INDYASTORY

Stories That Lead

ADVERTISING & SPONSORSHIP MEDIA KIT

IndyaStory Media Network

Four Digital Brands.
One Advertising Network.

BUSINESS

TECHNOLOGY

LIFESTYLE

CULTURE

hunterfly.

THE CapTop

TechLayers

Four identities. One publishing vision.

IndyaStory brings together four digital publishing brands under one ownership, connecting business, technology and lifestyle coverage within a unified media network.

PARENT BRAND

IndyaStory

One point of contact for network campaign enquiries.

01

Publishing mission

Make developments, ideas and stories accessible through distinct editorial brands with recognisable subject areas.

02

Brand individuality

Maintain each publication’s own name, visual identity and editorial focus within the wider network.

03

Advertising vision

Offer a coordinated route to discussing relevant placements, branded content and multi-site campaign proposals.

A shared commercial conversation, with a distinct role for every publication.

Ownership supplied by the publisher; Hunterfly, The CapTop and TechLayers website footers also identify each as an IndyaStory venture. Network mission and advertising vision are publisher-facing positioning, not performance claims.

A portfolio of complementary editorial settings.

INDYASTORY
Stories That Lead

INDYASTORY.COM

Business, finance, economy, markets, IPOs, AI, technology and founder stories.

hunterfly.

HUNTERFLY.IN

Fashion, beauty, lifestyle, wellness, culture, relationships and celebrity coverage.

THE CapTop

THECAPTOP.COM

Business, startups, technology, finance, entrepreneurship, healthcare and insights.

TechLayers

TECHLAYERS.IN

Startups, venture capital, AI, security, apps, deep technology and fintech.

Sources: each publication’s homepage navigation and visible coverage, reviewed 5 Nov 2026. Official logo assets supplied by the publisher. Descriptions reflect editorial categories, not measured visitor demographics.

Activity across four properties.

GA4 | 7 Aug - 4 Nov 2026 (90 days) | Figures remain attributed to their source properties.

191,912

SUMMED PROPERTY SESSIONS

Activity total across four GA4 properties. This is not deduplicated reach, people or advertising impressions.

WEBSITE	ACTIVE USERS	SESSIONS	VIEWS*
IndyaStory	59,859	62,431	73,889
Hunterfly	123,526	125,878	146,523
The CapTop	Not supplied	1,901	N/A
TechLayers	1,616	1,702	N/A

Unique network audience
Not available. Users may visit multiple brands; active users and social viewers are not added together.

Monthly figures
Monthly active users, sessions and views are not supplied. These 90-day totals are not presented as monthly estimates.

Sources: four Traffic acquisition CSVs; IndyaStory and Hunterfly Reports snapshot CSVs; TechLayers Generate leads overview CSV. *Views = sum of exported page-title rows for that property, including non-article/error pages. N/A = not supplied.

Business, capital and the ideas behind change.

INDYASTORY
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INDYASTORY.COM

Context across business, finance, markets, technology, AI and entrepreneurship.

Proposed fit: business services, technology products and founder-led brand stories. This is contextual fit, not verified buyer intent.

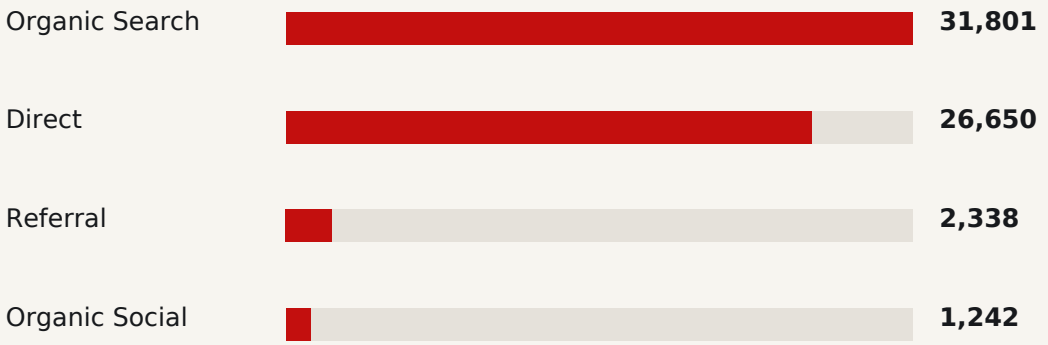
31,801 organic-search sessions
4.5 sec average engagement per active user

Historical traffic spans broader topics and includes error pages; it is not a verified business-only audience.

GA4 / 7 AUG - 4 NOV 2026 (90 DAYS)

59,859	62,431
ACTIVE USERS	SESSIONS
73,889	**23.7%**
EXPORTED VIEWS	ENGAGEMENT RATE

LEADING ACQUISITION CHANNELS



Sources: indyastory.com homepage; GA4 IndyaStory session acquisition CSV, 7 Aug - 4 Nov 2026 (90 days). Engagement rate = engaged sessions / sessions. Snapshot CSV supplies users, engagement time and summed page-title views.

Style, culture and everyday inspiration.

hunterfly.

HUNTERFLY.IN

A women’s digital magazine with fashion, beauty, wellness, culture and celebrity coverage.

Proposed fit: fashion, beauty and lifestyle storytelling. Women-focused editorial positioning does not establish a female-majority measured audience.

53,692 organic-search sessions
5.9 sec average engagement per active user

Website analytics and Hunterfly social-platform audiences are distinct and are not combined.

GA4 / 7 AUG - 4 NOV 2026 (90 DAYS)

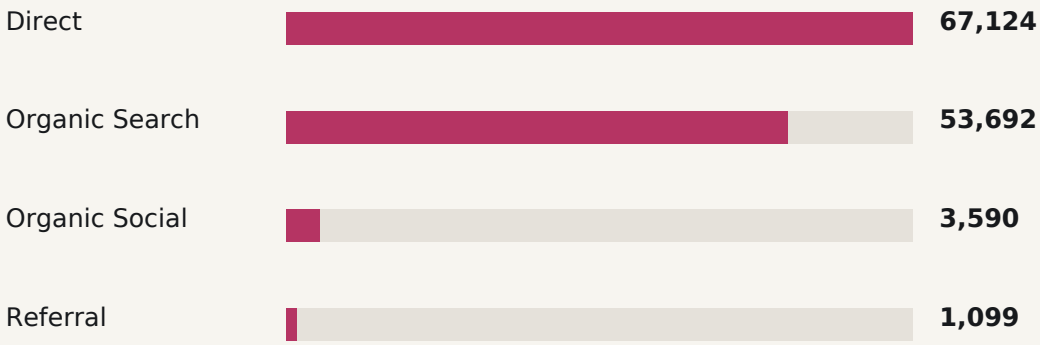
123,526
ACTIVE USERS

125,878
SESSIONS

146,523
EXPORTED VIEWS

26.3%
ENGAGEMENT RATE

LEADING ACQUISITION CHANNELS



Sources: hunterfly.in homepage; GA4 Hunterfly session acquisition CSV, 7 Aug - 4 Nov 2026 (90 days). Engagement rate = engaged sessions / sessions. Snapshot CSV supplies users, engagement time and summed page-title views.

A business lens on companies and innovation.

THECAPTOP.COM

Coverage spans startups, business, technology and finance, alongside entrepreneurship, healthcare and insights.

Proposed fit: company introductions, business tools and product explainers in relevant editorial settings.

226 organic-search sessions
341 engaged sessions

City, country and demographic reports were not supplied.

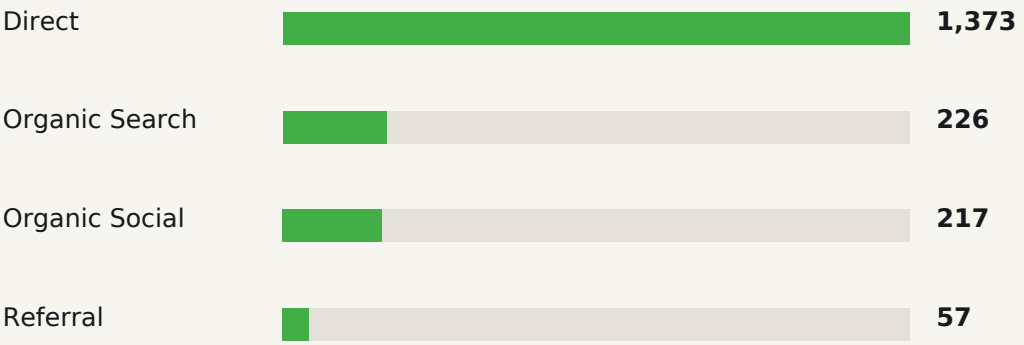
GA4 / 7 AUG - 4 NOV 2026 (90 DAYS)

1,901
SESSIONS

17.9%
ENGAGEMENT RATE

Active users and page views: not supplied.

LEADING ACQUISITION CHANNELS



Sources: thecaptop.com homepage; GA4 The CapTop session acquisition CSV, 7 Aug - 4 Nov 2026 (90 days). Engagement rate = engaged sessions / sessions.

The business and products of technology.

TECHLAYERS.IN

Coverage follows startups, venture capital, AI, digital security, apps and emerging technology.

Proposed fit: software, digital services, devices and startup launches, subject to content and inventory approval.

Search Console-linked export
3,004 impressions across 83 landing-page rows; 5 clicks across 4 query rows. These are separate exported row sums, not complete property totals or a basis for CTR.

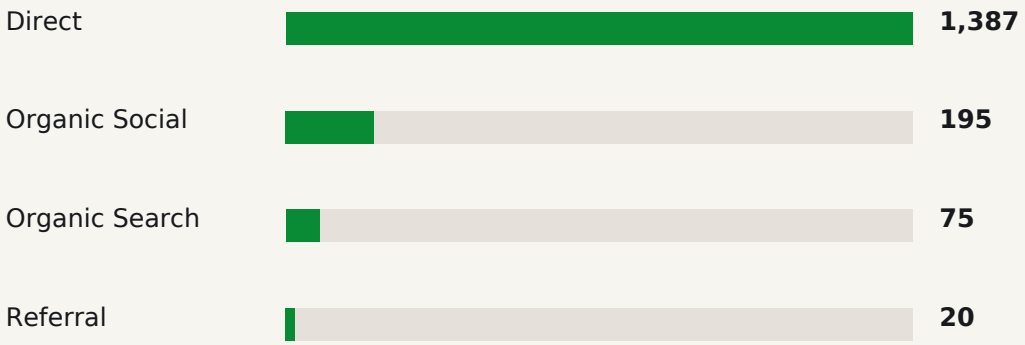
GA4 / 7 AUG - 4 NOV 2026 (90 DAYS)

1,702
SESSIONS

13.6%
ENGAGEMENT RATE

Active users: 1,616. Page views: not supplied.

LEADING ACQUISITION CHANNELS



Sources: techlayers.in homepage; GA4 TechLayers session acquisition CSV, 7 Aug - 4 Nov 2026 (90 days). Engagement rate = engaged sessions / sessions. Generate leads overview CSV supplies active users and separate Google Search tables; search metrics are not GA4 sessions.

Audience evidence, with its limits in view.

GA4 website data and Hunterfly Threads demographics | 7 Aug - 4 Nov 2026

LEADING GA4 CITIES / ACTIVE USERS

IndyaStory		Hunterfly		TechLayers	
Singapore	**14,713**	Singapore	**45,645**	Singapore	**797**
Patna	**1,508**	Chennai	**6,433**	Des Moines	**107**
Bengaluru	**1,457**	Bengaluru	**4,508**	Flint Hill	**98**

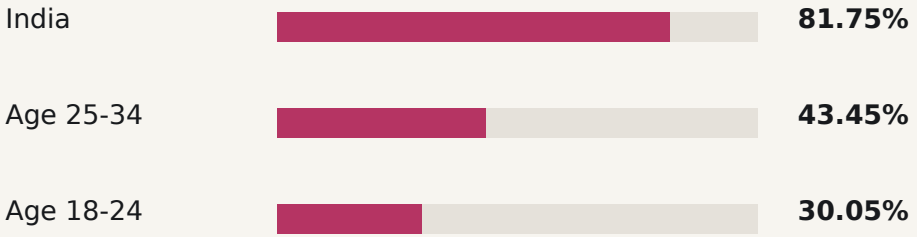
NEW-USER TREND / EXPORTED DAILY SERIES

IndyaStory **34,963 → 19,051 → 5,363**

Hunterfly **28,451 → 74,023 → 22,044**

Windows: 7 Aug-5 Sep / 6 Sep-5 Oct / 6 Oct-4 Nov. Both series end below their first window; Hunterfly peaks in the middle window.

HUNTERFLY THREADS / VIEWER DEMOGRAPHICS



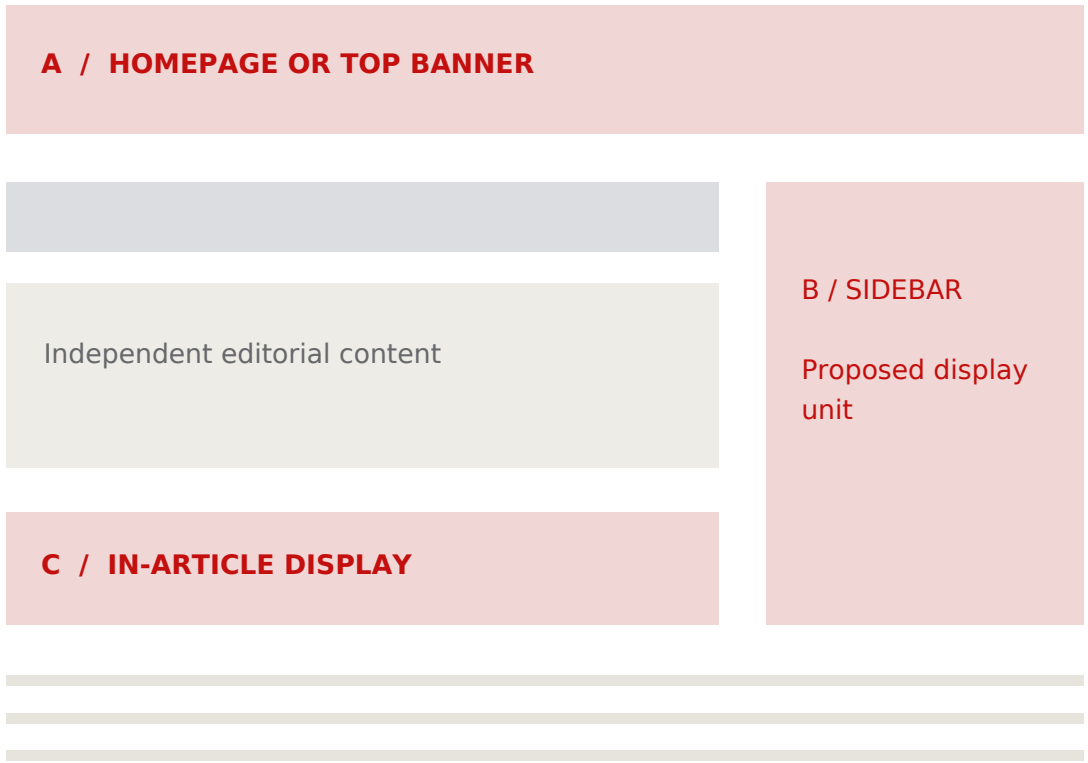
Threads data applies only to hunterflyco viewers. Website country shares, age, gender and occupations are not supplied.

Sources: property snapshot / leads CSVs and hunterflyco Threads PDF. Daily “new” series sums differ from headline New users totals; used only for within-series trends. Cities do not prove residency or purchasing intent. The CapTop city data is unavailable.

Choose the placement. Define the visibility.

Illustrative inventory concepts, subject to availability and technical confirmation on each selected website.

PUBLICATION / ILLUSTRATIVE DESKTOP LAYOUT



A

Homepage & top banner

Visibility around a homepage or section entry point. Placement and device behaviour agreed in advance.

B

Sidebar display

A proposed desktop display position alongside content. Mobile alternatives require confirmation.

C

In-article placements

Display units within an agreed reading layout. Format, dimensions and frequency are scoped per site.

Placement diagram is a concept illustration, not a screenshot or confirmation of live ad slots. Confirm inventory, sizes, devices, creative weight, flight dates and reporting before booking. No guaranteed impressions or click-through rate.

Give the brand story room to be understood.

01

Sponsored articles

Clearly labelled commercial storytelling around a brand, service or industry topic.

02

Product & business features

Proposed product explainers, company introductions and founder-led narratives.

03

Thematic collaborations

A proposed content series or campaign theme adapted for selected publications.

A CLEAR EDITORIAL BOUNDARY

Sponsored work must be identified as paid content. Independent editorial coverage remains a separate newsroom decision; purchasing advertising does not buy favourable independent coverage.

PROPOSED PRODUCTION PROCESS

Brief & objectives → Confirm scope → Develop content → Brand review → Label & publish

Commercial formats are proposed, subject to availability and agreement. Confirm review rights, disclosures, publication duration, usage rights and any content restrictions in the campaign scope. No endorsement or editorial outcome is promised.

Hunterfly’s verified social activity.

THREADS / HUNTERFLYCO / 7 AUG - 4 NOV 2026

48,351	32,472	1,894	+44
VIEWS	VIEWERS	INTERACTIONS	NET FOLLOWERS

Net followers is the change during the period, not total account followers. The report’s “47 followers” refers to viewers who follow the account.

LINKEDIN / HUNTERFLYCO EXPORT / 6 AUG - 3 NOV 2026

3,834	135	24	1
IMPRESSIONS	CLICKS	REACTIONS	COMMENT

All reported impressions were organic; sponsored impressions were zero. Daily Metrics-sheet totals; account attribution follows the supplied hunterflyco filename.

Promotion opportunities
Proposed sponsored social posts and newsletter support can extend a selected brand’s campaign. Platforms and deliverables are confirmed in the proposal.

Remaining verification
Facebook screenshots lack account identity. Instagram, X and YouTube metrics and newsletter subscriber counts are not supplied; no totals are claimed.

Sources: threads-insights-hunterflyco-2026-08-07-2026-11-04.pdf; hunterflyco_content_1793866159476.xls, Metrics sheet. Social views, impressions, viewers and website sessions are distinct. No deduplicated cross-platform reach or total follower count is available.

One brief. A considered mix of brands.

ILLUSTRATIVE CAMPAIGN	POTENTIAL PUBLICATION MIX	PROPOSED CREATIVE APPROACH
Technology launch	TechLayers + IndyaStory + The CapTop	Product explanation, business context and startup perspective.
Lifestyle introduction	Hunterfly + selected relevant network titles	Consumer-facing storytelling, with business coverage only where relevant.
Founder or company story	IndyaStory + The CapTop + TechLayers	Distinct angles for business, entrepreneurship and technology.
Bespoke network partnership	Any agreed combination of the four brands	A coordinated schedule with brand-specific assets and reporting.

Agree the brand mix, content angles and measurement plan before allocating the campaign.

Examples are proposed planning scenarios, not existing campaigns or client results. Each publication is selected for editorial relevance. Report delivery by brand and platform; deduplicated audience reach requires additional measurement.

Flexible scope. A clear commercial proposal.

STARTER ADVERTISING

A focused introduction

- One selected publication
- Proposed display placement
- Agreed creative and campaign flight
- Available delivery report

GROWTH ADVERTISING

Content with distribution

- One or two selected publications
- Proposed sponsored article
- Supporting display or social activity
- Agreed content and delivery report

PREMIUM NETWORK PARTNERSHIP

A coordinated partnership

- Tailored multi-brand publication mix
- Proposed branded content series
- Display, social and newsletter options
- Agreed review and reporting cadence

Custom Advertising & Sponsorship Packages — Contact Us for Pricing.

Illustrative packages, fully customisable. Premium Network Partnership scope, quantities, placements, dates, pricing, reporting and availability are confirmed in a written proposal. No guaranteed traffic, leads, sales or other campaign results.

A wider editorial choice. A single conversation.

01

Four distinct identities

Business and technology titles sit alongside a lifestyle publication, giving advertisers a choice of relevant editorial settings.

02

Evidence you can inspect

GA4 performance is attributed to each property. Social metrics retain their platform definitions and reporting periods.

03

Flexible combinations

Proposed display, content and social formats can be scoped around a campaign’s message, budget and timing.

04

A defined reporting plan

Agree tagged links and available delivery metrics before launch, then review results by publication and channel.

Start with relevance. Agree the scope. Measure what is available.

Business case draws on the verified portfolio and supplied analytics. Campaign services are proposals. Historical performance is not a forecast; no market-leadership, audience-quality, client, testimonial or results claim is implied.

Partner With IndyaStory

Let's Grow Your Brand Together.

SALES & ADVERTISING

sales@indyastory.com

Advertising, brand promotions and sponsored campaigns across the network.

PARTNERSHIPS & SPONSORSHIPS

partnership@indyastory.com

Strategic partnerships, sponsorships, media collaborations and business alliances.

Send your brief
Company • Campaign objective • Preferred brands and formats • Timeline • Contact details

indyastory.com **hunterfly.in** **thecaptop.com** **techlayers.in**

Source register
Website positioning: four official homepages and IndyaStory About / Advertise pages, reviewed 5 Nov 2026. GA4: property-specific Traffic acquisition CSVs; Reports snapshot CSVs for IndyaStory and Hunterfly; Generate leads overview for TechLayers. Social: Hunterfly Threads PDF and LinkedIn XLS. No Cloudflare data supplied. Ownership, logos and contact addresses supplied by the publisher.