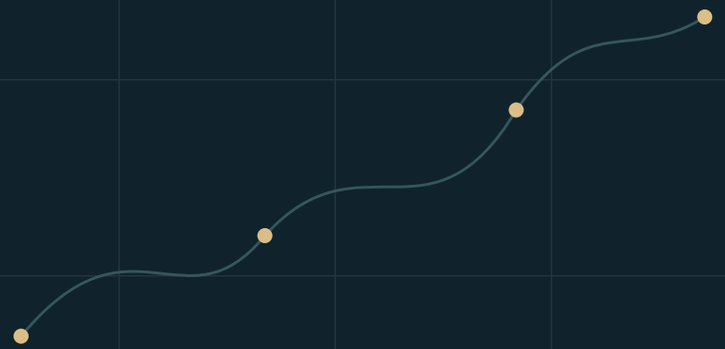
INDEPENDENT INVESTMENT RESEARCH

Reach investors who allocate capital.



Macro Notes connects macroeconomic shifts to investable ideas, reaching finance professionals and active self-directed investors who research markets and make allocation decisions.

SUBSCRIBERS / NOV 2026	AVG. OPEN RATE / NOV 2026	FINANCE PROFESSIONALS*
72,000	**35%**	**34%**

~25,200 estimated opens per edition • Email + web publication

WHY OUR READERS MATTER

An audience built around investing.

Investors who follow market trends, perform independent research and actively evaluate where to allocate capital.

FINANCIAL INDUSTRY

34% **of surveyed readers**

work in finance, including fund management, professional investing, research and family-office roles.

ACTIVE SELF-DIRECTED INVESTORS

Research-led retail readership

Beyond finance professionals, readers include knowledgeable individual investors who actively manage portfolios, monitor economic and industry shifts, and use investment research to inform decisions.

APPROXIMATE GEOGRAPHIC MIX



- ~60% United States
- ~20% UK, Canada & Europe
- ~20% Rest of world

TYPICAL CTR / REGULAR PLACEMENT

~2%

TYPICAL CTR / DEDICATED CAMPAIGN

Approaching 3%

*34% is the share of survey respondents; CTR varies by campaign. Geographic figures are approximate.

PARTNER WITH MACRO NOTES

Three formats. One qualified audience.

Each format combines direct email distribution with a published web edition that can continue attracting readers after the initial send.

EDITORIAL SPOTLIGHT

$3,500

Written by Macro Notes

Dedicated edition researched and written by our editorial team, connecting a relevant market story with your offering.

ESTIMATED CPM

$138.89 / 1K opens

$48.61 / 1K subscribers

GUEST EDITION

$2,000

Written by you

Introduce your newsletter, company, product or project in a full email and web edition. One guest edition per week.

ESTIMATED CPM

$79.37 / 1K opens

$27.78 / 1K subscribers

NEWSLETTER PLACEMENT

$1,400

Inside our research edition

Sponsored introduction in a regular research edition, including key product messaging, links and a clear CTA.

ESTIMATED CPM

$55.56 / 1K opens

$19.44 / 1K subscribers

GUEST EDITIONS / ONE PER WEEK

Share your work

Give investors a useful perspective on your work, in an edition you write. We review each proposal for fit and confirm availability.

EXPLORE PAST EDITIONS: MACRONOTES.COM/GUEST

CPMs use 72,000 subscribers and a 35% average open rate: about 25,200 estimated opens.

SELECTED CAMPAIGNS

An easy path from booking to results.

Recent examples of sponsored storytelling, followed by clear scheduling, payment and reporting terms.

Groundfloor

OCT 26, 2026 / SPONSORED EDITION

9% Fixed, Plus a Rare Bonus Up to 2%

VIEW PUBLISHED EDITION →

COIN Rabbit

SEP 04, 2026 / SPONSORED EDITION

The $1.6 Trillion Asset Becoming Collateral

VIEW PUBLISHED EDITION →

BOOKING & DELIVERY

01 CHOOSE A DATE

Select a publication date from our available slots.

02 LEAD TIME

Plan roughly two weeks ahead of the desired send.

03 PAYMENT

50% deposit before the campaign; 50% after publication.

04 RESULTS

Detailed campaign statistics 48 hours after the email send.

Ready to reach 72,000 subscribers?

Request available dates and a tailored sponsorship proposal.

macronotes.com/partner-with-us →