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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
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 Barrett 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

- 86% Male
- 14% Female

BEHAVIOR

- 84% Took action as a result of reading NR

INCOME & WEALTH

- $187K Household Income
- $1.76M Average Net worth

EDUCATION

- 82% Bachelor’s degree or higher
- 26% Master’s degree
Our Advertisers

DonorsTrust

Facebook

National Shooting Sports Foundation

AMERICANS for TAX REFORM

The Heritage Foundation

Koch

Chevron

Boeing

Microsoft

Black Rifle Coffee Company

Young America’s Foundation

Walmart

Penguin Random House

c-Span

Cato Institute

AEI

American Enterprise Institute

BP

Google

Comcast

JCN

Job Creators Network

ClearPath

SBE Council

Basic Books

...and more!
NATIONAL REVIEW

Appendix
Display: Mobile

**AVAILABLE SIZES**

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

**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.

**FILE FORMAT**

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

National Review podcasts are available on all major podcast directories.

- **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**
**Editorial Calendar**

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*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”

[Diagram showing various page sizes and layouts]
# Rates 2021

## GENERAL ADVERTISING RATES

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*Advertising rates are subject to change*
Contact

E. GARRET BEWKES IV
Publisher
gbewkes@nationalreview.com
212.849.2839

JIM FOWLER
Advertising Sales
jifowler@nationalreview.com

JAMES DOOLIN
Programmatic & Business Development
jdoolin@nationalreview.com