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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  

Basic Books  

...and more!
APPENDIX
Display: Mobile

AVAILABLE SIZES

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

FILE FORMAT

- 50k 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.
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

National Review podcasts are available on all major podcast directories.
# 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 10.75”

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”

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# Rates 2022

## GENERAL ADVERTISING RATES

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## DIRECT RESPONSE ADVERTISING RATES

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*Advertising rates are subject to change*
Contact

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jifowler@nationalreview.com

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advertising@nationalreview.com
212.849.2483