

---

# NATIONAL REVIEW

---

[ABOUT](#)

[DIGITAL](#)

[PRINT](#)

[SPECS](#)

[CONTACT](#)

## 2021 MEDIA KIT

# About

## NATIONAL REVIEW

**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**

---



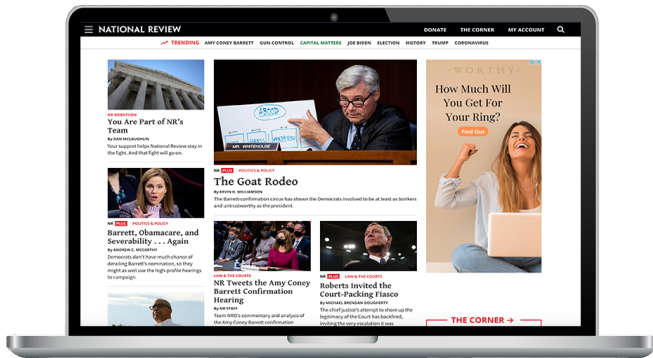
*Republican senators cite Dan McLaughlin's "History Is on the Side of Republicans Filling a Supreme Court Vacancy in 2020" as establishing the historical precedent for nominating Amy Coney Barrett in 2020.*



*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

**National Review 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*

**National Review newsletters** are 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*

**National Review podcasts** include 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 our top shows.



**411K**

*Total  
audience*

**2.47M**

*90-day  
downloads*

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



# NR PRINT

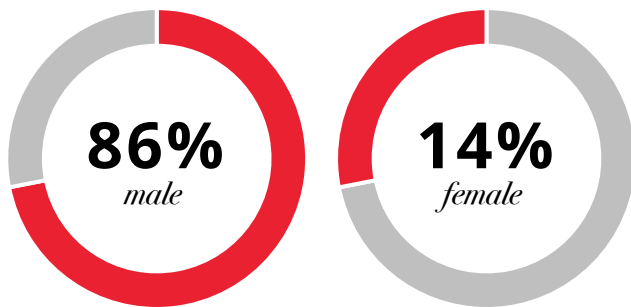


With 24 issues each year and a circulation of 75,000 dedicated readers, **National Review magazine** continues to shape the conservative movement in the U.S. The average subscription length is nearly 8 years, and 96% of subscribers are regular readers, underscoring our audience's satisfaction and loyalty.

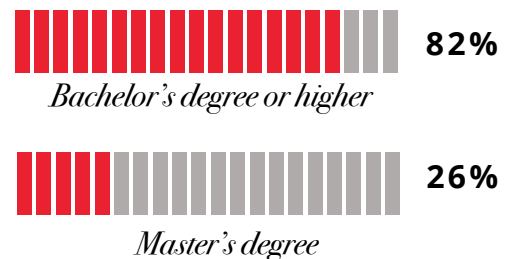
Elevate your brand in our **special issues** to be featured alongside our premium, featured content on the most transformative topics of our time.

*An audience worth talking to*

## GENDER



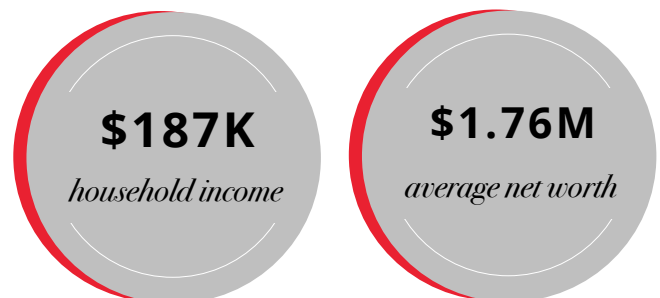
## EDUCATION



## BEHAVIOR



## INCOME & WEALTH



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

# Our ADVERTISERS

DonorsTrust



AMERICANS  
*for* TAX REFORM

The  Heritage Foundation

 KOCH



 Microsoft

 BLACK RIFLE  
COFFEE COMPANY



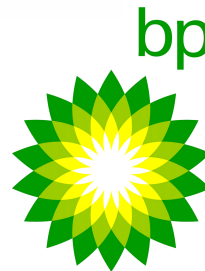
Walmart 



C-SPAN

CATO  
INSTITUTE

 AMERICAN  
ENTERPRISE  
INSTITUTE



Google

  
COMCAST

 Job  
Creators  
Network

CLEARPATH

 SBE  
COUNCIL  
Small Business & Entrepreneurship Council

BASIC  
BOOKS

... and more

---

# NATIONAL REVIEW

---

[DISPLAY](#)

[EMAIL](#)

[PODCAST](#)

[PRINT](#)

[RATES](#)

## APPENDIX

# Display

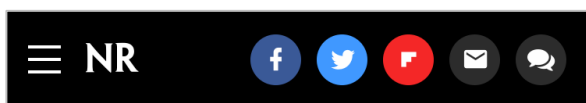
## MOBILE



People who can work from home are well off, lucky, and can afford it. That may be true in the aggregate, but it doesn't mean that working from home is a good proxy for being well-off or lucky.



The revenue raised could be spent on a lot of good things. Okay, but that's an argument for any tax increase, not for a tax that singles out working from home.



**Available sizes** include 300x100, 320x50, 320x100, and 300x250

**50k max** file size, GIF or JPEG, no Flash, rich media specs on request

**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

The screenshot shows the top navigation bar of the National Review website with links for 'DONATE', 'THE CORNER', 'LOGIN', and 'SUBSCRIBE'. Below the navigation is a large green banner with the text 'LEARN MORE AT: LetsReimagineHealthCare.com' and a 'CLICK HERE' button. Below the banner are two news articles. The first article is titled 'Governor Wolf's Dangerous Disability Agenda' by John Hirschauer. The second article is titled 'The Media Said Trump Didn't Have a COVID Testing Strategy. The Media Was Wrong.' by Rich Lowry. A third green banner is visible on the right side of the screenshot, also with the text 'LEARN MORE AT: LetsReimagineHealthCare.com' and a 'CLICK HERE' button.

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

**Available sizes** include 970x250, 970x90, 728x90, 300x600, 300x250

**75k max** file size for GIF and JPEG, no Flash, rich media specs on request

**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

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.

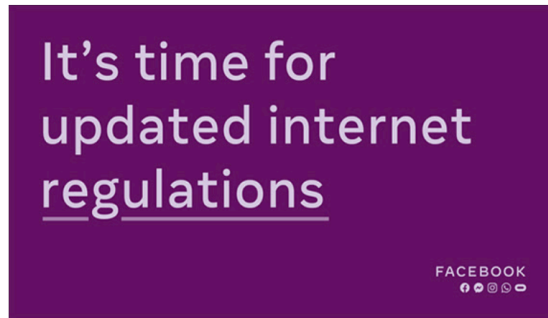
And thus he "doesn't have a position" on whether or not Joe Biden orchestrated to have the U.S. Navy's SEAL Team Six killed to cover up the fake death of Bin Laden.

**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.



It's time for  
updated internet  
regulations

FACEBOOK  
f o v s

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](#)

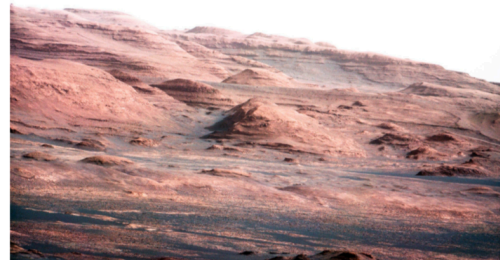
TODAY'S NR DAILY IS PRESENTED BY

DonorsTrust

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



I give to fight  
for causes now.  
I give with 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](#)

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

**100%** opt-in database

**JPEG, GIF, or text-only** formats are acceptable for newsletters.

**Dedicated email** specs are available upon request.

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

# Podcast

## ADVERTISING



**35,000**

*Downloads  
per episode*



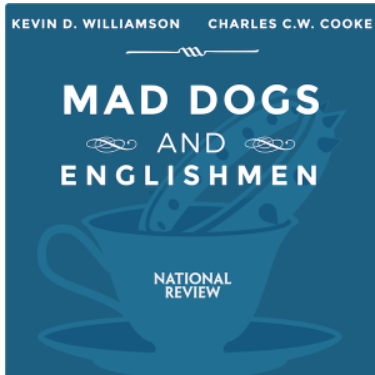
**30,000**

*Downloads  
per episode*



**15,000**

*Downloads  
per episode*



**15,000**

*Downloads  
per episode*



**12,000**

*Downloads  
per episode*



**2,500**

*Downloads  
per episode*



**3,500**

*Downloads  
per episode*

*National Review podcasts  
are available on all major podcast  
directories.*

# Editorial

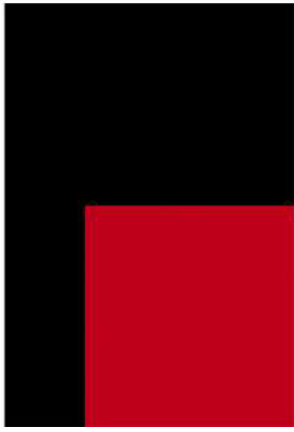
## CALENDAR

	Order Close	Ad Materials	Mail Date	Digital Date
JAN. 25	DEC. 23	DEC. 30	JAN. 7	JAN. 8
FEB. 8	JAN. 8	JAN. 15	JAN. 21	JAN. 22
FEB. 22	JAN. 22	JAN. 29	FEB. 4	FEB. 5
MAR. 8	FEB. 5	FEB. 12	FEB. 18	FEB. 19
MAR. 22	FEB. 19	FEB. 26	MAR. 4	MAR. 5
APR. 5	MAR. 5	MAR. 12	MAR. 18	MAR. 19
APR. 19	MAR. 19	MAR. 26	APR. 1	APR. 2
MAY 3	APR. 2	APR. 9	APR. 15	APR. 16
MAY 17	APR. 16	APR. 23	APR. 29	APR. 30
JUNE 1	APR. 30	MAY 7	MAY 13	MAY 14
JUNE 14	MAY 15	MAY 21	MAY 27	MAY 28
JULY 1	MAY 28	JUNE 4	JUNE 10	JUNE 11
JULY 12	JUNE 11	JUNE 18	JUNE 24	JUNE 25
AUG. 2	JULY 2	JULY 9	JULY 15	JULY 16
AUG. 16	JULY 16	JULY 23	JULY 29	JULY 30
SEPT. 1	JULY 30	AUG. 6	AUG. 12	AUG. 13
SEPT. 13	AUG. 13	AUG. 20	AUG. 26	AUG. 27
OCT. 4	SEP. 3	SEP. 10	SEP. 16	SEP. 17
OCT. 18	SEP. 17	SEP. 24	SEP. 30	OCT. 1
NOV. 1	OCT. 1	OCT. 8	OCT. 14	OCT. 15
NOV. 15	OCT. 15	OCT. 22	OCT. 28	OCT. 29
NOV. 29	OCT. 29	NOV. 5	NOV. 11	NOV. 12
DEC. 20	NOV. 19	NOV. 26	DEC. 2	DEC. 3
DEC. 27	DEC. 3	DEC. 10	DEC. 16	DEC. 17

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



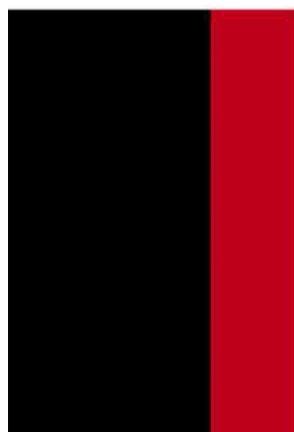
# Print SPECS



1/3-page square  
4.65" x 4.65"



2/3-page  
4.635" x 9.5"



1/3-page vertical  
2.25" x 9.5"



Full-page spread  
16.5" x 11"



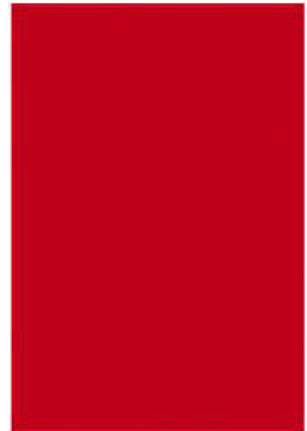
1/2-page  
7" x 5"



1/2-page horizontal spread  
14" x 5"



1/2-page horizontal  
4.635" x 6.5"



Full page  
8.125" x 10.75"

**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.*

# Contact

## OUR TEAM

---

*Publisher*

**E. GARRETT BEWKES IV**

[gbewkes@nationalreview.com](mailto:gbewkes@nationalreview.com)

212.849.2839

*Advertising Sales*

**JIM FOWLER**

[jifowler@nationalreview.com](mailto:jifowler@nationalreview.com)

*Programmatic & Business Development*

**JAMES DOOLIN**

[jdoolin@nationalreview.com](mailto:jdoolin@nationalreview.com)