

NATIONAL REVIEW ONLINE



About National Review Online

Launched in 1995, NRO (www.nationalreview.com) is America's premier site for Republican/conservative news, commentary, and opinion. An entirely separate and distinct editorial product from *National Review* magazine, NRO is a daily must-read among Republican/conservative political influencers directly involved with setting the nation's legislative agenda and shaping its outcome.

“I . . . want to thank you for giving me the opportunity to make my case every now and again on NRO. Being on The Corner always gets my message out immediately, and the response is always positive.”

—Sen. Marco Rubio

“NRO brings timely insight and commentary to the important issues of the day, all from a principled, conservative perspective. Well done.”

—Sen. John Cornyn

“While most media outlets essentially try and clone themselves on the Internet, **National Review Online** has created a split personality—with pop culture as the hook for drawing readers who may not be addicted to politics.”

—The Washington Post

“**National Review Online** is one of the first sites I go to every morning to find out what's going on in the world and the country and what the key political thinkers are saying about current events.”

—Sen. Pat Toomey

“Most online versions of print magazines are place mats—a logo stamped over a table of contents. A busy-bee exception is nationalreview.com, the bratty cyber-twin of the conservative biweekly founded by William F. Buckley Jr.”

—Vanity Fair

NATIONAL REVIEW ONLINE

Demographics

Average Audience Traffic / Site Usage

Average Monthly Unique Visitors:	2,500,000
Average Monthly Page Views:	25,000,000
Visit Daily:	27.3%
Visit 2-3 Times A Day:	26.3%
Visit 4-5 Times A Day:	15.0%

Sex

Male	76.8%
Female	23.2%

Age

Median Age:	48
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Income

Average HHI:	\$95,000
Average HHW:	\$278,999
HHW \$1,000,000+:	16.3%
HHI of \$75,000+:	67.0%
Own Home, Co-op, or Condo:	76.4%

Education

Undergraduate Degree or Higher:	85.2%
Masters Degree:	26.4%
Doctoral Degree:	20.4%

Pro Active

<i>In The Past Year . . .</i>	
Have Given A Speech In Public:	20.9%
Have Served On A Board Of A Company, Charity, or Foundation:	16.7%
Have Had A Letter or Article Published Either In Print or Online:	20.9%
Have Contacted An Elected Official To State A Point Of View:	41.8%
Given Time/Money/Services To A Political or Social Cause:	67.4%
Have Donated To Charity:	89.6%

Reader Involvement

89.1% Have Had Their Opinion About An Issue Or Subject Influenced By The Editorial Content On NRO
21.3% Have Had Their Opinion About An Issue Or Subject Influenced By Advertising Seen On NRO
25.6% Have Contacted An Advertiser Seen On NRO To Learn More About The Advertiser And Its Message
55.5% More Likely To Trust An Advertiser After Seeing Their Ad On NRO
561.6% More Likely To Support An Advertiser After Seeing Their Ad On NRO

Audience Duplication

CNN.com	14.2%
CQ.com	1.0%
Dailycaller.com	24.5%
Dailykos.com	1.4%
Drudgereport.com	64.8%
Foxnews.com	44.9%
Huffingtonpost.com	7.2%
Nationaljournal.com	4.0%
Newsmax.com	10.8%
Nytimes.com	12.5%
Opinionjournal.com	23.1%
Politico.com	18.3%
Realclearpolitics.com	37.3%
Reason.com	17.3%
Rollcall.com	2.3%
Salon.com	1.9%
Slate.com	8.1%
Thedailybeast.com	6.6%
Thehill.com	8.7%
Thenation.com	1.0%
Theweeklystandard.com	42.4%
TNR.com	3.3%
Townhall.com	23.6%
Washingtonpost.com	17.2%



*Above from 2013 Survey Monkey User Research

NATIONAL REVIEW ONLINE

2014 Ad Sizes & Rates

The screenshot shows the National Review Online homepage. Ad placement markers are as follows:

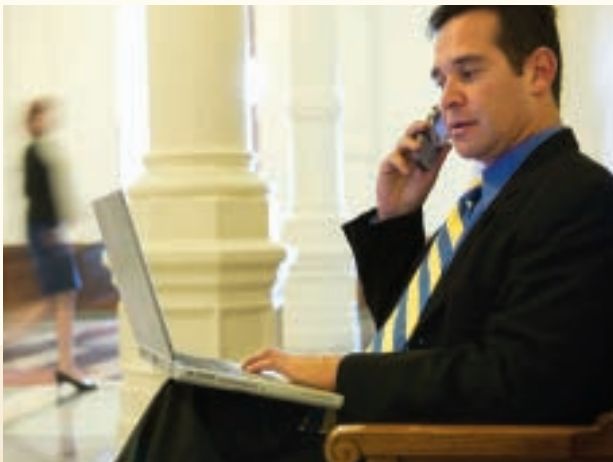
- A:** A large rectangular banner at the top left, above the navigation bar.
- B:** A rectangular ad on the left side, below the 'Newt Rises in New Hampshire' article.
- C:** A large rectangular ad on the right side, above the 'Newt is the Problem' article.
- D:** A large rectangular ad on the right side, below the 'Newt is the Problem' article.

The screenshot shows an article page for 'Memories of Maggie' by Sen. Jon Kyl. Ad placement markers are as follows:

- A:** A large rectangular banner at the top left, above the article title.
- B:** A rectangular ad on the left side, below the article title.
- C:** A large rectangular ad on the right side, above the main text.
- D:** A large rectangular ad on the right side, below the main text.

Ad Sizes	Width	x	Height	CPM
A	728	x	90	\$25
B	300	x	250	\$25
C	300	x	250 or 600	\$25
D	300	x	250 or 600	\$25

* IAB Rising Star units and other Rich Media options available. Pricing upon request.



For questions regarding rates and additional ad opportunities, please contact:

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 National Review
 Ph: 212.849.2843
 Fax: 212.679.6174

E-mail: jifowler@nationalreview.com
www.nationalreview.com

2014 Digital Specifications

NRO Creative Specs:

- NRO uses DFP for all ad serving.
- We accept GIF, Flash, Rich Media & Third Party Served ads.
- 50k maximum file size for non-Rich Media ads.
- 50k initial load and 100k maximum load for Rich Media ads.
- Must have the variable “clickTAG” implemented correctly within each .swf file.
- Backup GIF files MUST be provided for any campaign running Flash.
- 30-second maximum for any non-user initiated animation.
- Any sound must be user-initiated, defined as a click and not a mouse-over or rollover, and clearly labeled with “Play” and “Stop” controls.
- Expanding ads must have a prominent “CLOSE X” button, not less than 10-pt type, in the upper right-hand corner of the expanded portion of the ad.
- All ads are sold run of site unless otherwise negotiated.
- NRO reserves the right to reject any potential ad campaign or creative without explanation.



Site Production
Questions & Ad Materials To:
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