

# MEDIA KIT

news**of**nepal.com

LEADING ONLINE INFOTAINMENT PORTAL

Established on January 2003, newsfnepal.com is the first Nepali news website to use Unicode so that Nepalese readers did not have to download Nepali font to read the news in Nepali. Because of this reason, Newsfnepal set a milestone and immediately became one of the popular websites.

Newsfnepal's compelling news content and "balanced and credible" reputation of its already established publications attract loyal Nepalese visitors from the US to UAE, from Nepal to Nigeria, from Australia to Austria - basically from all over the world.

Our average Page Views is 47,000 per day. Newsfnepal gets 90 percent of traffic from Nepal. The rest from from Nepalese readers who are temporarily residing in India, Gulf countries, South East Asia and the US.

Newsfnepal constantly breaks news and brings updated top stories from Nepal. An Online venture of Kamana News Publications Private Limited (Kamana—Entertainment magazine, Sadhana—Health and Beauty magazine, Kamana Film Awards—The Biggest Award Ceremony of Nepal, Nepal Samacharpatra—National Daily Newspaper), Newsfnepal contains a wide range of news, stories and videos from different segments.

The website has three other domains to ensure that it loads the contents fast. Each sub domain will serve as a complete portal specializing in its area.

kamana.newsfnepal.com  
sadhana.newsfnepal.com  
awards.newsfnepal.com

## WHY ADVERTISE WITH US?

1. Legacy Media Group
2. Extensive Audience Reach
3. Enhanced Brand Credibility
4. Precision Targeting
5. High Engagement Levels
6. Content Relevance
7. Connect with GenZ
8. Top Tier Entertainment & Sports Coverages
9. Diverse Ad Formats
10. Affordability

## DEMOGRAPHICS

Total Page Views Per Day  
**47,000**

Average Duration  
**4:47 min**

Facebook Likes  
**30,00,000** (Combined)

Direct Site Visit  
**62%**

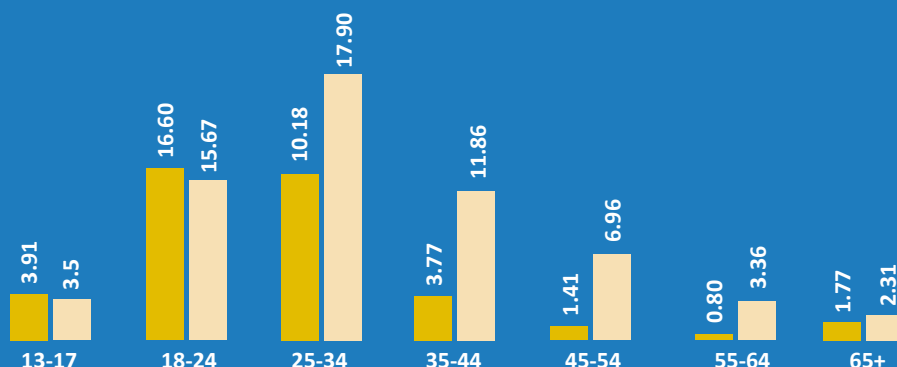
Through Facebook  
**28%**

Referrals  
**7%**

Search  
**3%**

AGE/ GENDER  
(in Percentage)

● Female  
● Male



# DEMOGRAPHICS

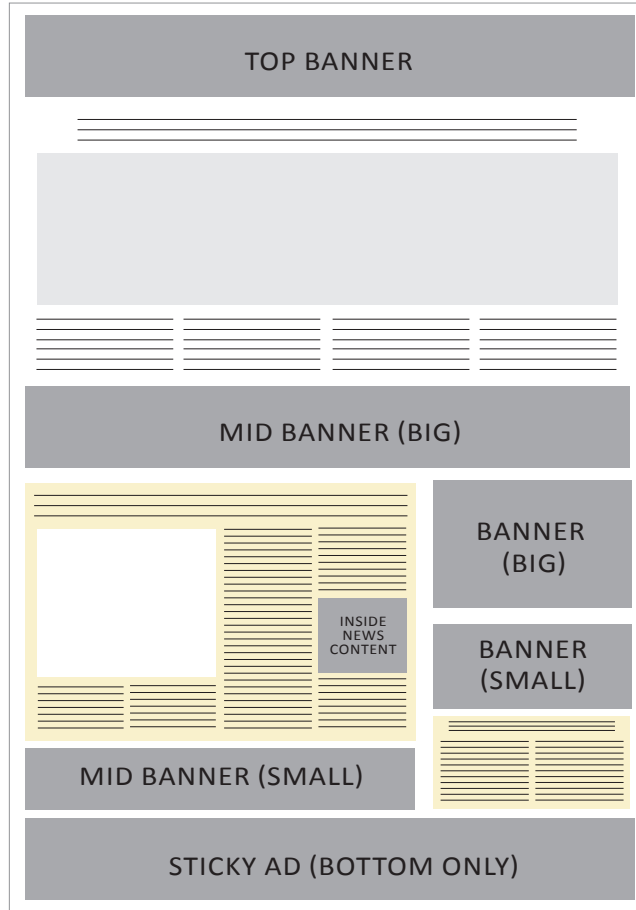
## VISITORS FROM

Nepal	Middle East	South East Asia	India	US	Others
60%	15%	7%	6%	5%	7%

## POPULAR CONTENT ON NEWSOFNEPAL.COM

- **Banner News**  
(Important News, Analysis and Opinions)
- **Mukhya Samachar**  
(Major front page news of Nepal Samacharpatra)
- **Gen Z**  
(Unique content, targeted to age group 12-27)
- **Manoranjan**  
(Entertainment News - Music, Movies, Fashion, Theater)
- **Sports** (Another strong section with mass appeal)
- **Interview** (Exclusive interviews of renowned and inspiring personalities)
- **Crime**  
(This section consistently attracts some of the highest viewership)
- **Health** (Sadhana's dedicated Health & Wellness team makes content both comprehensive and inspiring)
- **Bishesanka** (Special Supplements published in Nepal Samacharpatra)
- **Itihas ko Pana Bata**  
(Historical and popular content of Kamana, Sadhana, Mahanagar and Nepal Samacharpatra)

## ADVERTISEMENT MODULE



## ADVERTISEMENT RATE

TYPE	SIZE	AMOUNT	DURATION
Top Banner	1140 X 110	7,00,000	1 Month
Mid Banner (Big)	1140 X 110	5,00,000	1 Month
Mid Banner (Small)	900 X 110	3,50,000	1 Month
Banner (Big)	300 X 250	4,00,000	1 Month
Banner (Small)	300 X 125	2,50,000	1 Month
Inside News Content (Square)	250 X 235	5,00,000	1 Month
Road Block (Desktop)	1140 X 715	1,25,000	1 Day
Road Block (Mobile)	300 X 250		
Sticky Ad (Bottom)	1140 X 110	8,00,000	1 Month

### FREQUENCY DISCOUNT

For 6 months in a year - 7% For 12 months in a year - 10%  
Effective : Shrawan 1, 2077



## Kamana News Publications Private Limited

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news<sup>of</sup>nepal.com