2020 NATIONAL REVIEW MEDIA KIT
As the only American magazine ever to have launched a major political movement, *National Review* has long been, and continues to be, among America’s most influential opinion magazines. Since its founding by William F. Buckley, Jr. in 1955, *NR* has consistently provided insightful, unique, and incomparable coverage of today’s and tomorrow’s most important political, economic, social, and cultural issues and trends.

Since 1995, [NationalReview.com](http://www.NationalReview.com) has been America’s premier site for conservative news, commentary, and opinion. An entirely separate and distinct editorial product from *National Review*, [NationalReview.com](http://www.NationalReview.com) is a must-read among political insiders who set the nation’s legislative agenda and shape its outcome.

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

“I can assure you: *National Review* is to the offices of the West Wing of the White House what *People* magazine is to your dentist’s waiting room.”

—Ronald Reagan, President of the United States
Senator James Inhofe On The Wall And the 355 Ship Navy

Senator James Inhofe joined me on air today to discuss the work on getting the southern border barrier built, and on getting a least a plan to a 355 ship Navy on paper (and here is a link to Captain Jerry Hendrix’s cover story in National Review on how to get there):

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Anti-Semitism has NO place in civilized society. Democrats’ tolerance of anti-Semitism exposes their intolerance.

I condemn anti-Semitism of all kinds, by members of either party, past, present, or future. It’s wrong; it’s evil. Read my @NRO Op-Ed 🔫

Democrats’ tolerance of anti-Semitism exposes their intolerance.

We are now exporting oil, which is the first time in my lifetime - we are right now the largest producer of oil and gas. This is not good if you’re Vladimir Putin where your chief export is oil. W.H. Agent - Not good for Kremlin.

Our immigration debate is full of demagoguery. The Right just wants to “build the wall,” the Left wants to abolish ICE. Meanwhile, @SenRonJohnson wants to talk about real policy. My latest, on how to get somewhere on immigration:

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Why the Effort to Demonize Attorney General Barr?

He will follow the law to the end, but it may not lead where some want it to go.

First Step Criminal Justice Reform Bill: What’s Really in it

Thanks @xan_desanctis @NRO for taking the time to talk about this important issue.
23% of sitting U.S. Senators have written for National Review

Featured National Review authors include

- Mike Pence
- Scott Walker
- Rick Perry
- Edwin Meese III
- Ben Carson
- Paul Ryan
- Nikki Haley
- Jim Talent
- Ben Sasse
- Lamar Alexander
- Rand Paul
- Rick Scott
- Ted Cruz
- Dan Crenshaw
- Chip Roy
- Marsha Blackburn
- Tom Cotton
- Pat Toomey
- Mike Lee
- Marco Rubio
- Mitt Romney
- Jim Inhofe
- John Barrasso
- Roy Blunt
A GROWING DIGITAL NETWORK

- 1.1MM Facebook Likes
- 317K Twitter Followers
- 7.4MM Unique Website Users
- 4.7MM Unique Social Media Views
- ~10MM Unique Views Through Partner Platforms
- 29MM Total Website Pageviews

JAN. 2019 FACEBOOK, TWITTER, YAHOO, MSN, GOOGLE ANALYTICS
A DEDICATED DIGITAL AUDIENCE

77% POLITICALLY ACTIVE

50% HH INCOME $100K+

58% DONATE TO CHARITY

30% FEMALE

69% MALE

89% AGE 35 OR OLDER

JAN. 2019 COMSCORE PLAN METRIX
HOME PAGE DISPLAY

Takeovers, section sponsorships, overlays, sponsored content, and social media advertising available
Available sizes include 970x250, 970x90, 728x90, 300x600, 300x250

Takeovers, section sponsorships, overlays, sponsored content and social media advertising available

75k max file size for GIF and JPEG, no Flash, rich media specs on request

15-second max for any non-user initiated animation, no IBV

Any sound must be user-initiated via click with “Play” and “Stop” controls

No auto-expanding ads; 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
Available sizes include 300x100, 320x50, and 300x250

50k max file size, GIF or JPEG, no Flash, rich media specs on request

15-second max for any non-user initiated animation, no IBV

Any sound must be user-initiated via click with “Play” and “Stop” controls

No auto-expanding ads; 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
EMAIL MARKETING

National Review offers daily and weekly sponsorship email opportunities and dedicated email blasts including Morning Jolt, Top Stories, and G-File.
EMAIL MARKETING

Available sizes include 970x250, 970x90, 728x90, 300x250

National Review offers daily and weekly sponsorship email opportunities and dedicated email blasts including Morning Jolt, Top Stories, and G-File

100% opt-in database

JPEG or GIF files acceptable for newsletters

Text only ads also available

Dedicated email specs upon request

National Review reserves the right to reject any ad campaign or creative
EXPANDING PODCAST LISTENERSHIP

- 45% UNDERGRAD DEGREE
- 77% HH INCOME $75K+
- 92% SHOP ONLINE
- 17% FEMALE
- 83% MALE
- 72% AGE 25 TO 54

OCT. 2018 SURVEYMONKEY
HOW THEY LISTEN

- 75% While online
- 60% On iPhone
- 28% Apple Podcast
- 26% Other app
- 27% iTunes app
- 26% Android device
NATIONAL REVIEW PODCASTS

- **The McCarthy Report**
  - Audience: 35,000
  - 90 day DLS: 150,000

- **Editors**
  - Audience: 70,000
  - 90 day DLS: 370,000

- **The Great Books**
  - Audience: 30,000
  - 90 day DLS: 170,000

- **Mad Dogs and Englishmen**
  - Audience: 44,000
  - 90 day DLS: 215,000

- **Radio Free California**
  - Audience: 5,000
  - 90 day DLS: 25,000

- **The Bookmonger**
  - Audience: 10,000
  - 90 day DLS: 40,000

- **Political Beats**
  - Audience: 10,000
  - 90 day DLS: 70,000
OUR PODCAST SPONSORS

C-SPAN
CATO INSTITUTE
MANHATTAN INSTITUTE
Audible
an Amazon company
DonorsTrust
Building a Legacy of Liberty
American Federation for Children
ZipRecruiter
Crown
Doordash
Simon & Schuster
FreedomFest
Dutton
Politicon
St. Martin's Press
Quip
A DEVOTED PRINT AUDIENCE

- **94%** Politically Active
- **58%** HH Income $100K+
- **58%** HH Net Worth $1,000,000+
- **27%** Female
- **73%** Male
- **92%** Age 45 or Older

JAN. 2019
Creating PDFs

Follow AAAA-MP Standard Specifications for magazine offset web printing. Type size for page is 1335 lines to the column; 405 lines to the page.

General Guidelines


Set all color information appropriately.

PDF files may be supplied if created in Quark Xpress or Adobe InDesign. Images and fonts MUST be embedded in PDF files.

Layout

Quark Xpress for Macintosh or Windows, version 4.1 or higher.

Set document size to the exact size of the ad. Full-page ad is 8.125” x 10.75”.

For full-page ads, maintain a minimum of 0.5” margins. Items that bleed off the page should extend at least .25” beyond the trim.

Remove any custom style sheets prior to submitting files.

Colorization of picture-box backgrounds of grayscale tiffs is not supported.

Do not set the backgrounds of picture boxes containing scanned images to None unless the enclosed graphic is 1-bit Line Art or an EPS picture with a clipping path.

Fonts

The advertiser must supply all fonts necessary for printing the ad.

Only Adobe Type 1 fonts from the Adobe Type Library should be used.

Proofs

Sample proof must be supplied with every ad.

Supply laser proofs at 100% size.

Color output can be helpful for reference, but will not be used as contract proofs.

Graphics

All graphic files necessary to print the ad must be supplied in either TIFF or EPS format, without internal compression, such as LZW or PEG, applied.

Color files must be in the CMYK color space or, if the ad is two-color, specify “PANTONE 286 CV” as the second color. One-color ads should use black only.

Resolution of scanned images, for grayscale and color halftones, should be 300 dpi, at the size they will be used. Line Art 1-bit scans should be 600–1200 dpi at the size they will be used.

Total ink densities of scans and color builds should not exceed 300%.

Highlight and shadow points of scanned halftones, either color or grayscale, should not be less than 2% in the highlights or more than 98% in the shadows. Follow SWOP standards for dot gain.

Duotones are not recommended.

Remove any halftone screening information or transfer curves from EPS files.
PRINT ADVERTISING SIZE

Trim size single page
8.125” x 10.74”

Live matter must be kept within 0.5% of trim size

Live area single page
7.1” x 9.73”

Live area spread
14.2” x 19.46”

Bleed area single page
8.25” x 11”

Bleed area spread
16.5” x 11”

1/3-page square
4.65” x 4.65”

2/3-page
4.635” x 9.5”

1/3-page vertical spread
2.25” x 9.5”

Full-page spread
16.5” x 11”

1/2-page
7” x 5”

1/2-page horizontal spread 14” x 5”

1/2-page horizontal
4.635” x 6.5”

Full page
8.125” x 10.75”
# Print Advertising Rate

## General Advertising Rates

<table>
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<th>B&amp;W</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<td>$8,210</td>
<td>$7,780</td>
<td>$7,340</td>
<td>$6,901</td>
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<tr>
<td>2/3 page</td>
<td>$6,740</td>
<td>$6,400</td>
<td>$6,070</td>
<td>$5,730</td>
<td>$5,390</td>
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<tr>
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<td>$4,920</td>
<td>$4,660</td>
<td>$4,400</td>
<td>$4,140</td>
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<td>$3,290</td>
<td>$3,110</td>
<td>$2,940</td>
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<table>
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<th>6X</th>
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<td>$6,830</td>
<td>$6,000</td>
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## Direct Response Advertising Rates

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**November 16**
- October 16
- November 6

**November 30**
- October 30
- November 20

**December 17**
- November 27
- December 3

**December 31**
- December 4
- December 11
WE WORK WITH THE BEST
NR TEAM

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“National Review to this day remains one of the most important translators of conservatism that our movement has. There are no better storytellers in the conservative movement than National Review.”

—Ben Sasse, United States Senator