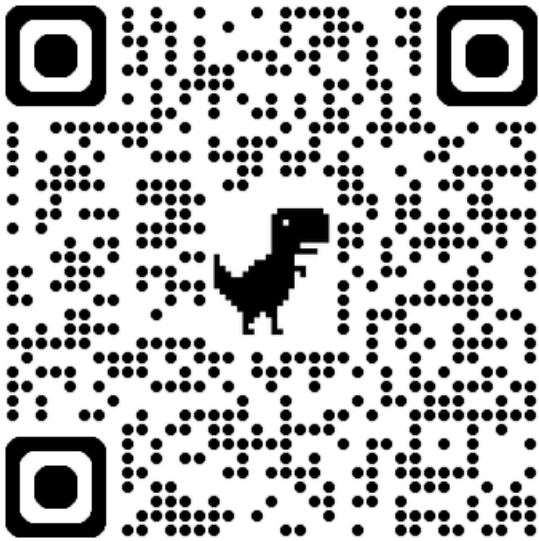
Newsletter

Media's Message

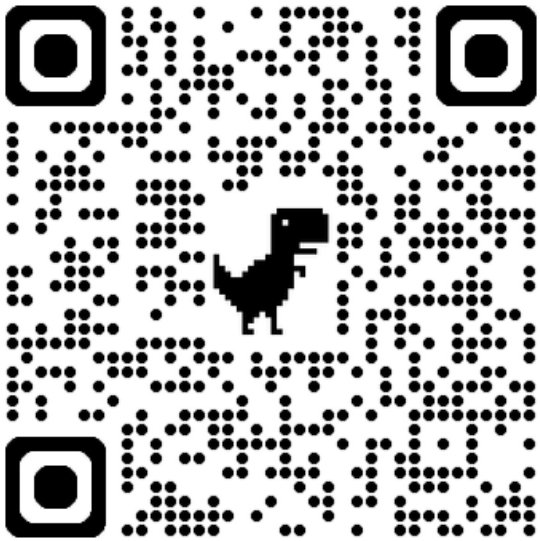
Oct 1, 2025

The Desire Distribution

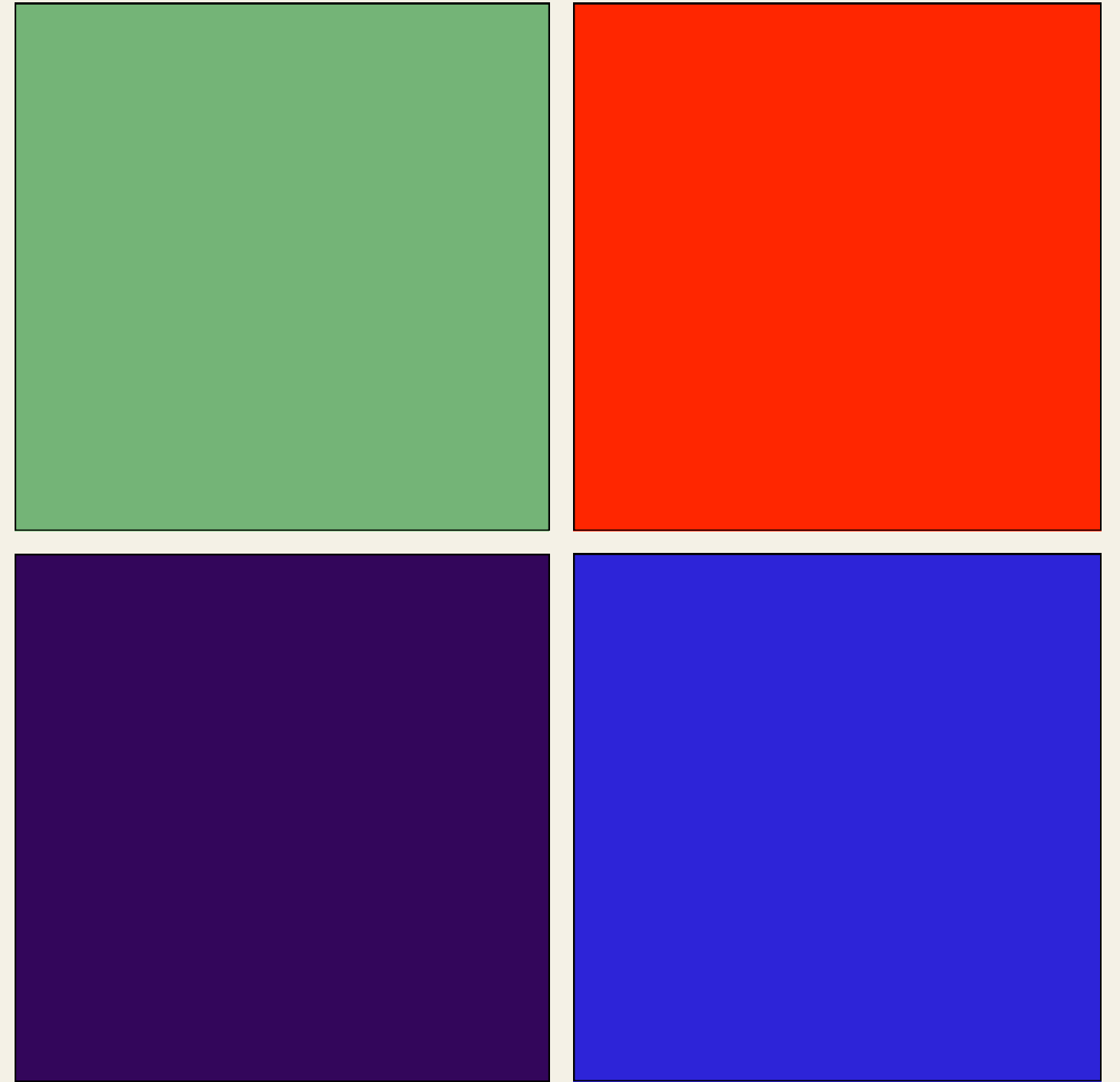
Substack's revenue curve, the end of the winner-take-all media markets, and the cleansing power of money.







Why?



AT MIDNIGHT,
ALL THE AGENTS...

The
Interior
Landscape

The *smith* Review

**“In other words,
the environment
becomes richer, deeper,
more meaningful,
more navigable.”**

Be clear.

**Really think
through your
idea.**

**Share it
with
friends.**

**Make
a plan.**

**Who do
you want
to read it?**

My suggestions.

**Write
consistently.**

**Message
similar and
favourite
creators.**

**Find
your niche.**

Have fun!

Places to grow.

Reddit

Bluesky

**Magazines,
Websites,
Publications**

Instagram



warwick.ac.uk/dahl



or

■ ■ ■



@warwick_dahl

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