

## Email Alerts

## OVERVIEW

# Our Email Alerts Are as Powerful as Ever . . .

Many savvy marketers know that email marketing is the most powerful way to reach online users.

Direct Marketing News reports that a recent study found that 75.8% of marketers are using more promotional emails to market their business than they were just three years prior. And Forrester Research predicts that “email marketing spending will balloon to \$2 billion in 2014 with retention email, services, and ad-sponsored acquisition newsletters all representing bright spots.”

Marketers are able to tap into Newsmax’s powerful audience by advertising in sponsored news email alerts, as well as via “exclusive” emails, wherein the marketer can write the subject line and the copy of the full email.

With more than 4 million email subscribers, Newsmax’s email lists are among the best in the business. Here’s why:

- ▶ **TRULY OPT-IN.** Newsmax is a legitimate email news content provider and never sends spam. We have a 18-year track record of responsible emailing. We are white-listed with all major ISPs and adhere to the highest email best practices, including CAN-SPAM, and rated A+ by the Better Business Bureau.
- ▶ **RESPECTED BRAND.** Studies have shown that the most important factor in a person reading an email is the name in the “from” line. Newsmax is one of the most powerful news brands on the Web. Our websites attract more than 14 million unique users monthly. Forbes magazine has called Newsmax a “news powerhouse.”
- ▶ **REAL CONTENT.** Newsmax email news alerts are compiled by a staff of veteran journalists who provide readers with interesting, current, and thought-provoking news content in our daily email alerts offered in the areas of breaking news, politics, health, personal finance, and jokes.
- ▶ **REALLY ENGAGED AUDIENCE.** Newsmax’s online sites have one of the most powerful and engaged baby boomer audiences in the United States. Boomers are interested in the latest news, and information on health, personal finance, and lifestyle that will impact their lives. Boomers are the largest demographic group in the nation and the one with the highest levels of disposable income.

Newsmax offers multiple, scalable email lists with as many as 4 million email names available. Newsmax offers specific email lists in the areas of breaking news, health, and finance. Newsmax also offers highly specialized lists for disease conditions and other demographic groupings. Please see our lists below.

Additionally, Newsmax represents 16 different email list owners. These senders are highly vetted by Newsmax and have our stamp of approval. All follow Newsmax’s “best practices” rules, as well as offering influential brands with engaging content.

**SEE OUR LISTS!**

Tap into the power of Newsmax. Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!



**Email Alerts**

**DEMOGRAPHICS**

**Newsmax Email News Alerts Get Responses!**

Newsmax’s audience includes more than 4 million opt-in subscribers to our news alert emails. Unlike many other email lists, Newsmax email readers are a highly responsive, age 50+ audience of baby boomers with a strong interest in health, finance, lifestyle, charity, and political offers.

**Check out some of our key lists:**

**Newsmax – 1,200,000 opt-in subscribers**

Newsmax email subscribers are not only tuned into their world and current events, they are a demographic that cares about their well-being: their health, their wealth, and their lifestyle. They are highly responsive to offers that support their privileged way of life.

**Key Data:**

- ▶ 97% are age 45+
- ▶ 67% are male
- ▶ 67% read Newsmax on a daily basis
- ▶ 61% plan to travel in the next 12 months
- ▶ 27% are top management, C-level executives, or business owners
- ▶ 85% vote in every election

SOURCE: SURVEY MONKEY 2016

**Newsmax Finance Moneynews – 501,000 opt-in subscribers**

This is a list of savvy investors who are anxious to hear the latest financial and investment news. These consumers not only track the economy, but want the latest stock, bond, commodity, currency, precious metals and other market trends. They are interested in investment vehicles as well as information products that protect and grow their wealth.

**Key Data:**

- ▶ 78% are male
- ▶ 79% are age 55+
- ▶ 46% feel underprepared for their financial future
- ▶ 52% have an IRA or Roth IRA
- ▶ 52% invest in mutual funds
- ▶ 48% read Moneynews emails or visit the website daily
- ▶ 50% are interested in diversifications and alternative investments
- ▶ 37% invest in precious metals

SOURCE: SURVEY MONKEY 2016

**Newsmax Health – 738,000 opt-in subscribers**

This is a list of our most health-conscious readers who are seeking to live a long life while maintaining a healthy lifestyle. Newsmaxhealth.com offers them the latest health and medical news and advice from a group of renowned medical doctors including Russell Blaylock, Mehmet Oz, Chauncey Crandall, Erika Schwartz, and David Brownstein. This audience is highly responsive to health, medical, nutritional and alternative health promotions, in addition to offers that promote wellness and a positive lifestyle.

**Key Data:**

- ▶ 87% are age 55+
- ▶ 57% are male
- ▶ 90% take vitamins or health supplements
- ▶ 44% are employed
- ▶ 42% have made an online purchase for vitamins or supplements within the past year

SOURCE: SURVEY MONKEY 2016



## Newsmax Email Lists

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:

### Selections

- ▶ HTML Setup: \$150
- ▶ A/B Split: \$50
- ▶ Suppression: \$50

### Rules and Restrictions

- ▶ Rates are subject to change without notice.
- ▶ Content and links subject to approval. Copy is due two business days prior to send date.
- ▶ Minimum send and test sizes may apply, depending on list.
- ▶ Cancellations incur a 25% cancellation fee if canceled within three days of run date.

## Email Lists

### Newsmax Email Lists

List	List Size
Newsmax Main	1,200,000
Newsmax Health	738,000
Newsmax Finance Moneynews	501,000
Newsmax Magazine	183,000
Newsmax Store	342,000
Progressives	357,000

COPY APPROVAL REQUIRED.

### Health Email Lists

List	List Size
Brownstein Newsletter	15,000
Blaylock Newsletter	15,000
Crandall Heart Health Report	14,000
Health Radar Newsletter	12,000
Mind Health Report Newsletter	282,000
Alternative Health	168,000
Alzheimer	75,000
Anxiety	192,000
Arthritis	27,000
Asthma	99,000
Cancer	111,000
Diabetes	117,000
Digestion	18,000
Eczema	291,000
Heart Health	186,000
High Blood Pressure	150,000
High Cholesterol	144,000
Medix Select	126,000
Men's Health	90,000
Mental Health	120,000
Neurological Nerve	42,000
Prostate	15,000
Psoriasis	48,000
Smokers	198,000
Snoring	258,000
Weight Loss	123,000
Women's Health	150,000

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## Email Lists (Continued)

### Special Financial Lists

List	List Size
Accredited Investor List	165,000
Financial Intelligence Report	3,000
Franklin Prosperity Report	10,000
The High Income Factor	4,000
The Dividend Machine	8,000
Ultimate Wealth Report	8,000

COPY APPROVAL REQUIRED.

### Email Lists Represented by Newsmax Exclusively

List	List Size
Be Well Buzz	136,000
Dick Morris	305,000
Health Freedom	95,000
Interview With God	130,000
Prophecy News Watch	300,000
USA Carry	94,000
GPO Insider	310,000
AARP and AMAC Active Members	372,000
Annuity Interest	12,000
Conservative Veterans for America	240,000
E.D.	30,000
Gardening	204,000
Gold Investors	183,000
Golf	129,000
NRA Gun Owners	171,000
Pet	378,000
Survival Preparedness	51,000
Travel	222,000
Gun Insider	66,000
Larry Kudlow	69,000
Women's Health Matters	114,000

LEAD GENERATION AND INVESTOR RELATION EMAILS ARE SUBJECT TO SURCHARGE. COPY APPROVAL REQUIRED.

**Newsmax Email Lists**

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:

**Newsmax**

**Newsweek**

**NewsmaxFINANCE**

**Newsmaxhealth**

**RASMUSSEN  
REPORTS**

**The Franklin Prosperity Report**

**Resolute Wealth Letter**

**The Dividend Machine**

**DickMorris.com**

**Financial Intelligence Report**  
The Global Resource to Protect and Grow Your Wealth

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**GEO-Targeted Email Marketing**

**Newsmax**  
Reach Newsmax Email Subscribers *LOCALLY* with your Ads!

Call (844) 751-2540

**STEP 1**  
Find out how many Newsmax email readers you can target near your business. Choose one of the four search areas below and click Submit.

Zip:  Radius:  Miles

or

State:

or

Market:

or

Region:

**Submit**

**Use Newsmax's GEO-Targeted Email online tool to help your business find our highly-responsive subscribers close to you!**

Newsmax **GEO-Targeted Email** is a new program that allows local advertisers to tap into our powerful customer and reader lists using email.

Target our readers by ZIP code, state, or even DMA.

The GEO-Targeted Email tool will tell you instantly the approximate number of Newsmax readers near to your business — just contact us and you can reach this influential and responsive audience in days!

**Newsmax GEO-Targeted Email helps you connect with our readers to:**

- ▶ Market your small businesses
- ▶ Tell about professional services: doctors, dentists, lawyers, any service imaginable!
- ▶ Invite them to conferences, business seminars
- ▶ Share with them upcoming charity, social and political events
- ▶ Inform them of special discount programs
- ▶ And much, much more!

**Check out our Geo Tool: [newsmax.com/geo](http://newsmax.com/geo)**