# NATIONAL REVIEW

# **Overview**

Founded by William F. Buckley Jr. in 1955, and now edited by Rich Lowry, *National Review* has long been, and continues to be, among America's most influential opinion magazines. A bold claim? Not from the only American magazine ever to have launched a major political movement. And not from the only American magazine that has consistently provided insightful, unique, and incomparable coverage of today's, and tomorrow's, most important political, economic, social, and cultural issues and trends.

*National Review's* highly influential, educated, engaged, and proactive readers remain exceptionally loyal in this age of 24-hour news cycles, internet, and instant punditry.



#### **MAGAZINE ADVERTISING**

ERIK A. NETCHER enetcher@nationalreview.com (212) 849-2845



#### **ONLINE ADVERTISING**

JIM FOWLER jifowler@nationalreview.com (212) 849-2843



#### **EMAIL ADVERTISING**

KEVIN LONGSTREET klongstreet@nationalreview.com (212) 849-2833



# **Print**

### Circulation

2015 ABC AUDITED
CIRCULATION BASE: 140,000
DC CIRCULATION 7,000
AD/EDITORIAL RATIO 30/70

## **Key Demographics**

- 43% HAVE A NET WORTH OF 1MM+
- 87% OWN AT LEAST 1 HOME
- 94% ARE POLITICALLY ACTIVE
- 40% GRADUATE DEGREE OR HIGHER
- 92% ARE 45+ YRS OLD
- 67% MAKE CATALOG PURCHASES

#### **Priorities**

- CURRENT EVENTS
- HISTORY
- GOURMET COOKING
- DOMESTIC TRAVEL
- DONATIONS

Male:	73%
Female:	27%
Median Age:	66
30-54:	15%
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55+:	82%
	0270
Undergraduate:	75%
Graduate+:	83%
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Household Net Income \$100K+:	40%
Household Net Worth \$1,000.000+:	43%

National Review to this day remains one of the most important translators of conservatism that our movement has. I have said many times in this campaign that we need more story tellers — there are no better story tellers in the conservative movement than National Review.

-Ben Sasse, United States Senator



#### CONTACT

ERIK A. NETCHER General Advertising enetcher@nationalreview.com (212) 849-2845 KEVIN LONGSTREET Direct Response klongstreet@nationalreview.com (212) 849-2833 "Nationalreview.com" has been my go-to every day for years. I find fresh material several times a day, which is why I keep coming back. With the new *National Review* there is more of everything—analysis, reporting, video—encouraging us all to have better informed, debates!

—Dana Perino

# **Online**

### NATIONAL REVIEW. COM

Launched in 1995, NationalReview.com is America's premier site for conservative news, commentary, and opinion. Edited by the talented Charles Cooke, and an entirely distinct product from the magazine, NationalReview.com is a must-read among political insiders who set the nation's legislative agenda and shape its outcome.

## **Key Demographics**

#### **WEBSITE**

- 63% Ages 35-64
- 85% College degree or higher
- 67% HHI of \$75,000+
- 40% Traffic mobile-based
- 15% Traffic iPad-based

#### **SOCIAL MEDIA**

#### **F**ACEBOOK

- 800,000 Fans
- 70% Women/ 68% Men
- 50 million reach per month

#### **TWITTER**

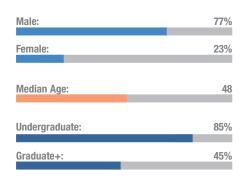
- + 175,000 Followers
- 70% Male/ 30% Female
- 12M impressions per month

#### **NRO CREATIVE SPECS**

- Choice of: 728 x 90, 300 x 250, 300 x 600, GIF, rich media, or third party served ads.
- 50k max file size; 30-second max for any non-user initiated animation.
- Any sound must be user-initiated with "Play" and "Stop" controls.
- 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.

### CONTACT

JIM FOWLER Advertising Director jifowler@nationalreview.com (212) 849-2843



Median Household Net worth:	\$279k
Household Net Worth \$1.000,000+:	16%
Given to a political or social cause:	67%
Have Donated to Charity:	90%
Had a letter or article published:	21%
Median Household Income:	\$95k
HHI \$75K+:	67%



## NATIONAL REVIEW

# E-mail Marketing

### **NEWSLETTERS**

#### **KEY DEMOGRAPHICS**

- 86% Read via a mobile device
- 54% Income of \$100K +
- 45% Senior management
- 87% Give to charities
- 98% Registered to vote

#### **PRIORITIES**

- Politics
- Economy
- Jobs
- Spending
- National Security

## **SPECS**

- National Review offers daily and weekly sponsorship e-mail opportunities and dedicated email blasts.
- 100% Opt-in database.
- 400,000+ e-mail addresses continually scrubbed and updated.
- 728x90 and 300x250 banner ads for sponsorship in our daily Morning Jolt or weekly GFile e-mails.
- Dedicated emails available.
- Text-only ads also allowed.
- HTML ad materials due 2 days in advance.



## REVIEW

July 01, 2015

#### Morning Jolt ... with Jim Geraghty

Revealed: Sid Blumenthal Was Advising Hillary The Whole Time

#### Scandalous, but not surprising:

Controversial adviser Sidney Blumenthal was sending then-Secretary of State Hillary Clinton guidance on sensitive diplomatic matters much earlier than previously known, even as the White House was blocking him from becoming a part of her staff, according to emails released late Tuesday by the State Department.

The emails, part of a series of document dumps from Clinton's private email server from which she controversially conducted official State Department business, also show that Clinton paid special interest to the attempt to hire Blumenthal.

[Prime Minister Alexas Tspiras] accepted the bulk of what the Europeans had asked for in their last proposal, including creating strong disincentives to early retirement.

ENDA: John J. Miller, Jen Kabbany, and the great folks at The Student Press Association and The College Fix were kind enough to invite me to k to their students last night. If you have any anxiety about the future, one where you can rest easy is knowing that there is a terrific bumper crop of urgnt, driven, hard-working journalists in the pipeline. Ben Smith — no, not that one, the other one — Tweeted a few of my remarks and a bits of advice from last night.

Looks like this tweet hit a nerve.



#### CONTACT

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Male:	80%
Female:	20%
Median Age	50
Undergraduate:	85%
Graduate+:	46%

Home Ownership	/
Own Their Home:	85%
Given to a political or social cause:	56%
Have Donated to Charity:	87%
,	0170
Donated to Religious Organizations:	70%
Likely to vote in a Republican Primary:	82%