

NATIONAL REVIEW

2022 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

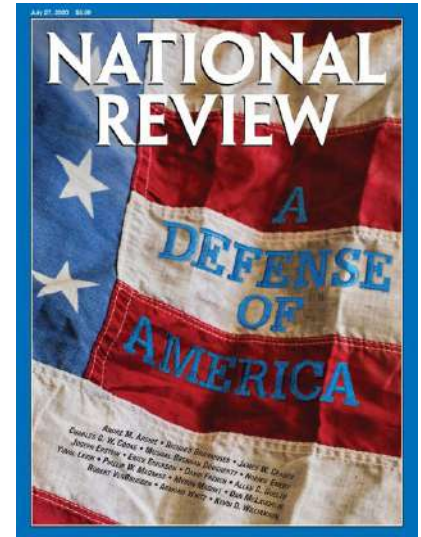
2.47M
90-Day
Downloads



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

NR Print

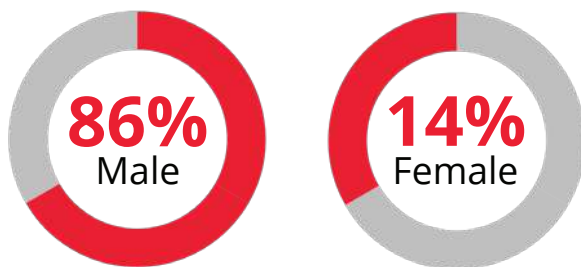
With 24 issues each year and a circulation of 75,000 dedicated readers, **National Review magazine** continues to shape the conservative movement in the U.S. The average subscription length is nearly 8 years, and 96% of subscribers are regular readers, underscoring our audience’s satisfaction and loyalty.



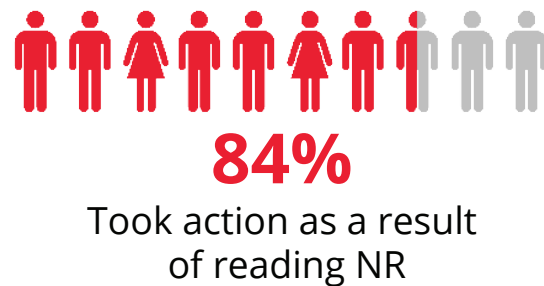
Elevate your brand in our **special issues** to be featured alongside our premium, featured content on the most transformative topics of our time.

AN AUDIENCE WORTH TALKING TO

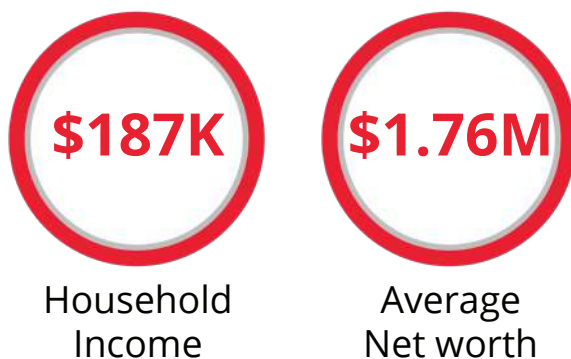
GENDER



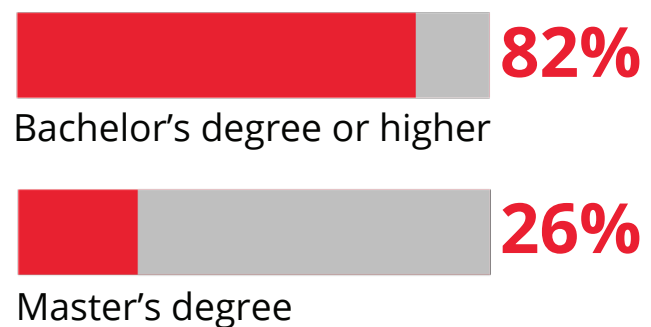
BEHAVIOR



INCOME & WEALTH



EDUCATION



Our Advertisers

DonorsTrust



AMERICANS
for TAX REFORM

The 
Heritage Foundation

 **KOCH**



 Microsoft

 **BLACK RIFLE
COFFEE COMPANY**



Walmart 



Penguin
Random
House

C-SPAN

CATO
INSTITUTE

 **AEI** AMERICAN
ENTERPRISE
INSTITUTE



Google


COMCAST

 **JCN** Job
Creators
Network

CLEARPATH

 **SBE**
COUNCIL
Small Business & Entrepreneurship Council

**BASIC
BOOKS**

...and more!

NATIONAL REVIEW

Appendix

Display: Mobile

AVAILABLE SIZES

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

FILE FORMAT

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

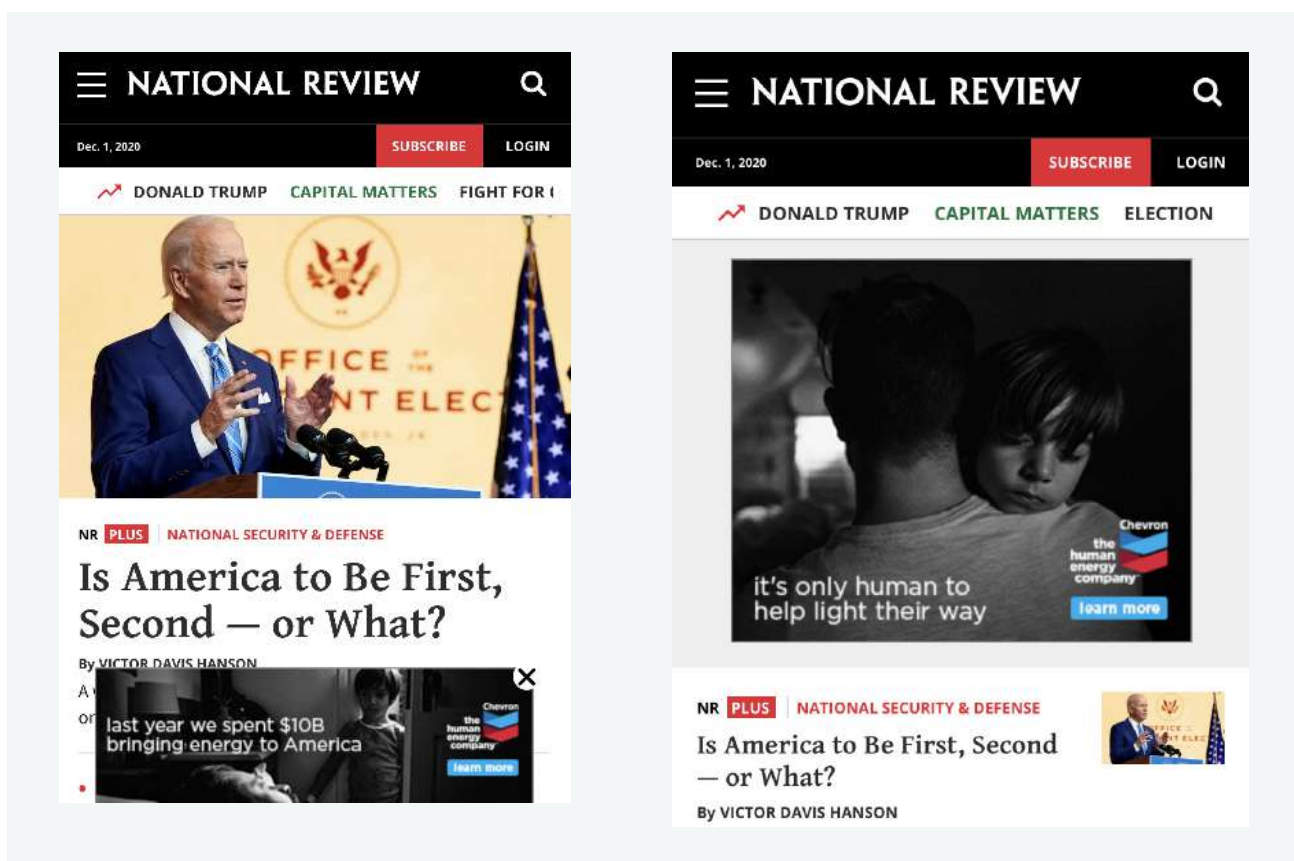
SOUND AND VIDEO

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

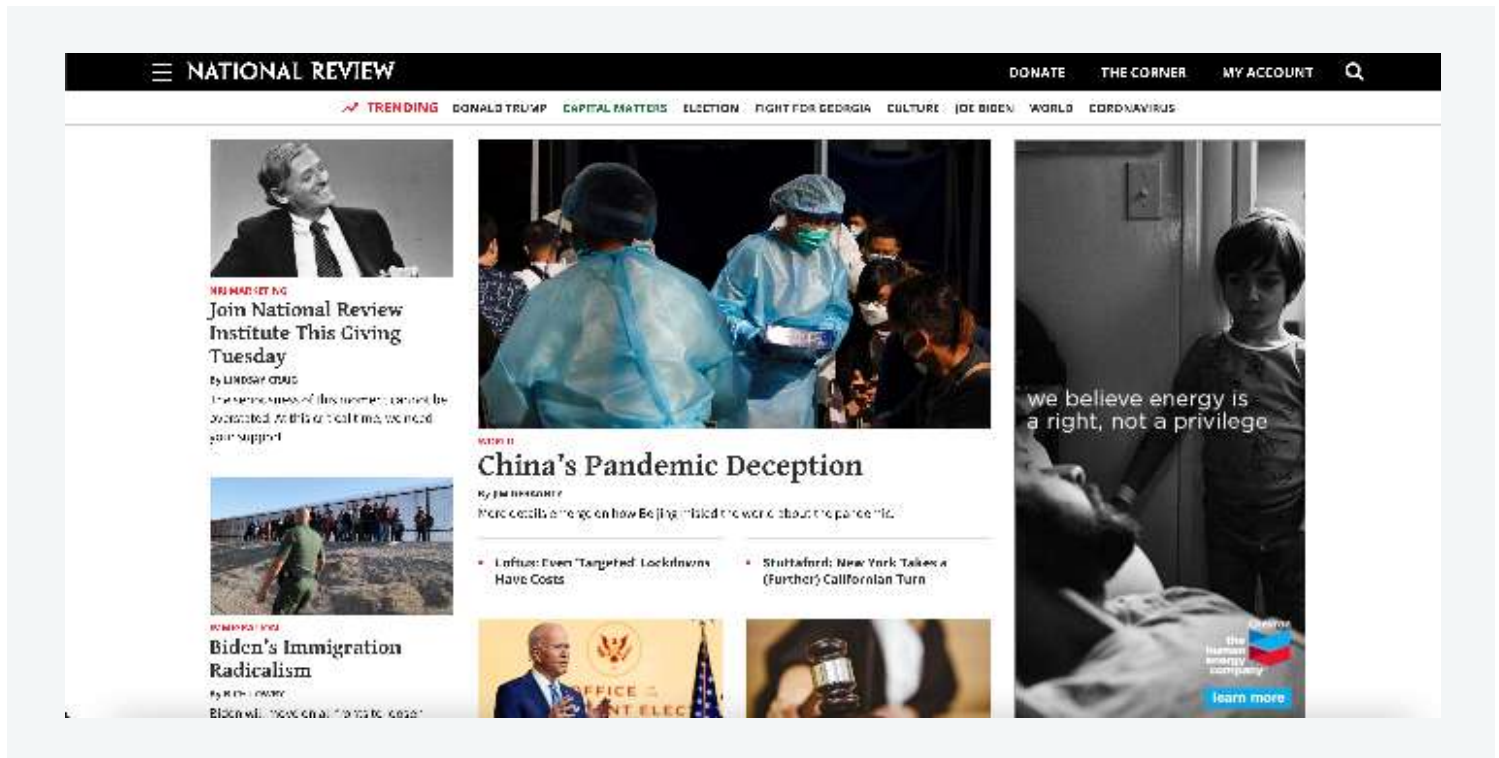
Sound must be user-initiated via click with "Play" and "Stop" controls

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

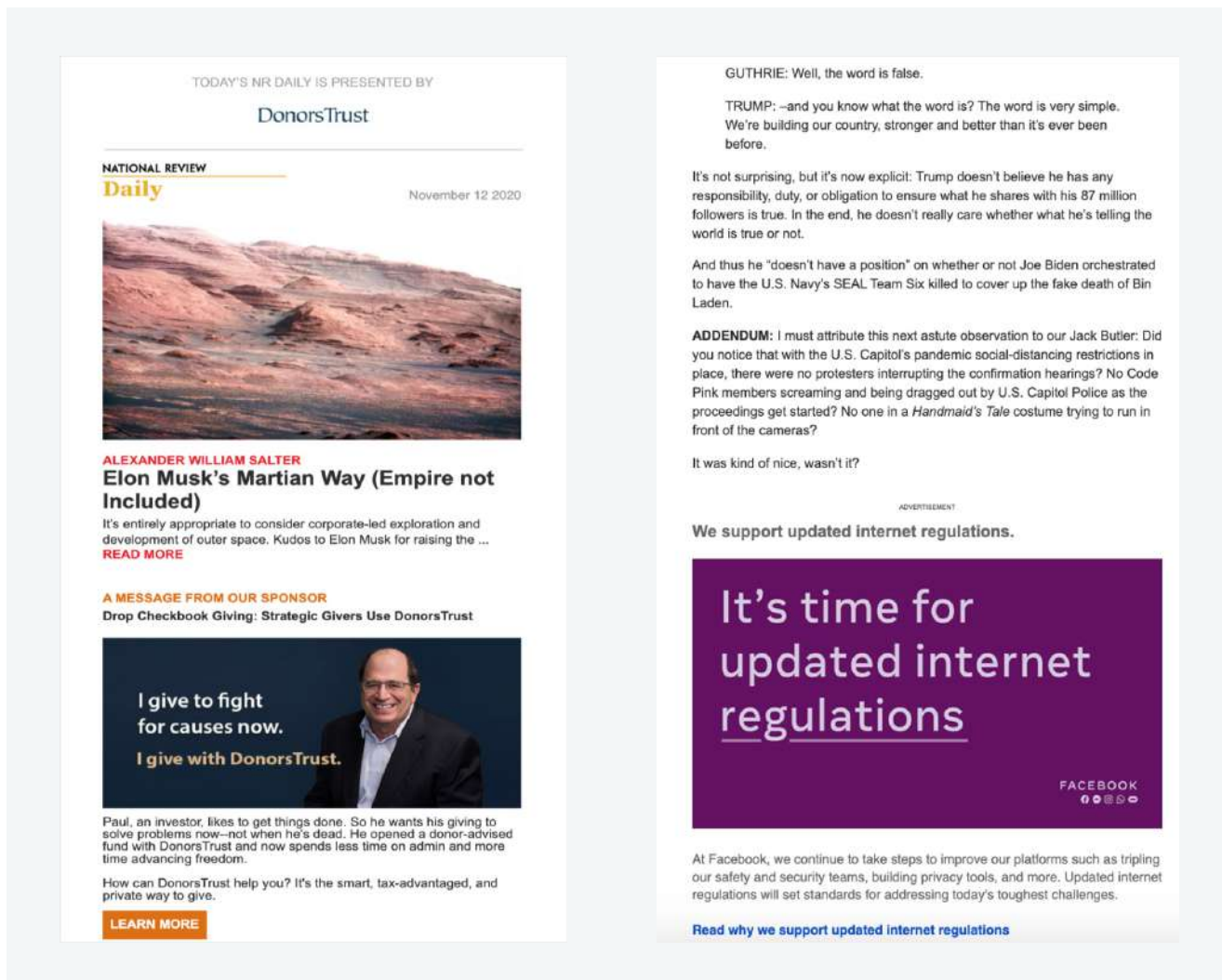
EMAIL SPECS

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

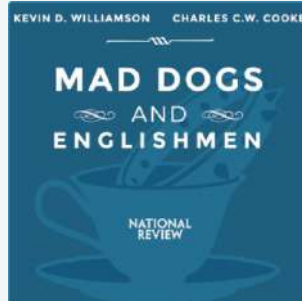
- GIF, JPEG, or text-only
- 100% opt-in database
- Dedicated email specs are available upon request



Podcast Advertising



319,672
Downloads



71,975
Downloads



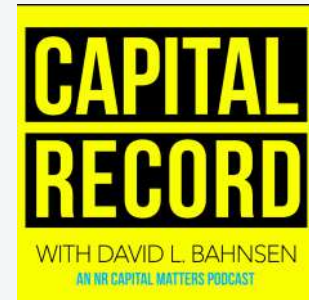
66,180
Downloads



60,435
Downloads



11,481
Downloads



17,167
Downloads

National Review podcasts are available on all major podcast directories.

Editorial Calendar

COVER DATE	ORDER CLOSE	AD MATS DUE	MAIL DATE	DIGITAL DATE
JAN. 24	DEC. 23	DEC. 29	JAN. 6	JAN. 7
FEB. 7 FEB. 21	JAN. 7 JAN. 21	JAN. 12 JAN. 26	JAN. 20 FEB. 3	JAN. 21 FEB. 4
MAR. 7 MAR. 21	FEB. 4 FEB. 18	FEB. 9 FEB. 23	FEB. 17 MAR. 3	FEB. 18 MAR. 4
APR. 4 APR. 18	MAR. 4 MAR. 18	MAR. 9 MAR. 23	MAR. 17 MAR. 31	MAR. 18 APR. 1
MAY 2 MAY 16 MAY 30	APR. 1 APR. 15 APR. 29	APR. 6 APR. 20 MAY 4	APR. 14 APR. 28 MAY 12	APR. 15 APR. 29 MAY 13
JUNE 13 JUNE 27	MAY 13 MAY 27	MAY 18 JUNE 1	MAY 26 JUNE 9	MAY 27 JUNE 10
JULY 11	JUNE 10	JUNE 15	JUNE 23	JUNE 24
AUG. 1 AUG. 15 AUG. 29	JULY 1 JULY 15 JULY 29	JULY 6 JULY 20 AUG. 3	JULY 14 JULY 28 AUG. 11	JULY 15 JULY 29 AUG. 12
SEP. 12	AUG. 12	AUG. 17	AUG. 25	AUG. 26
OCT. 3 OCT. 17 OCT. 31	SEP. 9 SEP. 16 SEP. 30	SEP. 7 SEP. 21 OCT. 5	SEP. 15 SEP. 29 OCT. 13	SEP. 16 SEP. 30 OCT. 14
NOV. 7 NOV. 28	OCT. 14 OCT. 28	OCT. 19 NOV. 2	OCT. 27 NOV. 10	OCT. 28 NOV. 11
DEC. 19 DEC. 30	NOV. 18 DEC. 2	NOV. 23 DEC. 7	DEC. 1 DEC. 15	DEC. 2 DEC. 16

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

Print

PRINT SPECS

Trim size single page:
8.125" X 10.75"

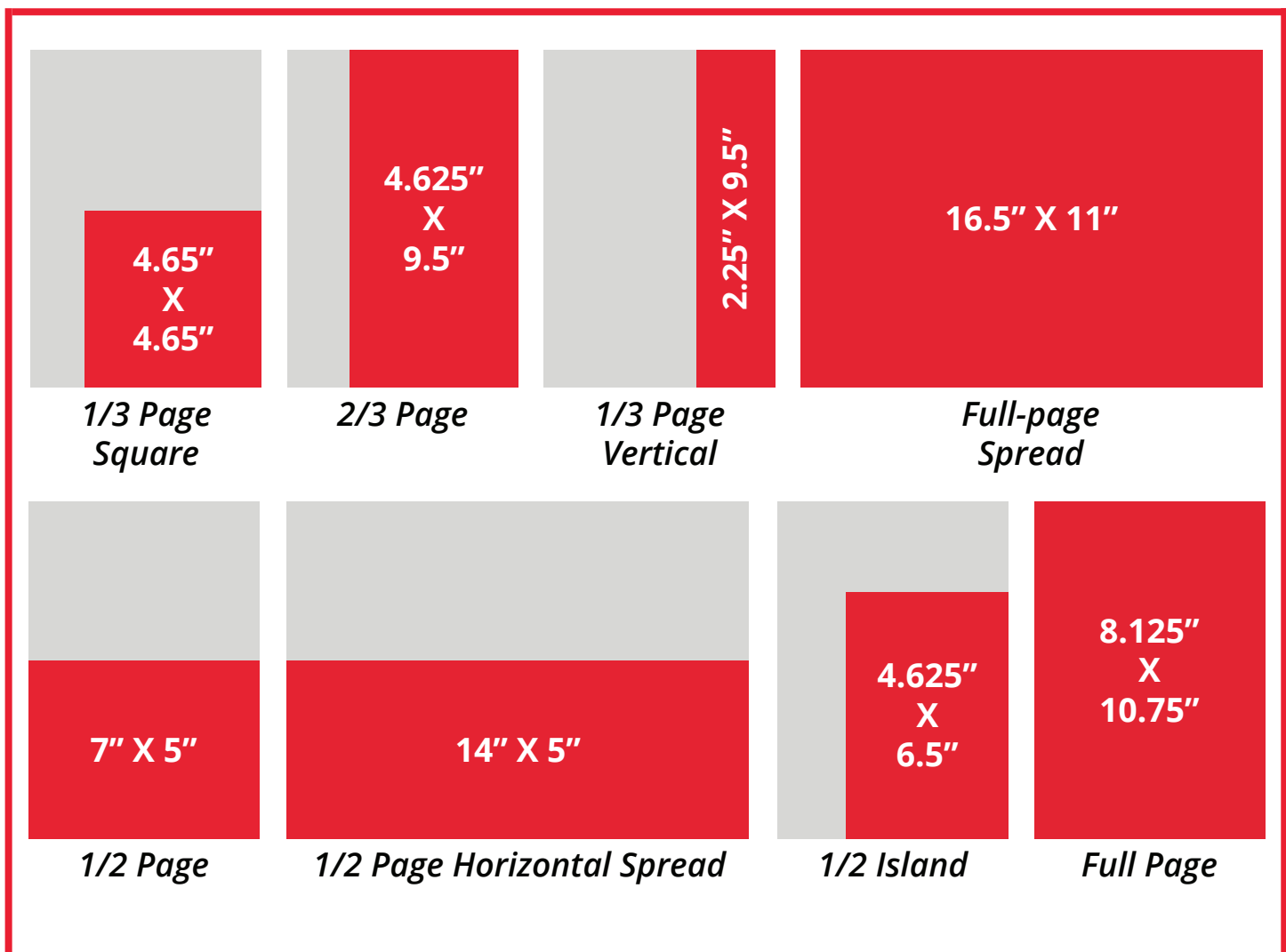
Bleed area single page:
8.25" X 11"

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 2022

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*

Contact

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