MEDIA KIT · NOVEMBER 2026

Advertise to Nepal's serious investors

MacroLens NP is an independent research site for the Nepal Stock Exchange. Investors use it to check companies before they buy - ratings, fair value, dump risk, broker activity, IPO checks and the futures market - and to read our research. 280 listed companies, updated every trading day.

The audience

280	53	5,415	Free
listed companies covered	research articles	page views, last 29 days	public pages, no sign-up

Where readers spend their time (last 30 days)

Blog	780 views	14%
The desk (members)	1,337 views	25%
Free research pages	1,762 views	33%
Front page	390 views	7%
Other pages	1,146 views	21%

Who they are

- Individual NEPSE investors who research before they buy - from first-time IPO applicants to active traders.
- Readers who compare: company health, valuations, dividends and broker activity.
- Nepali investors at home and abroad, reading on phones and computers.

A good fit for: stock brokers, banks and finance companies, merchant bankers and capital-market firms, mutual funds, insurers, wallets and fintech, and investment education.

Ad spaces and rates

SPACE	WHERE IT SHOWS	AT ONCE	IMAGE	RATE / MONTH
Front-page banner your full creative	Front page - featured banner (under the market numbers)	1	1600 × 400 px	**Rs 15,000**
Front-page partner card our card, your image	Front page - sponsor cards (row of three, before the FAQ)	3	800 × 450 px	**Rs 7,500**

SPACE	WHERE IT SHOWS	AT ONCE	IMAGE	RATE / MONTH
Free research pages card our card, your image	Free pages - one card (NEPSE today, news, top rated, IPO watch, stock pages, calculator)	1	800 × 450 px	**Rs 10,000**
Members' dashboard card our card, your image	The desk - dashboard card (signed-in users)	1	800 × 450 px	**Rs 6,000**
Members' page strip our card, your image	The desk - slim banner at the bottom of every page (signed-in users)	1	1200 × 150 px	**Rs 5,000**
The community: Ideas feed (visitors and free accounts) our card, your image	The community - sponsor cards in the Ideas feed, its side column and under each idea (everyone who opens it, free and paid)	1	800 × 450 px	**Rs 7,000**
The chart (visitors and free accounts) our card, your image	The chart - sponsor card under the watchlist (visitors and free accounts only; a slim strip on phones)	1	800 × 450 px	**Rs 8,000**
app-home our card, your image	The mobile app - dashboard card (signed-in app users)	1	800 × 450 px	**Ask us**

Founding partner rates. Book now and keep these rates for 6 months. 3 months for the price of 2.5. Every space for one advertiser: **Rs 40,000 a month**. No designer? We can make your ad for you.

YouTube and TikTok

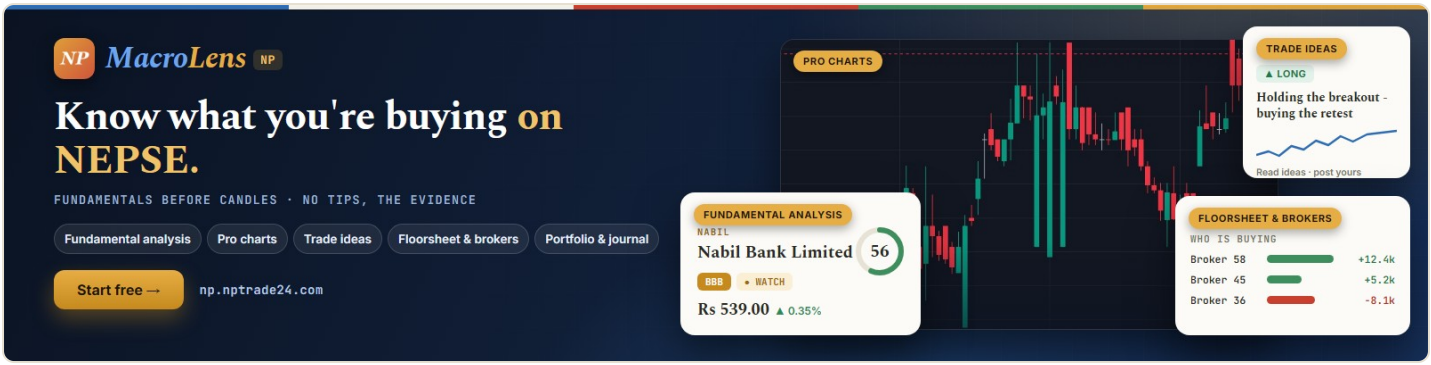
Founding rates while our channels are young: they rise as the audience grows, and a rate booked now is kept for 6 months. A sponsored video or short is always labelled as sponsored, and the same content rules apply.

CHANNEL	WHAT YOU GET	RATE
YouTube - Sponsor mention @macrolensnp	A 15-30 second spoken thank-you in one video, your link in the description and a pinned comment.	**Rs 3,500** per video
YouTube - Sponsored segment	A 60-90 second segment about your product inside one market video, written with you.	**Rs 8,000** per video
YouTube - Monthly channel sponsor	A mention in every upload that month (about four videos) and your link pinned on the channel.	**Rs 12,000** per month
TikTok - Shoutout @macrolensnp	A 10-15 second mention in one short, your name in the caption.	**Rs 2,000** per short
TikTok - Dedicated short	A 30-45 second short made around your brand, scripted with you.	**Rs 4,500** per short

CHANNEL	WHAT YOU GET	RATE
TikTok - Monthly sponsor	Four shorts in the month with your brand in the caption and a pinned comment.	**Rs 14,000** per month

What an ad looks like

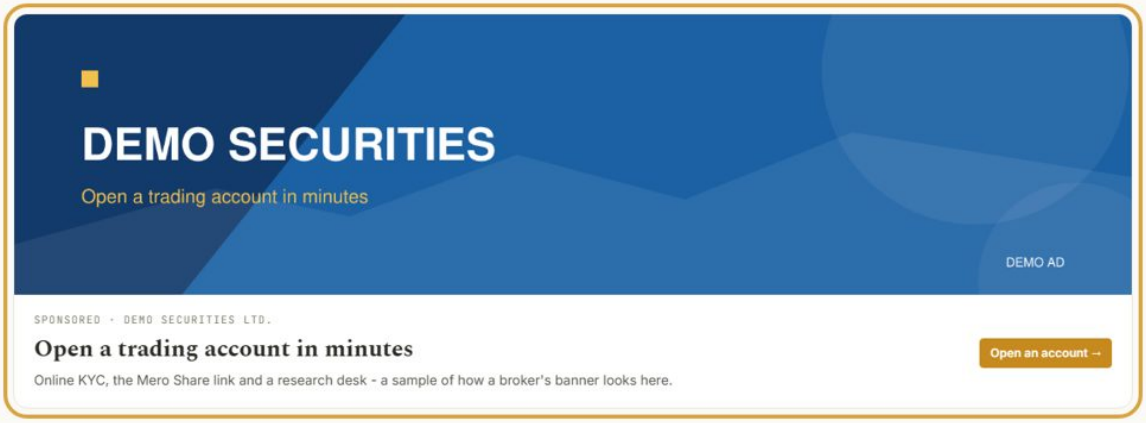
Our own ad, running on the front page now. A banner space shows your full creative (1600 × 400 px) with your headline, text and button underneath. The card spaces show your image (800 × 450 px) as a thumbnail in our card design.



Where your ad appears

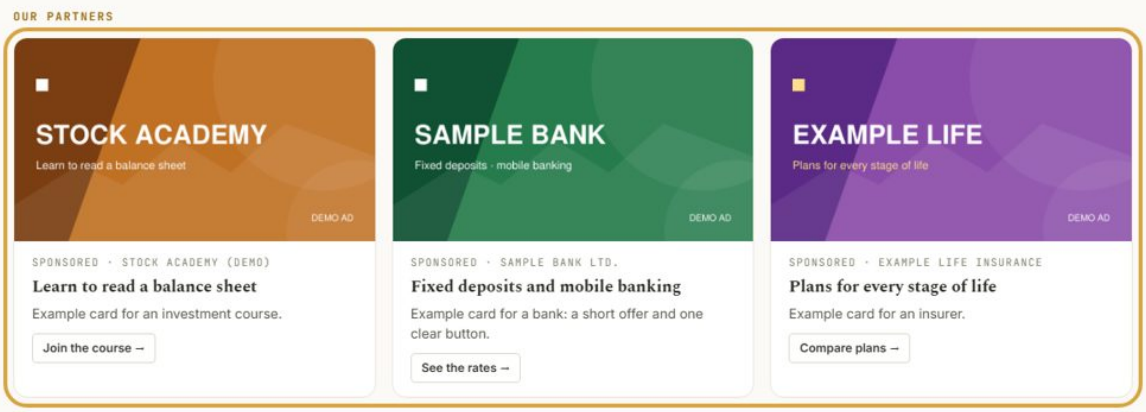
Each space outlined in gold, shown here with sample ads. Your ad takes its place.

Front-page banner · Front page - featured banner (under the market numbers) **Rs 15,000 / month**



Front-page partner card · Front page - sponsor cards (row of three, before the FAQ)

Rs 7,500 / month



Free research pages card · Free pages - one card (NEPSE today, news, top rated, IPO watch, stock pages, calculator)

Rs 10,000 / month



Members' dashboard card · The desk - dashboard card (signed-in users)

Rs 6,000 / month



Members' page strip · The desk - slim banner at the bottom of every page (signed-in users)

Rs 5,000 / month



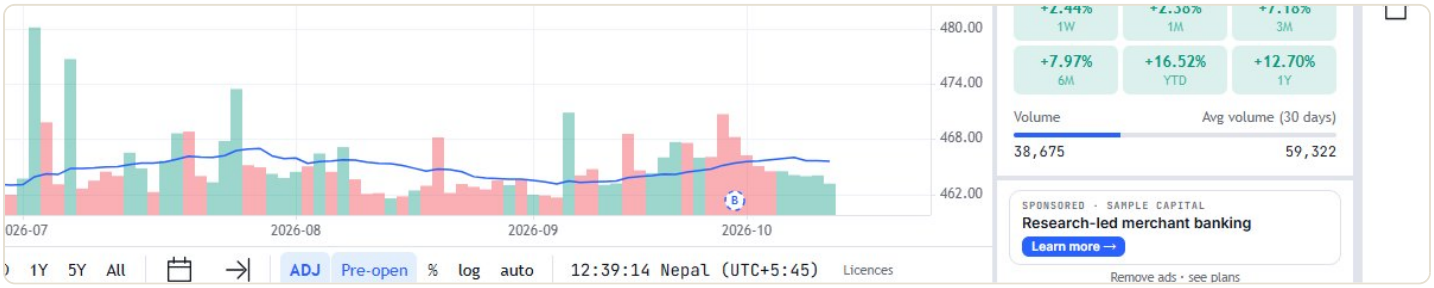
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Rs 7,000 / month



The chart (visitors and free accounts) · The chart - sponsor card under the watchlist (visitors and free accounts only; a slim strip on phones)

Rs 8,000 / month



app-home · The mobile app - dashboard card (signed-in app users)

Ask us

Where the app-home appears

Our standards

- **Direct-sold:** placed by us, never auctioned.
- **Clearly labelled** "Sponsored" - readers trust the page, so they trust what's on it.
- **No trackers** on readers and no pop-ups, flashing or auto-playing ads.
- We don't accept stock tips, guaranteed-return promises, unlicensed advice or unregulated schemes. Licensed brokers, banks, insurers, merchant bankers, fintech and education are welcome.

Reporting

Every Monday you get an email with last week's **views**, **clicks** and **click rate**, day by day, and the totals since your ad began. A view counts when at least half of your ad is on screen for one second, once per page; bots and our staff are never counted.

How to book

1. Choose a space and your dates.
2. Write to us at **https://np.nptrade24.com/contact** (choose "Advertising") with the space, dates, your company and a contact for the weekly report.
3. Send your headline, text, link and image (or ask us to design it). We review it and confirm.
4. Your ad goes live on the start date; the first report arrives the next Monday.