

# NATIONAL REVIEW

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2021 Media Kit

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# About

**National Review** consistently delivers insightful, impactful, and unparalleled commentary on the important political, economic, social, and cultural issues of our time.

As the authority on conservative news and opinion in America, National Review informs and influences a highly engaged audience –from elected officials to opinion and business leaders– across platforms and products.



**25M**

Monthly  
page views



**788K**

Newsletter  
registrants



**1.4M**

Social  
followers



**75K**

Print  
circulation



# Influencing America's Leaders

*Republican senators cite Dan McLaughlin's "History Is on the Side of Republicans Filling a Supreme Court Vacancy in 2020" as establishing the historical precedent for nominating Amy Coney Barret in 2020.*

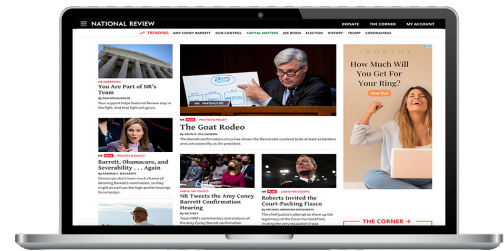


*Kevin D. Williamson's "It's Time for Action on COVID Liability" is circulated among Republican leaders on Twitter, spurring state legislative action for COVID liability shields.*

# NR Digital

## ONLINE

Publishes conservative commentary on major political and cultural issues. Takeovers, sponsorships, overlays, sponsored content, and social media advertising are available to amplify your brand.



**25M**  
Monthly  
Page Views

**10M**  
Monthly  
Users

## NEWSLETTER

Delivered to an ever-expanding audience of NR readers. We offer newsletter sponsorships and dedicated email blasts with A/B testing and geo-targeting capabilities.

**788K**  
Newsletter  
Registrants  
  
**100%**  
Opt-in  
Database



## PODCASTS

Includes a suite of top-rated shows on a variety of issues with a growing audience that highlights the increasing popularity of podcasts. Sponsorships are available for all of our top shows.

**411K**  
Total  
Audience  
  
**2.47M**  
90-Day  
Downloads

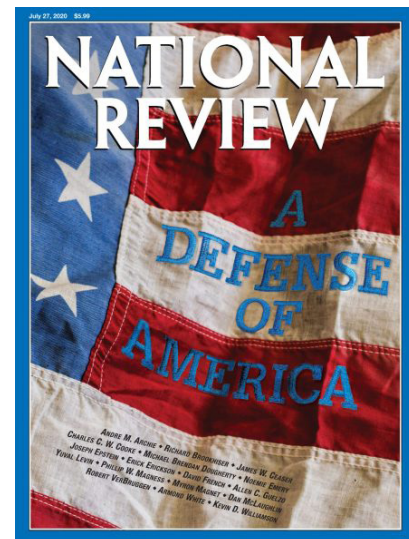


*\*See appendix for placements, ad specs, and rates.*

# NR Print

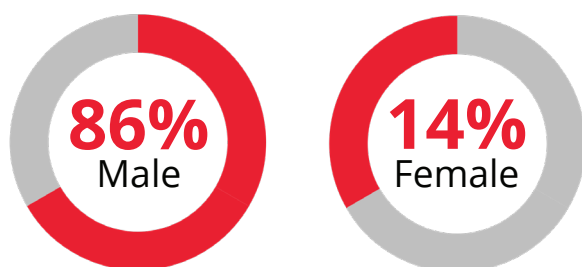
With 24 issues each year and a circulation of 75,000 dedicated readers, **National Review magazine** continues to shape the conservative movement in the U.S. The average subscription length is nearly 8 years, and 96% of subscribers are regular readers, underscoring our audience's satisfaction and loyalty.

Elevate your brand in our **special issues** to be featured alongside our premium, featured content on the most transformative topics of our time.

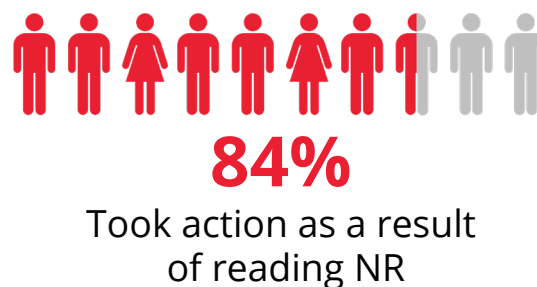


## AN AUDIENCE WORTH TALKING TO

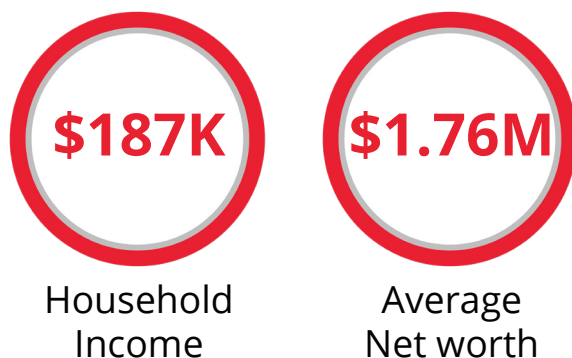
### GENDER



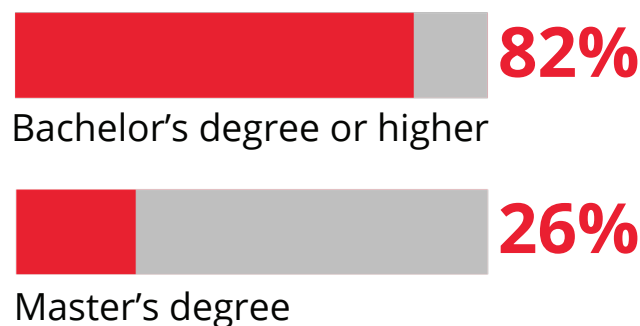
### BEHAVIOR



### INCOME & WEALTH



### EDUCATION



# Our Advertisers

DonorsTrust



AMERICANS  
*for* TAX REFORM

The  Heritage Foundation

 **KOCH**



Walmart 



Penguin  
Random  
House

**C-SPAN**

CATO  
INSTITUTE



Google

  
COMCAST

**JCN** Job  
Creators  
Network

CLEARPATH

 **SBE**  
COUNCIL  
Small Business & Entrepreneurship Council

BASIC  
BOOKS

...and more!

# NATIONAL REVIEW

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## Appendix

# Display: Mobile

## AVAILABLE SIZES

- 300x100
- 320x100
- 320x50
- 300x250

## FILE FORMAT

- 50k Max Size
- No Flash
- GIF or JPEG
- Rich media specs on request

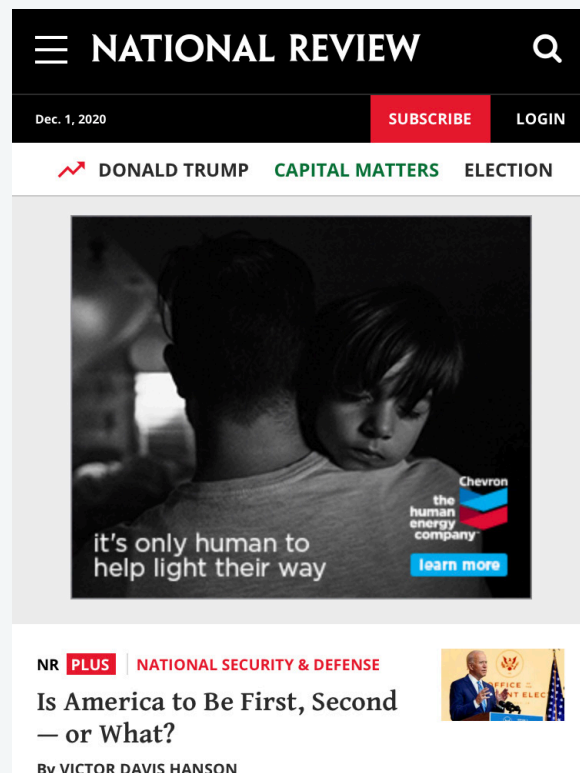
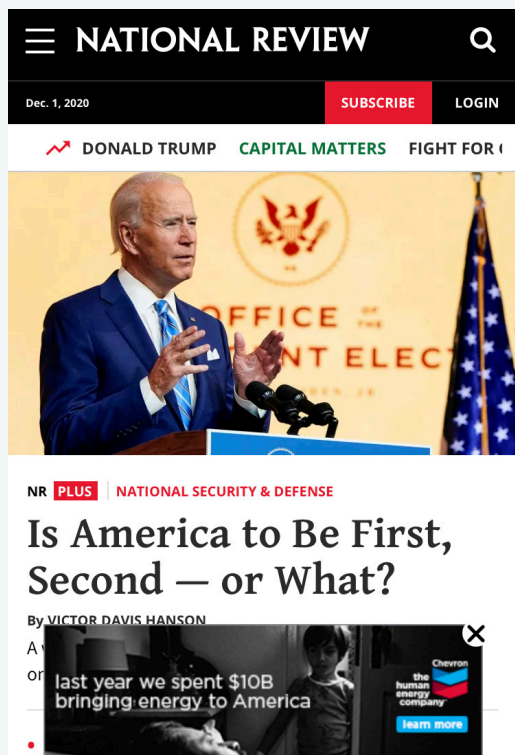
## SOUND AND VIDEO

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

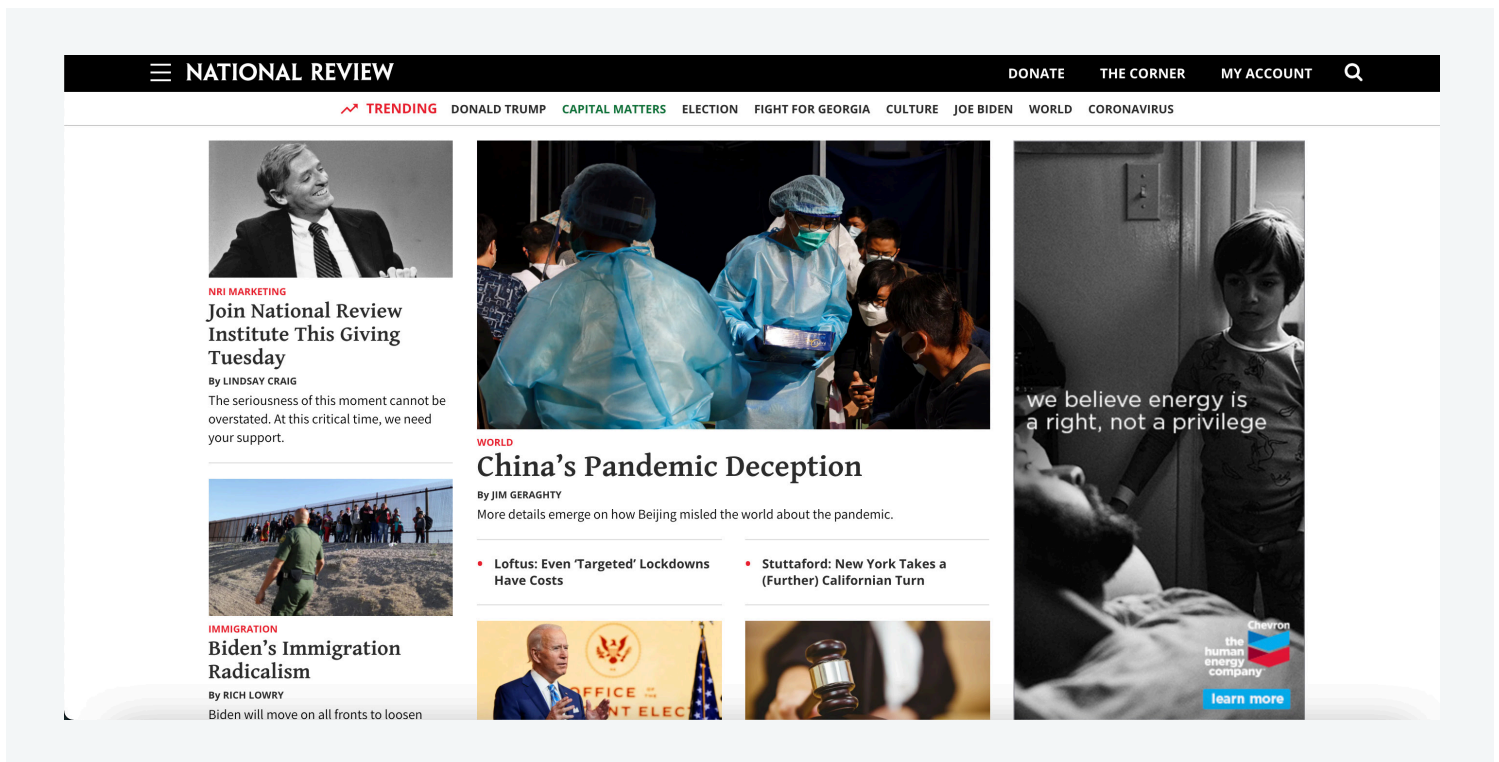
**Sound** must be user-initiated via click with “Play” and “Stop” controls

**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.



# Display: Desktop



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

## AVAILABLE SIZES

- 970x250
- 970x90
- 300x250
- 728x90
- 300x600

## FILE FORMAT

- 75K Max Size
- GIF or JPEG
- No Flash
- Rich media specs on request

## SOUND AND VIDEO

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

**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 Newsletters

## EMAIL SPECS

Daily and Weekly sponsorship opportunities and dedicated email blasts including Morning Jolt, NR Daily and Breaking News.

**National Review** reserves the right to reject any ad campaign or creative.

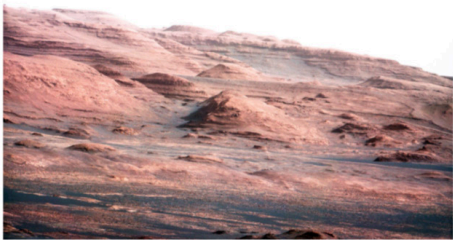
## FILE FORMAT

- GIF, JPEG, or text-only
- 100% opt-in database
- Dedicated email specs are available upon request

TODAY'S NR DAILY IS PRESENTED BY  
**DonorsTrust**


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NATIONAL REVIEW  
**Daily** November 12 2020



**ALEXANDER WILLIAM SALTER**  
**Elon Musk's Martian Way (Empire not Included)**  
It's entirely appropriate to consider corporate-led exploration and development of outer space. Kudos to Elon Musk for raising the ...  
[READ MORE](#)

**A MESSAGE FROM OUR SPONSOR**  
Drop Checkbook Giving: Strategic Givers Use DonorsTrust



Paul, an investor, likes to get things done. So he wants his giving to solve problems now—not when he's dead. He opened a donor-advised fund with DonorsTrust and now spends less time on admin and more time advancing freedom.

How can DonorsTrust help you? It's the smart, tax-advantaged, and private way to give.

[LEARN MORE](#)

GUTHRIE: Well, the word is false.

TRUMP: —and you know what the word is? The word is very simple. We're building our country, stronger and better than it's ever been before.

It's not surprising, but it's now explicit: Trump doesn't believe he has any responsibility, duty, or obligation to ensure what he shares with his 87 million followers is true. In the end, he doesn't really care whether what he's telling the world is true or not.

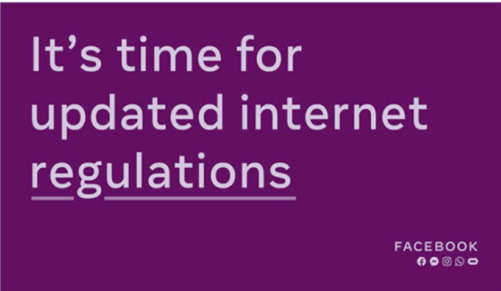
And thus he "doesn't have a position" on whether or not Joe Biden orchestrated to have the U.S. Navy's SEAL Team Six killed to cover up the fake death of Bin Laden.

**ADDENDUM:** I must attribute this next astute observation to our Jack Butler: Did you notice that with the U.S. Capitol's pandemic social-distancing restrictions in place, there were no protesters interrupting the confirmation hearings? No Code Pink members screaming and being dragged out by U.S. Capitol Police as the proceedings get started? No one in a *Handmaid's Tale* costume trying to run in front of the cameras?

It was kind of nice, wasn't it?

ADVERTISEMENT

**We support updated internet regulations.**



At Facebook, we continue to take steps to improve our platforms such as tripling our safety and security teams, building privacy tools, and more. Updated internet regulations will set standards for addressing today's toughest challenges.

[Read why we support updated internet regulations](#)

# Podcast Advertising



**35,000**

*Downloads  
per episode*



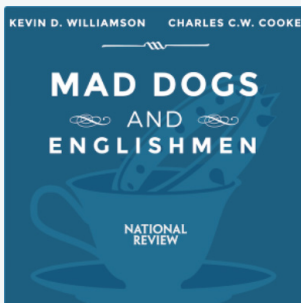
**30,000**

*Downloads  
per episode*



**15,000**

*Downloads  
per episode*



**15,000**

*Downloads  
per episode*



**12,000**

*Downloads  
per episode*



**2,500**

*Downloads  
per episode*

National Review podcasts are available on all major podcast directories.

# Editorial Calendar

	ORDER CLOSE	AD MATERIALS	MAIL DATE	DIGITAL DATE
JAN. 25	DEC. 23	DEC. 30	JAN. 7	JAN. 8
FEB. 8 FEB. 22	JAN. 8 JAN. 22	JAN. 15 JAN. 29	JAN. 21 FEB. 4	JAN. 22 FEB. 5
MAR. 8 MAR. 22	FEB. 5 FEB. 19	FEB. 12 FEB. 26	FEB. 18 MAR. 4	FEB. 19 MAR. 5
APR. 5 APR. 19	MAR. 5 MAR. 19	MAR. 12 MAR. 26	MAR. 18 APR. 1	MAR. 19 APR. 2
MAY 3 MAY 17	APR. 2 APR. 16	APR. 9 APR. 23	APR. 15 APR. 29	APR. 16 APR. 30
JUNE 1 JUNE 14	APR. 30 MAY 15	MAY 7 MAY 21	MAY 13 MAY 27	MAY 14 MAY 28
JULY 1 JULY 12	MAY 28 JUNE 11	JUNE 4 JUNE 18	JUNE 10 JUNE 24	JUNE 11 JUNE 25
AUG. 2 AUG. 16	JULY 2 JULY 16	JULY 9 JULY 23	JULY 15 JULY 29	JULY 16 JULY 30
SEP. 1 SEP. 13	JULY 30 AUG. 13	AUG. 6 AUG. 20	AUG. 12 AUG. 26	AUG. 13 AUG. 27
OCT. 4 OCT. 18	SEP. 3 SEP. 17	SEP. 10 SEP. 24	SEP. 16 SEP. 30	SEP. 17 OCT. 1
NOV. 1 NOV. 15 NOV. 29	OCT. 1 OCT. 15 OCT. 29	OCT. 8 OCT. 22 NOV. 5	OCT. 14 OCT. 28 NOV. 11	OCT. 15 OCT. 29 NOV. 12
DEC. 20 DEC. 27	NOV. 19 DEC. 3	NOV. 26 DEC. 10	DEC. 2 DEC. 16	DEC. 3 DEC. 17

*\*Editorial calendar and special issues are subject to change*

# Print

## PRINT SPECS

**Trim size single page:**  
8.125" X 10.74"

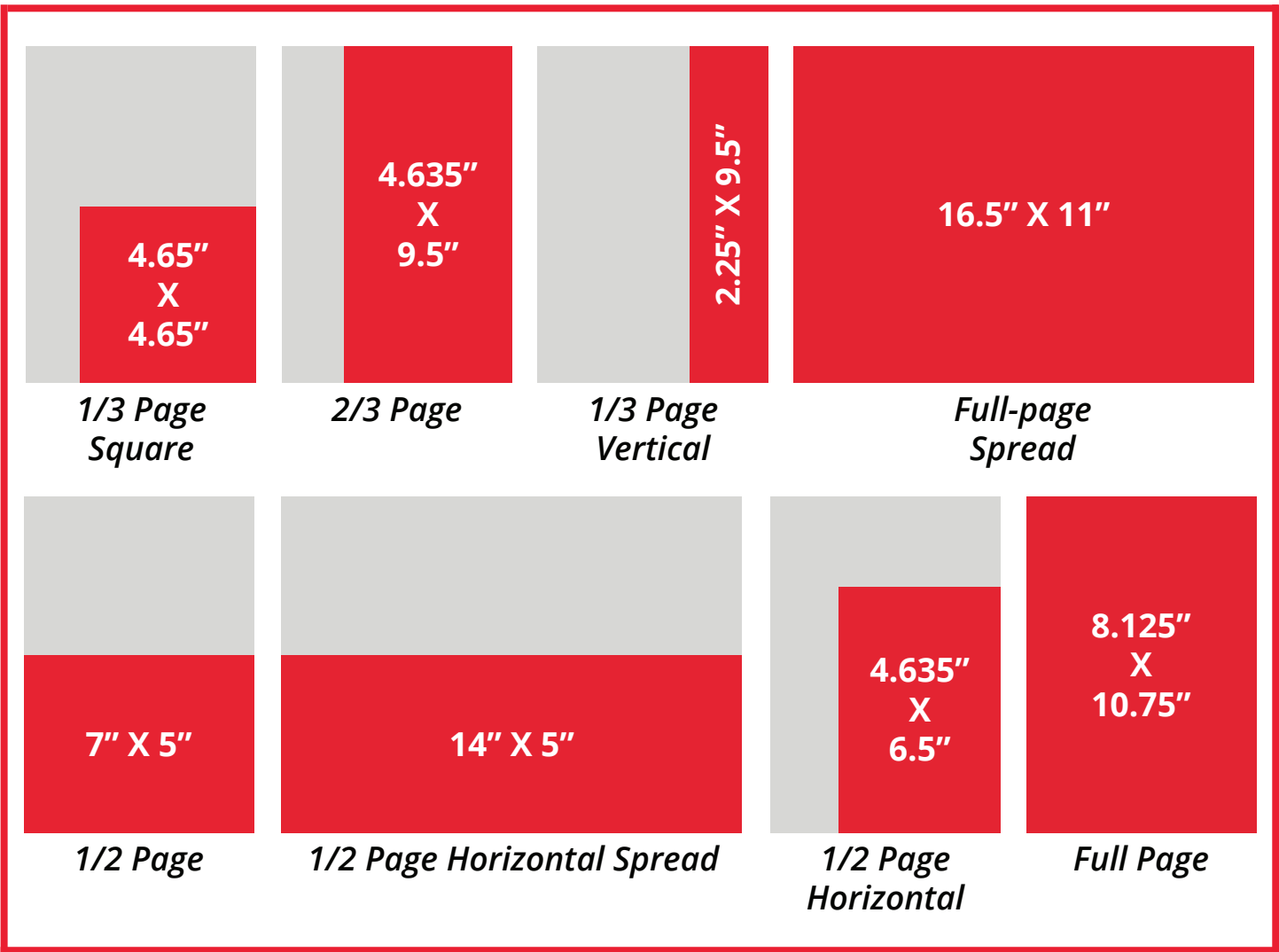
**Bleed area single page:**  
8.25" X 11"

**Live matter** must be kept within  
0.5% of trim size

**Bleed area spread:** 16.5" X 11"

**Live area single page:**  
7.1" X 9.73"

**Live area spread:** 14.2" X 19.46"



# Rates 2021

## 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

## DIRECT RESPONSE ADVERTISING RATES

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

*\*Advertising rates are subject to change*

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