

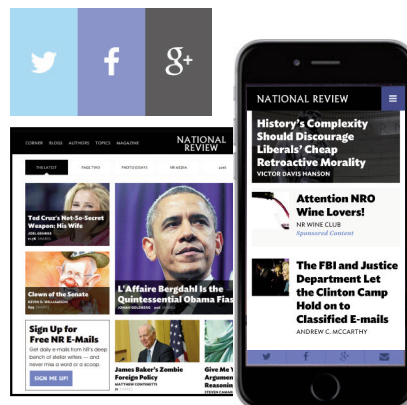
Founded by William F. Buckley Jr. in 1955, and now edited by Rich Lowry, *National Review* has long been, and continues to be, among America's most influential opinion magazines. A bold claim? Not from the only American magazine ever to have launched a major political movement. And not from the only American magazine that has consistently provided insightful, unique, and incomparable coverage of today's, and tomorrow's, most important political, economic, social, and cultural issues and trends.

*National Review's* highly influential, educated, engaged, and proactive readers remain exceptionally loyal in this age of 24-hour news cycles, internet, and instant punditry.



## MAGAZINE ADVERTISING

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enetcher@nationalreview.com  
(212) 849-2845



## ONLINE ADVERTISING

JIM FOWLER  
jifowler@nationalreview.com  
(212) 849-2843



## EMAIL ADVERTISING

KEVIN LONGSTREET  
klongstreet@nationalreview.com  
(212) 849-2833



## Circulation

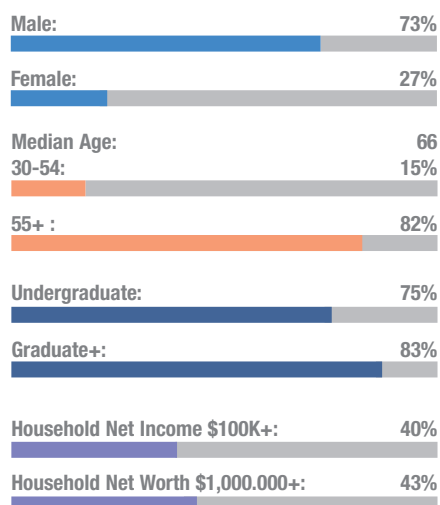
2015 ABC AUDITED  
CIRCULATION BASE: 140,000  
DC CIRCULATION 7,000  
AD/EDITORIAL RATIO 30/70

## Key Demographics

- ♦ 43% HAVE A NET WORTH OF 1MM+
- ♦ 87% OWN AT LEAST 1 HOME
- ♦ 94% ARE POLITICALLY ACTIVE
- ♦ 40% GRADUATE DEGREE OR HIGHER
- ♦ 92% ARE 45+ YRS OLD
- ♦ 67% MAKE CATALOG PURCHASES

## Priorities

- ♦ CURRENT EVENTS
- ♦ HISTORY
- ♦ GOURMET COOKING
- ♦ DOMESTIC TRAVEL
- ♦ DONATIONS



“*National Review* to this day remains one of the most important translators of conservatism that our movement has. I have said many times in this campaign that we need more story tellers — there are no better story tellers in the conservative movement than *National Review*.”

—Ben Sasse, United States Senator



## CONTACT

ERIK A. NETCHER  
General Advertising  
enetcher@nationalreview.com  
(212) 849-2845

KEVIN LONGSTREET  
Direct Response  
klongstreet@nationalreview.com  
(212) 849-2833



“Nationalreview.com” has been my go-to every day for years. I find fresh material several times a day, which is why I keep coming back. With the new *National Review* there is more of everything—analysis, reporting, video—encouraging us all to have better informed, debates!

—Dana Perino

# Online

## NATIONALREVIEW.COM

Launched in 1995, NationalReview.com is America's premier site for conservative news, commentary, and opinion. An entirely separate and distinct editorial product from National Review, NationalReview.com is a must-read among political insiders who set the nation's legislative agenda and shape its outcome.

## Key Demographics

### WEBSITE

- ♦ 63% Ages 35-64
- ♦ 85% College degree or higher
- ♦ 67% HHI of \$75,000+
- ♦ 40% Traffic mobile-based
- ♦ 15% Traffic iPad-based

### SOCIAL MEDIA

#### FACEBOOK

- ♦ 800,000 Fans
- ♦ 70% Women/ 68% Men
- ♦ 50 million reach per month

#### TWITTER

- ♦ 175,000 Followers
- ♦ 70% Male/ 30% Female
- ♦ 12M impressions per month

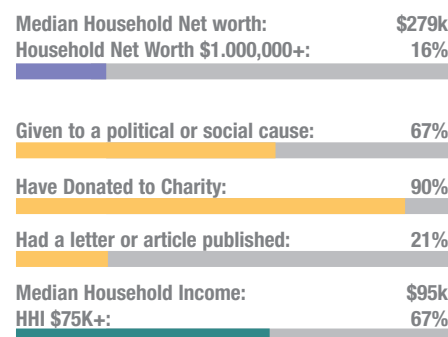
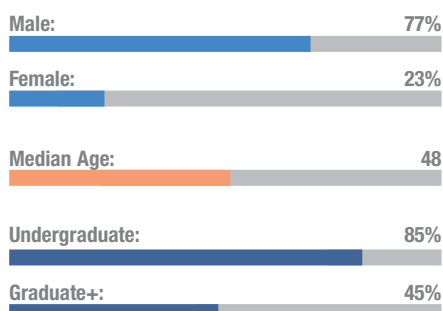


### NRO CREATIVE SPECS

- ♦ Choice of: 728 x 90, 300 x 250, 300 x 600, GIF, rich media, or third party served ads.
- ♦ 50k max file size; 30-second max for any non-user initiated animation.
- ♦ Any sound must be user-initiated with “Play” and “Stop” controls.
- ♦ Expanding ads must have a prominent “CLOSE X” button in the upper right-hand corner.
- ♦ National Review reserves the right to reject any ad campaign or creative.

### CONTACT

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Advertising Director  
jifowler@nationalreview.com  
(212) 849-2843



## NEWSLETTERS

### KEY DEMOGRAPHICS

- ♦ 86% Read via a mobile device
- ♦ 54% Income of \$100K +
- ♦ 45% Senior management
- ♦ 87% Give to charities
- ♦ 98% Registered to vote

### PRIORITIES

- ♦ Politics
- ♦ Economy
- ♦ Jobs
- ♦ Spending
- ♦ National Security

## SPECS

- ♦ *National Review* offers daily and weekly sponsorship e-mail opportunities and dedicated email blasts.
- ♦ 100% Opt-in database.
- ♦ 400,000+ e-mail addresses continually scrubbed and updated.
- ♦ 728x90 and 300x250 banner ads for sponsorship in our daily Morning Jolt or weekly GFile e-mails.
- ♦ Dedicated emails available.
- ♦ Text-only ads also allowed.
- ♦ HTML ad materials due 2 days in advance.




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