

NATIONAL REVIEW

2024 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.



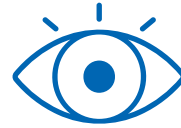
1.4M

**Social
followers**



788K

**Newsletter
registrants**



25M

**Monthly
page views**



108,600

Subscribers



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

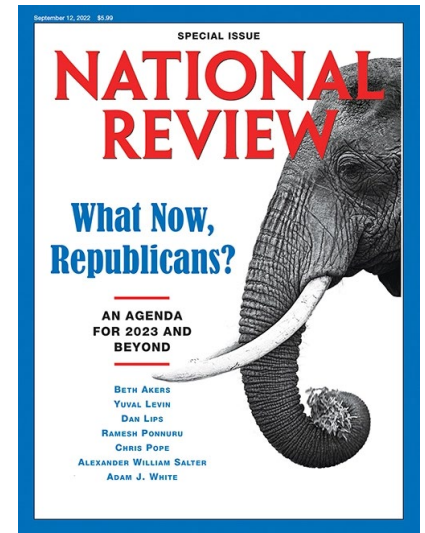
2.47M
90-Day
Downloads



NR PRINT

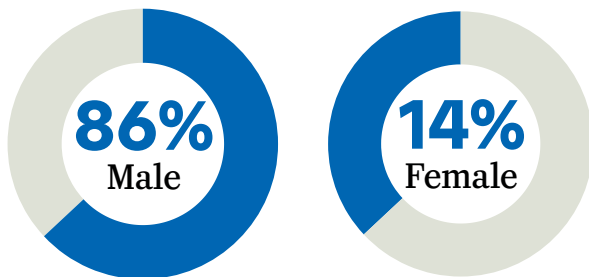
With 12 issues each year, *National Review* continues to shape the conservative movement in the U.S. The average subscription length is nearly 8 years, and 96% of subscribers are regular readers, underscoring our audience’s satisfaction and loyalty.

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

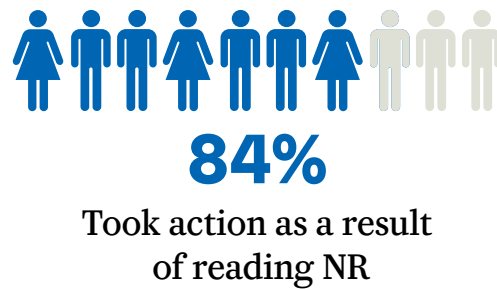


AN AUDIENCE WORTH TALKING TO

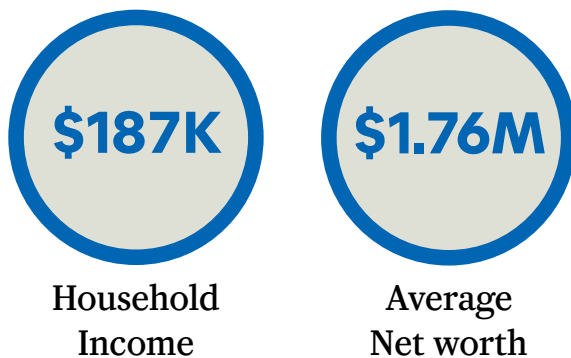
GENDER



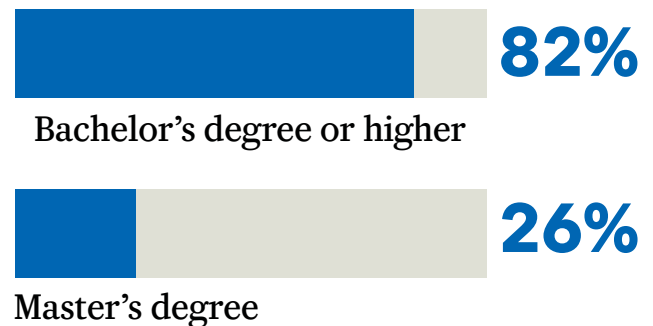
BEHAVIOR



INCOME & WEALTH



EDUCATION



OUR ADVERTISERS

DonorsTrust



AMERICANS
for TAX REFORM



K KOCH



Penguin
Random
House

C-SPAN



NetChoice



CLEARPATH



BASIC
BOOKS

...and more!

DISPLAY: MOBILE

AVAILABLE SIZES

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

FILE FORMAT

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

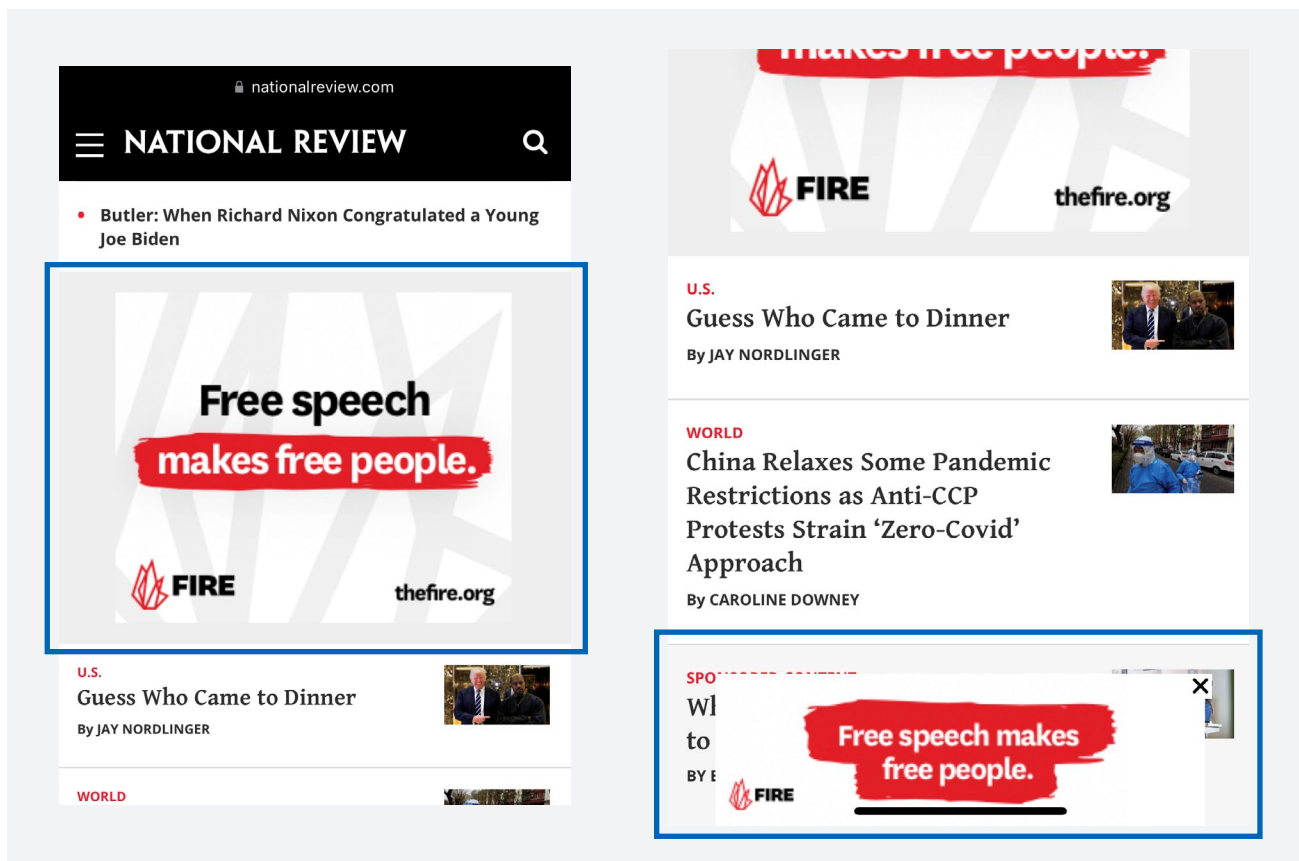
SOUND AND VIDEO

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

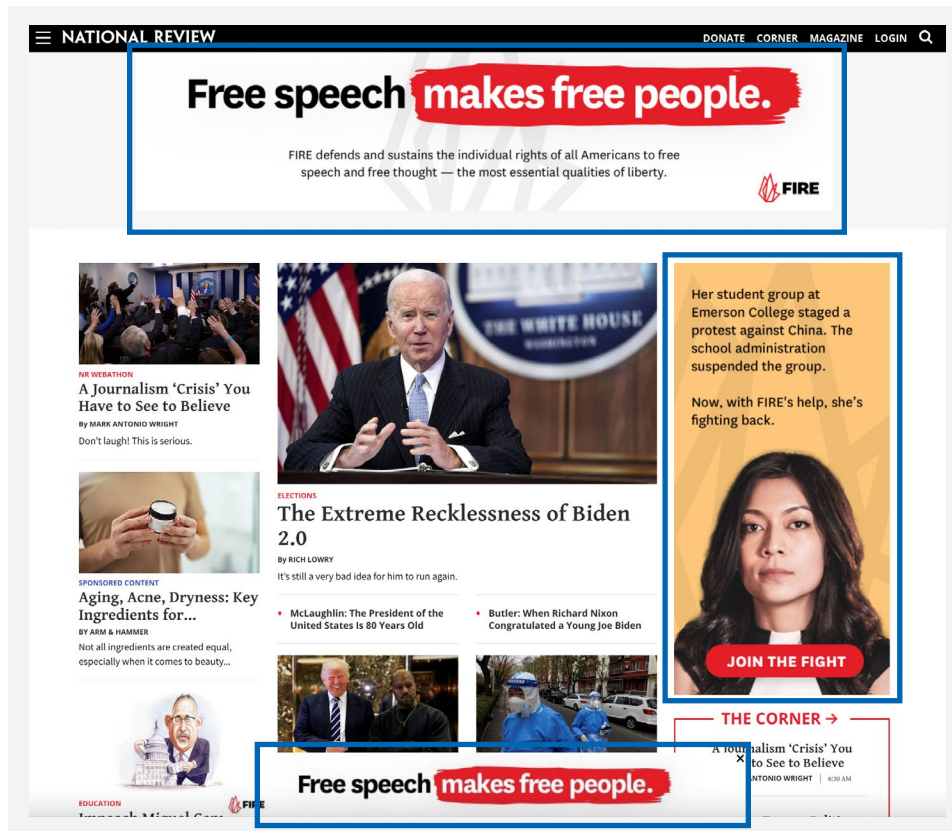
Sound must be user-initiated via click with “Play” and “Stop” controls

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.

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.

AVAILABLE SIZES

- 970x250
- 970x90
- 300x250
- 728x90
- 300x600

FILE FORMAT

- 150K Max Size
- GIF or JPEG
- No Flash
- Rich media specs on request

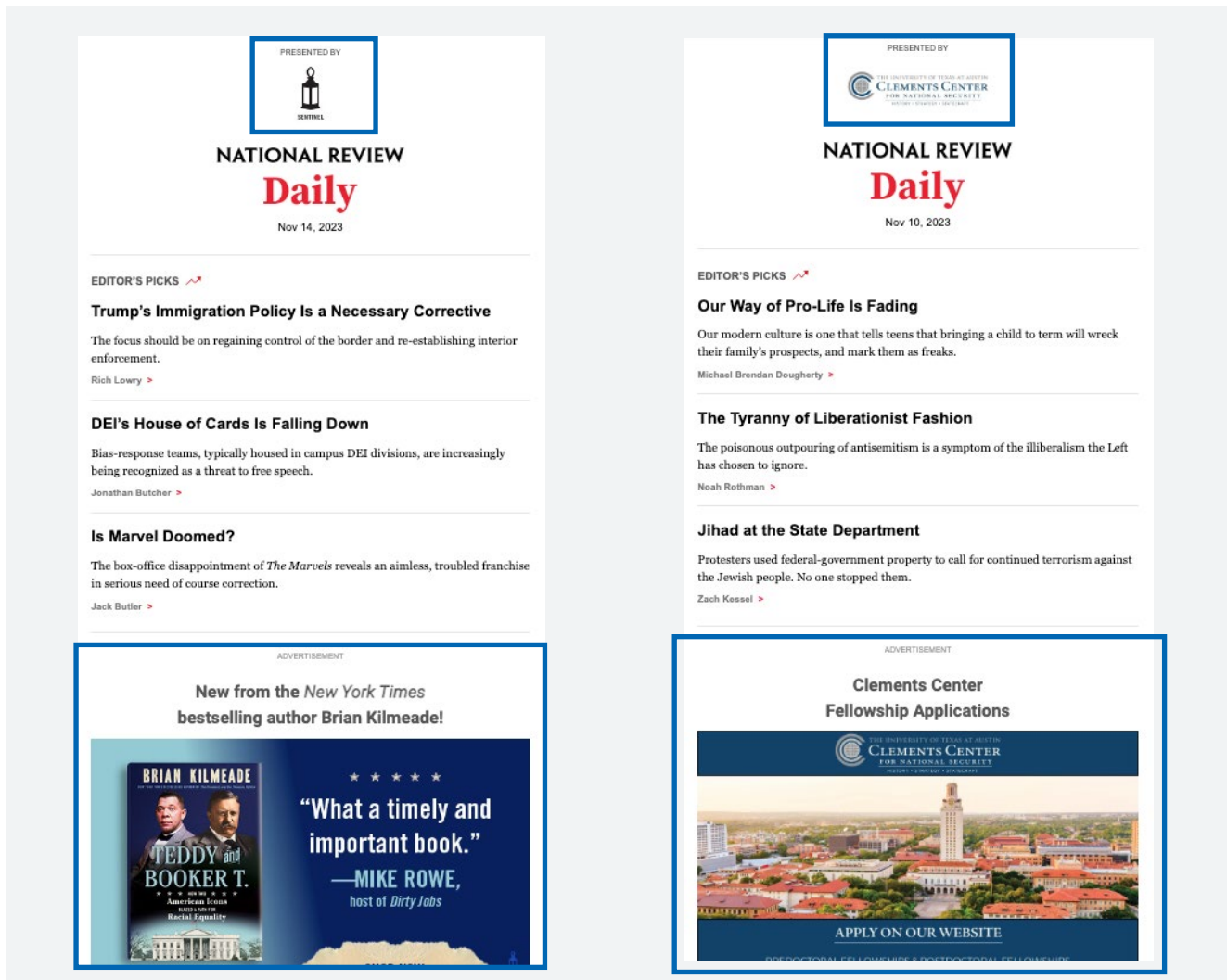
EMAIL NEWSLETTERS

Daily and Weekly sponsorship opportunities and dedicated email blasts including The Morning Jolt, NR Daily and Breaking News.

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

EMAIL SPECS

- Dedicated email specs are available upon request.



PODCAST ADVERTISING



40,000

*Downloads
per episode*



25,000

*Downloads
per episode*



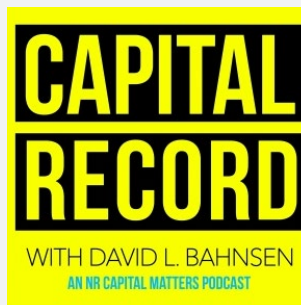
10,000

*Downloads
per episode*



12,000

*Downloads
per episode*



3,000

*Downloads
per episode*



3,000

*Downloads
per episode*



3,000

*Downloads
per episode*

NATIONAL REVIEW PODCASTS ARE AVAILABLE ON ALL MAJOR PODCAST DIRECTORIES.

EDITORIAL CALENDAR

COVER DATE	ORDER CLOSE	AD MATS DUE	MAIL DATE	DIGITAL DATE	ON SALE
JANUARY	NOV. 20	NOV. 24	NOV. 30	DEC. 1	DEC. 19
FEBRUARY	DEC. 11	DEC. 15	DEC. 21	DEC. 22	JAN. 9
MARCH	JAN. 15	JAN. 19	JAN. 25	JAN. 26	FEB. 13
APRIL	FEB. 12	FEB. 16	FEB. 22	FEB. 23	MAR. 12
MAY	MAR. 18	MAR. 22	MAR. 28	MAR. 29	APR. 16
JUNE	APR. 8	APR. 12	APR. 18	APR. 19	MAY. 7
JULY	MAY. 6	MAY. 10	MAY. 16	MAY. 17	JUN. 4
AUGUST	JUN. 3	JUN. 7	JUN. 13	JUN. 14	JUL. 9
SEPTEMBER	JUL. 15	JUL. 19	JUL. 25	JUL. 26	AUG. 13
OCTOBER	AUG. 12	AUG. 16	AUG. 22	AUG. 23	SEP. 10
NOVEMBER	SEP. 9	SEP. 13	SEP. 19	SEP. 20	OCT. 8
DECEMBER	OCT. 14	OCT. 18	OCT. 24	OCT. 25	NOV. 12

*EDITORIAL CALENDAR AND SPECIAL ISSUES ARE SUBJECT TO CHANGE

PRINT

PRINT SPECS

Trim size single page:

7.875" x 10.5"

Bleed area single page:

8.125" x 10.75"

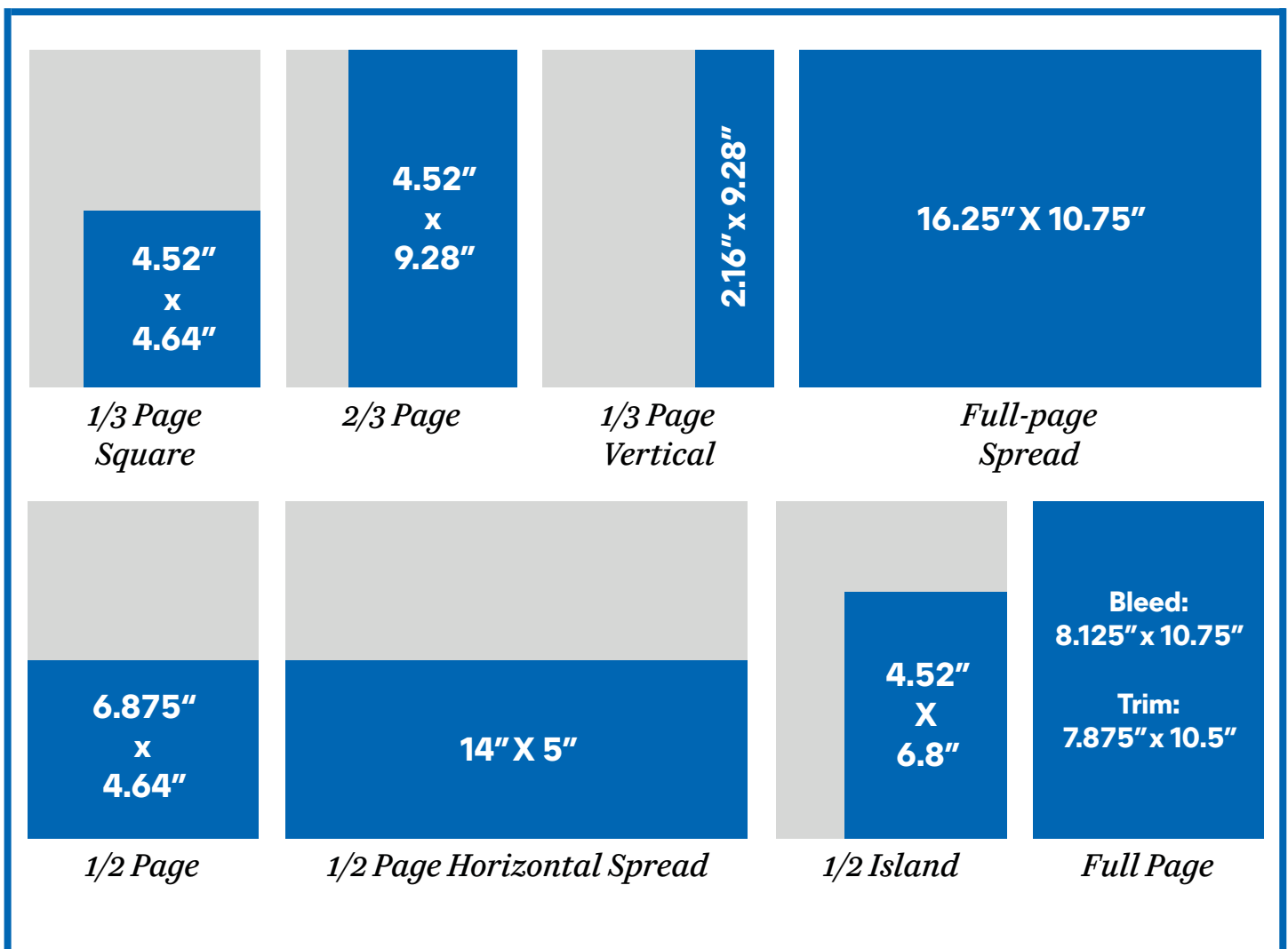
Live matter must be kept within 0.5" of trim size

Bleed area spread: 16.5" X 11"

Live area single page:

7.1" X 9.73"

Live area spread: 14.2" X 9.73"



RATES 2024

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

JIM FOWLER

Director, Sales

jifowler@nationalreview.com

PROGRAMMATIC & BUSINESS DEVELOPMENT

advertising@nationalreview.com

212.849.2843