About National Review Online

Launched in 1995, NRO (www.nationalreview.com) is America’s premier site for Republican/conservative news, commentary, and opinion. An entirely separate and distinct editorial product from National Review magazine, NRO is a daily must-read among Republican/conservative political influencers directly involved with setting the nation’s legislative agenda and shaping its outcome.

“I . . . want to thank you for giving me the opportunity to make my case every now and again on NRO. Being on The Corner always gets my message out immediately, and the response is always positive.”

—Sen. Marco Rubio

“NRO brings timely insight and commentary to the important issues of the day, all from a principled, conservative perspective. Well done.”

—Sen. John Cornyn

“While most media outlets essentially try and clone themselves on the Internet, National Review Online has created a split personality—with pop culture as the hook for drawing readers who may not be addicted to politics.”

—The Washington Post

“National Review Online is one of the first sites I go to every morning to find out what’s going on in the world and the country and what the key political thinkers are saying about current events.”

—Sen. Pat Toomey

“Most online versions of print magazines are place mats—a logo stamped over a table of contents. A busy-bee exception is nationalreview.com, the bratty cyber-twin of the conservative biweekly founded by William F. Buckley Jr.”

—Vanity Fair
## Demographics

### Average Audience Traffic / Site Usage
- **Average Monthly Unique Visitors:** 2,500,000
- **Average Monthly Page Views:** 25,000,000
- **Visit Daily:** 27.3%
- **Visit 2-3 Times A Day:** 26.3%
- **Visit 4-5 Times A Day:** 15.0%

### Sex
- Male: 76.8%
- Female: 23.2%

### Age
- Median Age: 48

### Income
- **Average HHI:** $95,000
- **Average HHW:** $278,999
- **HHW $1,000,000+:** 16.3%
- **HHI of $75,000+:** 67.0%
- Own Home, Co-op, or Condo: 76.4%

### Education
- **Undergraduate Degree or Higher:** 85.2%
- **Masters Degree:** 26.4%
- **Doctoral Degree:** 20.4%

### Pro Active
- **In The Past Year . . .**
  - Have Given A Speech In Public: 20.9%
  - Have Served On A Board Of A Company, Charity, or Foundation: 16.7%
  - Have Had A Letter or Article Published Either In Print or Online: 20.9%
  - Have Contacted An Elected Official To State A Point Of View: 41.8%
  - Given Time/Money/Services To A Political or Social Cause: 67.4%
  - Have Donated To Charity: 89.6%

### Reader Involvement
- 89.1% Have Had Their Opinion About An Issue Or Subject Influenced By The Editorial Content On NRO
- 21.3% Have Had Their Opinion About An Issue Or Subject Influenced By Advertising Seen On NRO
- 25.6% Have Contacted An Advertiser Seen On NRO To Learn More About The Advertiser And Its Message
- 55.5% More Likely To Trust An Advertiser After Seeing Their Ad On NRO
- 561.6% More Likely To Support An Advertiser After Seeing Their Ad On NRO

### Audience Duplication
- **CNN.com:** 14.2%
- **CQ.com:** 1.0%
- **Dailycaller.com:** 24.5%
- **Dailykos.com:** 1.4%
- **Drudgereport.com:** 64.8%
- **Foxnews.com:** 44.9%
- **Huffingtonpost.com:** 7.2%
- **Nationaljournal.com:** 4.0%
- **Newsmax.com:** 10.8%
- **Nytimes.com:** 12.5%
- **Opinionjournal.com:** 23.1%
- **Politico.com:** 18.3%
- **Realclearpolitics.com:** 37.3%
- **Reason.com:** 17.3%
- **Rollcall.com:** 2.3%
- **Salon.com:** 1.9%
- **Slate.com:** 8.1%
- **Thedailybeast.com:** 6.6%
- **Thehill.com:** 8.7%
- **Thenation.com:** 1.0%
- **Theweeklystandard.com:** 42.4%
- **TNR.com:** 3.3%
- **Townhall.com:** 23.6%
- **Washingtonpost.com:** 17.2%

*Above from 2013 Survey Monkey User Research*
# 2014 Ad Sizes & Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width x Height</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>728 x 90</td>
<td>$25</td>
</tr>
<tr>
<td>B</td>
<td>300 x 250</td>
<td>$25</td>
</tr>
<tr>
<td>C</td>
<td>300 x 250 or 600</td>
<td>$25</td>
</tr>
</tbody>
</table>

* IAB Rising Star units and other Rich Media options available. Pricing upon request.

For questions regarding rates and additional ad opportunities, please contact:

**Jim Fowler,**
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National Review
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www.nationalreview.com
2014 Digital Specifications

NRO Creative Specs:

- NRO uses DFP for all ad serving.
- We accept GIF, Flash, Rich Media & Third Party Served ads.
- 50k maximum file size for non-Rich Media ads.
- 50k initial load and 100k maximum load for Rich Media ads.
- Must have the variable “clickTAG” implemented correctly within each .swf file.
- Backup GIF files MUST be provided for any campaign running Flash.
- 30-second maximum for any non-user initiated animation.
- Any sound must be user-initiated, defined as a click and not a mouse-over or rollover, and clearly labeled with “Play” and “Stop” controls.
- Expanding ads must have a prominent “CLOSE X” button, not less than 10-pt type, in the upper right-hand corner of the expanded portion of the ad.
- All ads are sold run of site unless otherwise negotiated.
- NRO reserves the right to reject any potential ad campaign or creative without explanation.