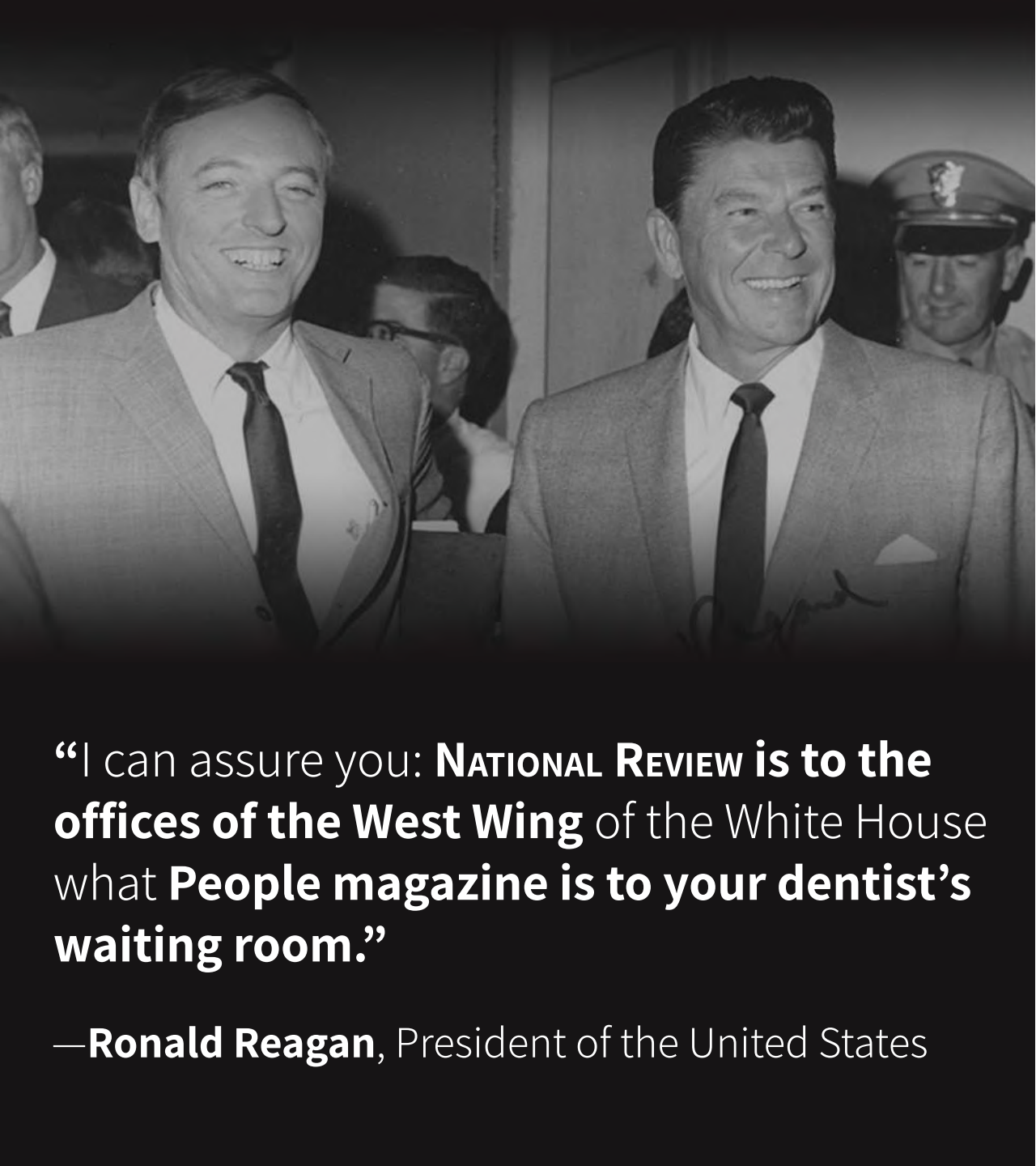


2020 NATIONAL REVIEW MEDIA KIT



“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

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** has been 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.

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

WE INFLUENCE AMERICA'S LEADERS

Penguin
Random
House

Hugh Hewitt Book Club

WED, OCT 31, 2018 | BY HUGH HEWITT

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](#)):



Rick Scott @SenRickScott

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 📌



National Review @NRO

Democrats' Tolerance of Anti-Semitism Exposes Their Intolerance bit.ly/2PXmzEZ via @SenRickScott



Donald J. Trump @realDonaldTrump

Deroy Murdock, National Review: "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." @TuckerCarlson



Marco Rubio @marcorubio

FIRST STEP Criminal Justice-Reform Bill: What's Really in It | National Review



s's Justice-Reform Bill
od.



Jason Chaffetz @jasoninthehouse

Exceptional read....The Progressive Effort to Delegitimize William Barr | National Review



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.

nationalreview.com



Senator Ron Johnson @SenRonJohnson

Thanks @xan_desantis @NRO for taking the time to talk about this important issue.

Alexandra DeSanctis @xan_desantis

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: nationalreview.com/2019/04/amid-d...

AMERICA'S LEADERS MAKE HEADLINES

POLITICS & POLICY

Bernie Sanders Is Too Liberal to Get Elected in Denmark

By RAND PAUL



U.S.

Life Is Under Attack

By MIKE PENCE

23% of sitting U.S. Senators have written for National Review

Featured National Review authors include

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

U.S.

The Tomb of the Unknown Soldier

By TOM COTTON



IMMIGRATION

The U.S. Should Work with Mexico to Stem Central American Migration

By DAN CRENSHAW



NATIONAL SECURITY & DEFENSE

A 21st-Century Strategy for Defeating the Jihadists

By RICK PERRY



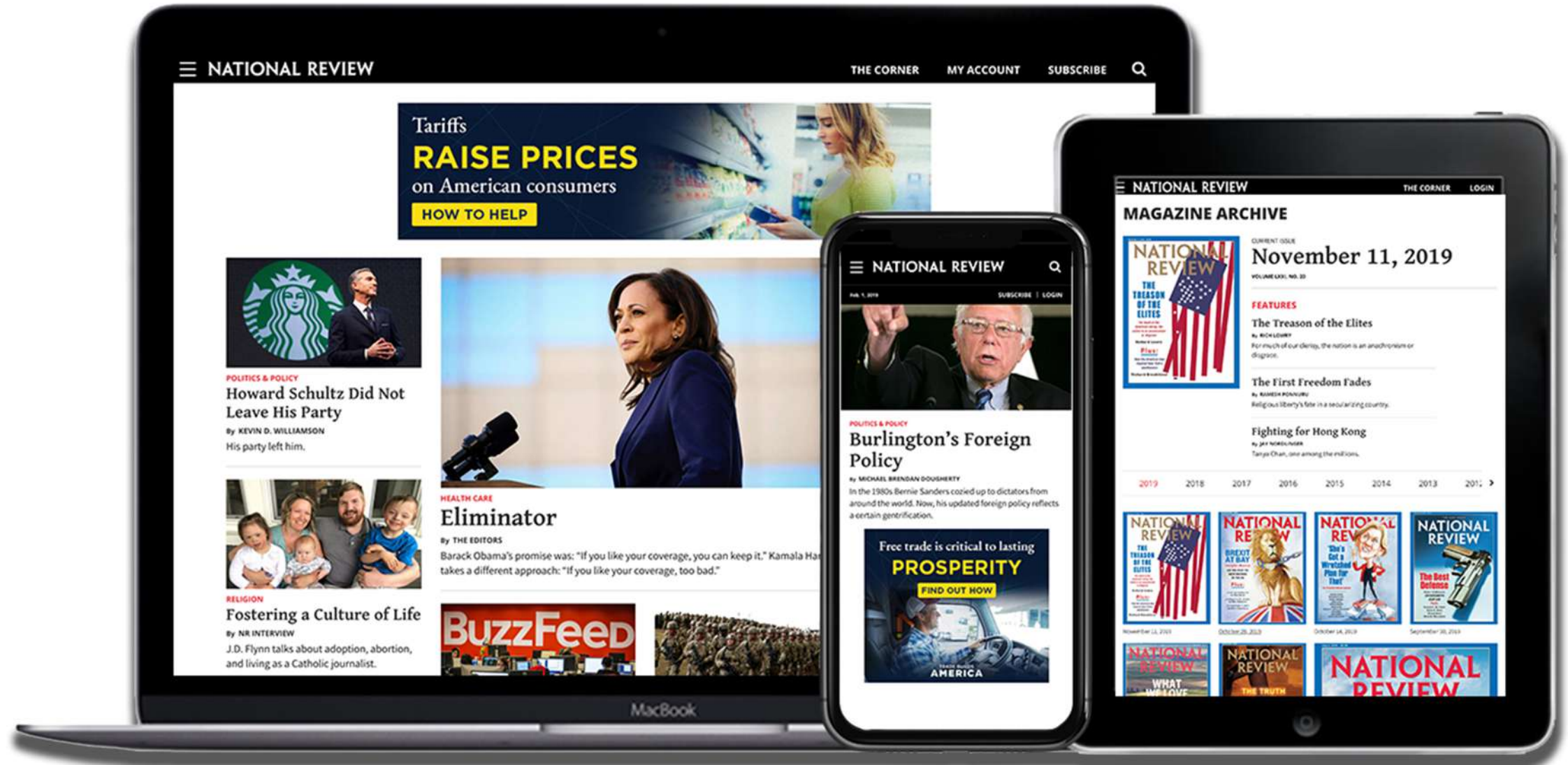
POLITICS & POLICY

The Case against Obama's Amnesty

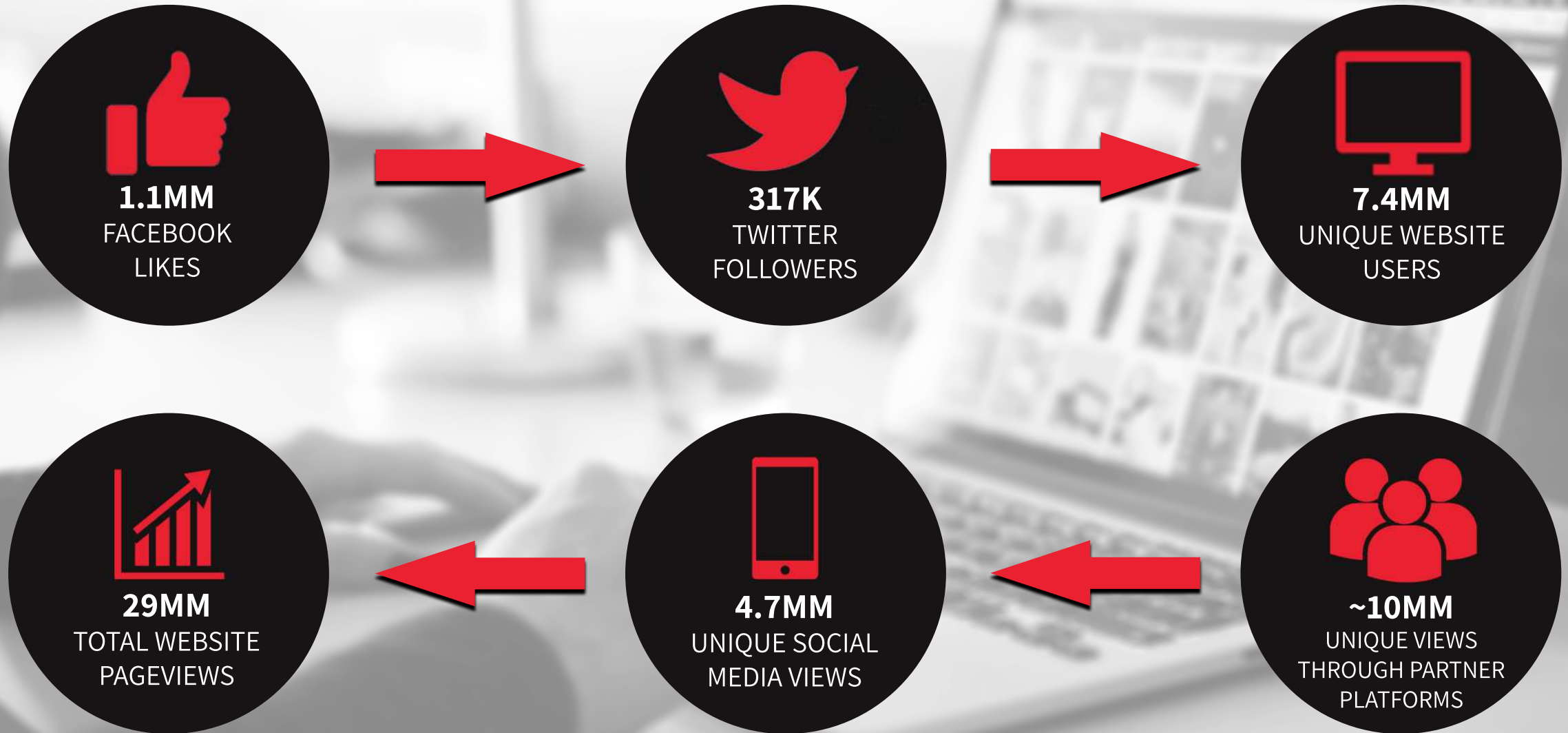
By SENATOR JOHN CORNYN



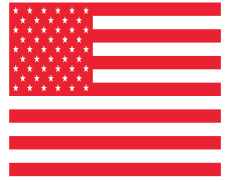
NATIONAL REVIEW ONLINE



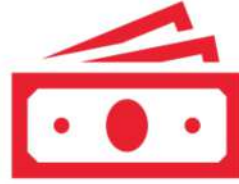
A GROWING DIGITAL NETWORK



A DEDICATED DIGITAL AUDIENCE



77%
POLITICALLY
ACTIVE



50%
HH INCOME
\$100K+



58%
DONATE TO
CHARITY



30%
FEMALE



69%
MALE



89%
AGE 35
OR OLDER

Tariffs
RAISE PRICES
on American consumers
HOW TO HELP



POLITICS & POLICY
Howard Schultz Did Not Leave His Party
By KEVIN D. WILLIAMSON
His party left him.



RELIGION
Fostering a Culture of Life
By NR INTERVIEW
J.D. Flynn talks about adoption, abortion, and living as a Catholic journalist.



POLITICS & POLICY
The Math Problem That Could Sink the Bernie/AOC Agenda
By ALAN COLE
Their policies will need dramatic reform to pass muster with the CBO and JCT.

NR WIRE [VIEW MORE](#)

- 1st **Chicago Police Unable to Find Footage of Alleged Racist Attack on Empire Actor**
- 1st **Trump: Intel Chiefs 'Passive and Naive When It Comes to the Dangers of Iran'**



HEALTH CARE
Eliminator
By THE EDITORS
Barack Obama's promise was: "If you like your coverage, you can keep it." Kamala Harris takes a different approach: "If you like your coverage, too bad."



BOOKS, ARTS & MANNERS
Death Spiral for BuzzFeed, the Millennial Reader's Digest
By KYLE SMITH
Which Pandering And Meretricious Yet Doomed Advertorial Dumbot Are You? Take The Quiz!



ENERGY & ENVIRONMENT
Climate Change, Fiscal Change, and Risk
By KEVIN D. WILLIAMSON
The responsible thing is to at least explore the possibilities.



WORLD
The Conservative Case for NATO
By MIKE GALLAGHER & COLIN DUECK
The Western alliance bolsters American national interests.



POLITICS & POLICY
With Few Incentives for Compromise, Political Dysfunction Will Continue
By JONAH GOLDBERG
When neither side has much to gain from being seen as capitulating to the other, prolonged stalemate is the most likely outcome.



THE CORNER



U.S.
Chicago Attack
By JACK CROW
Chicago police attacked by



WHITE HOUSE
Trump: Danger
By MAIREAD H.
The president assessments



ECONOMY & BUSINESS
Foxconn Factory
By JACK CROW
The Taiwanese Wisconsin



ENERGY & ENVIRONMENT
Climate Change, Fiscal Change, and Risk
By KEVIN D. WILLIAMSON | 2 hours ago
The responsible thing is to at least explore the possibilities.



POLITICS & POLICY
Burlington's Foreign Policy

By MICHAEL BRENDAN DOUGHERTY
In the 1980s Bernie Sanders cozied up to dictators from around the world. Now, his updated foreign policy reflects a certain gentrification.



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



SPORTS
Hot-Air Balloon Week

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In the last year almost 6,000 farming jobs were lost in Nebraska
DUE TO TARIFFS
YOU CAN HELP

THE CORNER →

Oh Look, Another Case of Corporate Welfare Not Paying Off
By JIM GERAGHTY | 2:03 PM

Virginia Governor Defends Letting Infants Die
By ALEXANDRA DESANCTIS | 12:03 PM

When Feelings Don't Care about Facts
By JONAH GOLDBERG | 11:53 AM

Is There Any Intellectual Value in 'Gender Studies'?
By GEORGE LEEF | 11:37 AM

DESKTOP DISPLAY

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



POLITICS & POLICY

Burlington's Foreign Policy

By MICHAEL BRENDAN DOUGHERTY

In the 1980s Bernie Sanders cozied up to dictators from around the world. Now, his updated foreign policy reflects a certain gentrification.



MOBILE DISPLAY

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



NR DAILY

January 30 2019

VISIT NATIONALREVIEW.COM



PRESENTED BY
**TRADE BUILDS
AMERICA**

In the last year almost 6,000
farming jobs were lost in Nebraska
DUE TO TARIFFS

YOU CAN HELP

TRADE BUILDS
AMERICA

JOIN NRPLUS

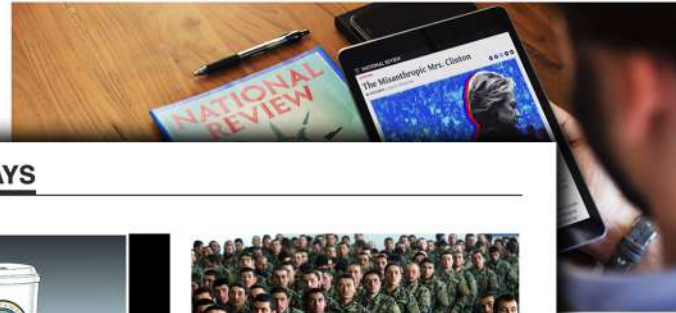
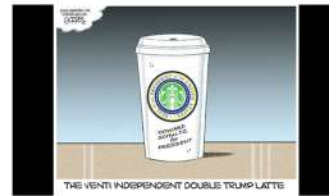


PHOTO ESSAYS



Cartoons of the Day: January
30, 2019



Training the Afghan Army

TRADE BUILDS
AMERICA

Tariffs
RAISE PRICES
on American consumers

HOW
TO HELP



Latest Brexit Episode appoints Remainers

LIVAN

still rescue something from the wreckage. But that is probably too much to ask.

ation,

scription, and a
private Facebook
conference calls.

In the last year almost 6,000
farming jobs were lost in Nebraska

DUE TO TARIFFS

YOU CAN HELP



TRADE BUILDS
AMERICA

PRESENTED BY
TRADE BUILDS
AMERICA



The Latest Brexit Episode Disappoints Remainers

JOHN O'SULLIVAN

May could still rescue something from the wreckage. But that is probably too much to ask.

[Read More](#)



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



HOW THEY LISTEN



27%
ITUNES
APP



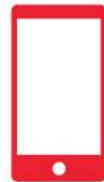
28%
APPLE
PODCAST



26%
OTHER
APP



26%
ANDRIOD
DEVICE



60%
ON
IPHONE



75%
WHILE
ONLINE

NATIONAL REVIEW PODCASTS



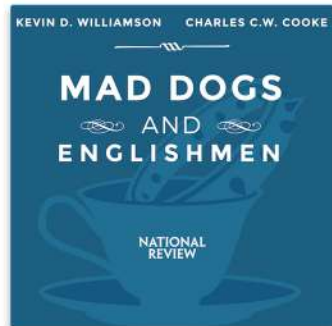
Audience: 35,000
90 day DLS: 150,000



Audience: 70,000
90 day DLS: 370,000



Audience: 30,000
90 day DLS: 170,000



Audience: 44,000
90 day DLS: 215,000



Audience: 5,000
90 day DLS: 25,000



Audience: 10,000
90 day DLS: 40,000



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[®]



DOORDASH

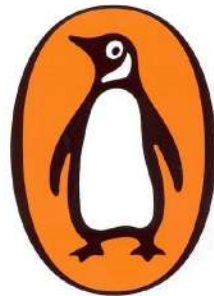


SIMON &
SCHUSTER

FreedomFest



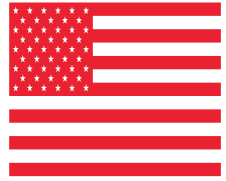
DUTTON



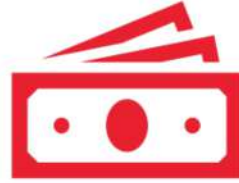
ST. MARTIN'S PRESS

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

NR PRINT

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

File Names: Include “NR”_“issue date”_“advertiser name”.filetype. Sample: NR_9-23_companyname.pdf.

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"



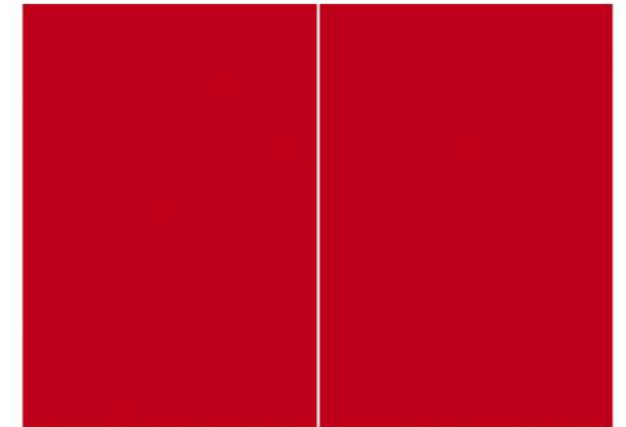
1/3-page square
4.65" x 4.65"



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"



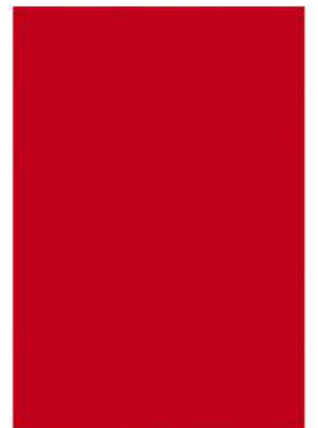
1/2-page
7" x 5"



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

B&W	1X	3X	6X	12X	24X
1 page	\$8,640	\$8,210	\$7,780	\$7,340	\$6,901
2/3 page	\$6,740	\$6,400	\$6,070	\$5,730	\$5,390
1/2 page	\$5,180	\$4,920	\$4,660	\$4,400	\$4,140
1/3 page	\$3,460	\$3,290	\$3,110	\$2,940	\$2,770
4-COLOR	1X	3X	6X	12X	24X
1 page	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
2/3 page	\$9,680	\$9,200	\$8,710	\$8,230	\$7,740
1/2 page	\$7,500	\$7,130	\$6,750	\$6,830	\$6,000
1/3 page	\$5,080	\$4,830	\$4,570	\$4,320	\$4,060

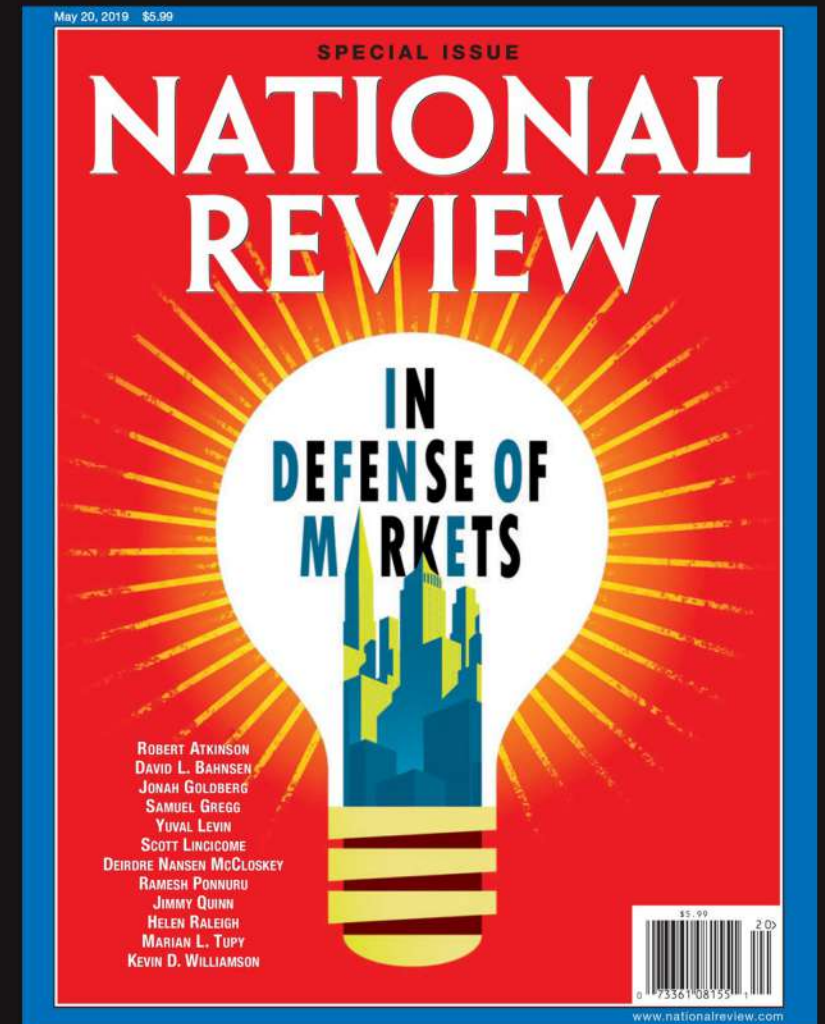
B&W	1X	3X	6X	12X	24X
1 page	\$6,050	\$5,750	\$5,450	\$5,140	\$4,840
2/3 page	\$4,720	\$4,480	\$4,250	\$4,010	\$3,780
1/2 page	\$3,630	\$3,450	\$3,270	\$3,090	\$2,900
1/3 page	\$2,420	\$2,300	\$2,180	\$2,060	\$1,940
4-COLOR	1X	3X	6X	12X	24X
1 page	\$8,470	\$8,050	\$7,620	\$7,200	\$6,780
2/3 page	\$6,780	\$6,440	\$6,100	\$5,760	\$5,420
1/2 page	\$5,250	\$4,990	\$4,730	\$4,460	\$4,200
1/3 page	\$3,360	\$3,190	\$3,020	\$2,860	\$2,690

DIRECT RESPONSE ADVERTISING RATES

Cover Date	Order Close	Ad Mats	Mail Date
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January 27	December 27	January 3	January 9
February 10 February 24	January 10 January 24	January 17 January 31	January 23 February 6
March 9 March 23	February 7 February 21	February 14 February 28	February 20 March 5
April 6 April 20	March 6 March 20	March 13 March 27	March 19 April 2
May 4 May 18	April 3 April 17	April 10 April 24	April 16 April 30
June 1 June 22	May 1 May 22	May 8 May 29	May 14 June 4
July 6 July 27	June 5 June 26	June 12 July 2	June 18 July 9
August 10 August 24	July 10 July 24	July 17 July 31	July 23 August 6
September 7 September 21	August 7 August 21	August 14 August 28	August 21 September 3
October 5 October 19	September 4 September 18	September 11 September 25	September 17 October 1
November 2 November 16 November 30	October 2 October 16 October 30	October 9 October 23 November 6	October 15 October 29 November 12
December 17 December 31	November 20 December 4	November 27 December 11	December 3 December 17

2020 PUBLICATION SCHEDULE



WE WORK WITH THE BEST

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BUILDING A LEGACY OF LIBERTY



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Creators
Network

AMERICANS
for TAX REFORM

Consumer
Technology
Association

CATO
INSTITUTE

AEI AMERICAN
ENTERPRISE
INSTITUTE


COMCAST

K KOCH™ **Google**



 Microsoft

The  *Heritage Foundation*


SIMON &
SCHUSTER

HBO®



BASIC
BOOKS

 **BOEING**

 Penguin
Random
House

 **SBE**
COUNCIL
Small Business & Entrepreneurship Council

C-SPAN



Walmart 

IFC
ALWAYS ON
SLIGHTLY OFF



NRA



NR TEAM

Publisher

GARRETT BEWKES

gbewkes@nationalreview.com

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JAMES DOOLIN

jdoolin@nationalreview.com



“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