

## Substack Trivia: Questions, Answers, and Facts Printable Trivia Pack

Substack trivia highlights the platform's rise as a major home for subscription-based publishing, where writers and creators can distribute newsletters, podcasts, and video directly to audiences. Founded in the United States, Substack combines publishing tools with payments, analytics, and design features, making it a notable player in the modern creator economy.

### HARD SUBSTACK TRIVIA

1. In what year was Substack founded?

Answer: 2017

2. Which co-founder of Substack shares the first name Chris?

Answer: Chris Best

3. Name the Substack co-founder whose surname is McKenzie.?

Answer: Hamish McKenzie

4. Which Substack co-founder is Jairaj?

Answer: Jairaj Sethi

5. Substack is described as what nationality of online publishing platform?

Answer: American

6. Substack's core delivery model lets writers send digital content directly to whom?

Answer: subscribers

7. What kind of publishing model was a central early use case for Substack?

Answer: paid newsletters

8. Beyond hosting writing, what infrastructure does Substack provide for subscription publishing?

Answer: payment infrastructure

9. Which kind of measurement tools does Substack provide to publishers?

Answer: analytics

10. Besides payment and analytics, what kind of infrastructure does Substack include for creator publications?

Answer: design infrastructure

11. Substack didn't stop at inboxes: it also supports what audio format alongside newsletters?

Answer: podcasts

12. Which visual format is supported by Substack publishing?

Answer: video

13. A writer using Substack can structure access tiers around which two kinds of posts?

Answer: free and paid posts

14. What specific audience data can writers collect on Substack?

Answer: subscriber email addresses

#### FUNNY SUBSTACK TRIVIA

1. On Substack, what's built into publishing itself instead of being bolted on like an afterthought with a coffee stain on it?

Answer: Subscriptions are built into publishing.

2. True or false: On Substack, every comment area has to be open to the entire internet peanut gallery.?

Answer: False

3. Substack became a notable home for what kind of writing fueled by readers rather than a mysterious pile of couch coins?

Answer: Reader-supported opinion and analysis writing.

4. Which description fits how Substack delivers content: it can be sent directly, not just left sitting publicly on the web like a flyer on a pole?

Answer: It allows direct sending.

5. If a platform acts like subscribers get the front-row seats before everyone else, which Substack feature are you looking at?

Answer: Subscriber-first distribution.

6. What access does Substack help writers manage, besides access to their own caffeine supply?

Answer: Paid subscriber access.

7. Substack supports online creator revenue through what mechanism: applause, vibes, or actual subscriptions?

Answer: Subscriptions.

8. Substack's early growth was closely tied to which group's people who actually write long things on purpose?

Answer: Independent journalists and essayists.

9. During which broader trend did Substack become especially prominent: the late-2010s newsletter boom, not the fax machine comeback?

Answer: The late-2010s newsletter boom.

10. If a publisher wants to say, "This one's on us," what can Substack creators offer selected readers?

Answer: Complimentary subscriptions.

11. What does Substack include inside its app ecosystem to help readers find something new to read before re-opening the same three tabs again?

Answer: Publication discovery features.

12. Substack has been used not only for solo creator brands but also for what kind of setup—more than one byline, fewer lonely monologues?

Answer: Multi-author publications.

13. What kind of design does Substack help writers manage—the part subscribers actually see, not the secret doodles in a notebook?

Answer: Subscriber-facing design.

## FUN SUBSTACK TRIVIA

1. Substack's big promise isn't just publishing—it's cutting the noise between whom, exactly?

Answer: It emphasizes direct writer-to-reader relationships.

2. When a reader pays for many Substack subscriptions, which payment processor commonly handles the charge?

Answer: Stripe commonly processes the payments.

3. If a publication wants to look a little more bespoke, what kind of web address can it use on Substack?

Answer: A custom domain name.

4. What is the name of the social posting feature Substack launched in 2023?

Answer: Notes.

5. Substack lets writers give each other a friendly algorithm-free nudge through what feature?

Answer: Recommendation features between writers.

6. On Substack, one publication can help another gain paying readers by doing what?

Answer: Driving subscriptions to another publication through recommendations.

7. Prefer listening instead of reading? Substack lets writers publish what alternate format of their posts?

Answer: Audio versions of posts.

8. Substack became strongly linked with the rise of what media business trend?

Answer: The paid newsletter model.

9. True or false: On Substack, readers can browse a publication's archive on the web without opening an email inbox.?

Answer: True

10. What percentage cut of subscription revenue has Substack generally taken?

Answer: 10%.

11. If a writer wants more direct back-and-forth with their audience on Substack, which feature was introduced for that?

Answer: Chat.

12. What can writers create on Substack instead of building a separate website from scratch?

Answer: Publication homepages.

13. For Substack, what's the main delivery route rather than a side dish?

Answer: Email.

#### SUBSTACK FAMILY TRIVIA

1. What kind of platform is Substack?

Answer: Substack is an American online platform.

2. Substack is built around what kind of content model?

Answer: Subscription-based content.

3. Which content format does Substack support: newsletters, snow globes, or scooters?

Answer: Newsletters.

4. Who can send digital content directly to subscribers on Substack?

Answer: Writers can send digital content directly to subscribers.

5. Fill in the blank: Substack is described as an \_\_\_\_\_.

Answer: An online newsletter platform.

6. True or false: If someone wants to publish a newsletter, can Substack be used for that?

Answer: True

7. Which of these can Substack be used to publish: podcasts, picnic baskets, or bicycles?

Answer: Podcasts.

8. Substack provides what kind of infrastructure for making and sharing work online?

Answer: Publishing infrastructure.

9. What kind of infrastructure does Substack provide to help track performance?

Answer: Analytics infrastructure.

10. Substack combines publishing tools with what other kind of tools?

Answer: Payment tools.

11. What is Substack built for doing online?

Answer: Online publishing.

12. Substack includes tools for creators who publish what kind of newsletters?

Answer: Written newsletters.

## EASY SUBSTACK TRIVIA

1. What kind of platform is Substack: a single magazine or a platform for creators?

Answer: Substack is a platform for creators.

2. Substack is best known for publishing supported by what kind of audience model?

Answer: Subscriber-supported publishing.

3. What kind of subscriptions is Substack commonly associated with?

Answer: Paid subscriptions.

4. Substack serves as infrastructure for what kind of publications?

Answer: Digital publications.

5. Which extra capability does Substack connect with publishing: monetization features or weather forecasting?

Answer: Monetization features.

6. What can writers monitor on Substack to better understand their readership?

Answer: Audience data.

7. Substack is associated with what kind of analytics?

Answer: Subscriber analytics.

8. If a creator wants help with how a publication looks, what kind of tools does Substack offer?

Answer: Publication design tools.

9. Substack supports communication between whom?

Answer: Creators and subscribers.

10. At the heart of Substack, what kind of relationships are emphasized?

Answer: Subscriber relationships.

11. Besides publishing, what kind of measurement features does Substack link in?

Answer: Audience measurement features.

12. What kind of support does Substack provide for subscriber-based work when money needs to be processed?

Answer: Payment handling.

13. What kind of work support does Substack provide for subscriber-based publishing day to day?

Answer: Publishing operations.

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