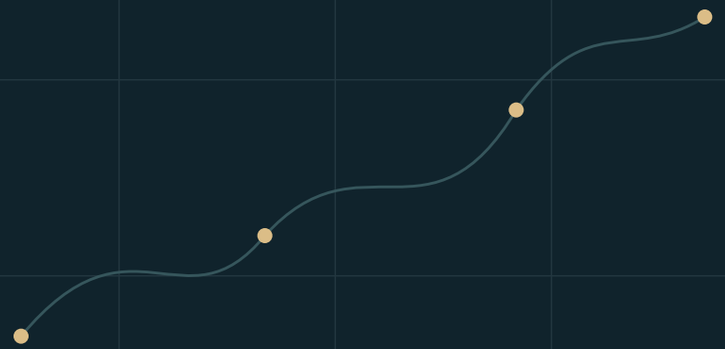
INDEPENDENT INVESTMENT RESEARCH

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 / OCT 2026	AVG. OPEN RATE / OCT 2026	FINANCE PROFESSIONALS*
71,000+	35%	34%

~24,850 opens per edition • Email distribution + a lasting online 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

$140.85 / 1K opens

$49.30 / 1K subscribers

PARTNER-WRITTEN SEND

$2,500

Your message, our audience

Dedicated email written by your team, reviewed and clearly disclosed by Macro Notes, then published online.

ESTIMATED CPM

$100.60 / 1K opens

$35.21 / 1K subscribers

NEWSLETTER PLACEMENT

$2,000

Inside our research edition

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

ESTIMATED CPM

$80.48 / 1K opens

$28.17 / 1K subscribers

FIRST PLACEMENT / NEW ADVERTISERS

$1,400 instead of $2,000

A 30% introductory rate on the first standard placement to evaluate audience fit and campaign results.

EST. CPM: $56.34 / 1K opens | $19.72 / 1K subscribers

CPMs use October 2026 benchmarks: 71,000 subscribers x 35% open rate = ~24,850 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 71,000+ investors?

Request available dates and a tailored sponsorship proposal.

macronotes.com/partner-with-us →