

## Email Alerts



## Feed Network



- Dershowitz: Perry Indictment 'Totalitarian'
- Lanny Davis: Denounce Indictment
- Cosmonaut Tosses Satellite Into Orbit
- Are Police Over Militarizing? Vote Here
- Baldness Cure? Cancer Drug

## TV



## Websites



## Publications



## Newsmax Media reaches millions of affluent, influential, and highly informed readers . . .

Each month Newsmax reaches 14 million Americans via our informative websites, opt-in email news alerts, Newsmax Feed Network, newsletters, and magazine.

Our news team is composed of some of the most distinguished, award-winning journalists in the industry. For advertisers, our targeted demographic and subscriber base of upper-income baby boomers is hands-down one of the most attractive audiences in the marketplace.

Newsmax is more than just news — it's the drama of news: Washington intrigue, Wall Street insiders, Hollywood happenings, money and power, war and peace, refreshing opinion, medical and health news, as well as investigative reporting.

Forbes magazine has called Newsmax a “news powerhouse” and The New York Times says it is a “potent force” in U.S. politics.

Readers get commentary and insight from brilliant minds such as:

- ▶ Michael Reagan
- ▶ Ben Stein
- ▶ Fared Zakaria
- ▶ Dr. Ben Carson
- ▶ George Will
- ▶ Dr. Laura Schlessinger
- ▶ Alan Dershowitz
- ▶ Jim Rogers
- ▶ Scott Rasmussen
- ▶ Larry Kudlow
- ▶ Robert Wiedemer
- ▶ John Stossel

. . . plus many other contributors who offer our readers the stock and financial news they need to manage their wealth.

Our top team of medical doctors includes Mehmet Oz, Michael Roizen, Erika Schwartz, Russell Blaylock, and Chauncey Crandall.

We provide everything our upscale, information-hungry baby boomer readers want in an exciting news-you-can-use format.

When they really want to know, they turn to Newsmax 24/7 — online, in email, print, and even on television via Newsmax TV.

Newsmax is a powerful way to reach our highly responsive audience. We deliver results!

If you're looking for highly engaged citizens, families with high household incomes, high-end vacation travelers, or car buyers, we can help you pinpoint your target.

Newsmax Media delivers frequency, reach, scalability, and targetability.

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

## 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

COPY APPROVAL REQUIRED.

(Continued on the next page)



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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

**Selections**

- ▶ HTML Setup: \$150
- ▶ A/B Split: \$50
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**Rules and Restrictions**

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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)**

**Websites**



**OVERVIEW**

**Online We Reach Millions of Affluent, Influential, and Highly Responsive Readers . . .**

Each month Newsmax reaches 14 million Americans via our informative websites, opt-in email news alerts, Newsmax Feed Network, newsletters, and magazine.

Our news team is composed of some of the most distinguished, award-winning journalists in the industry. For advertisers, our targeted demographic and subscriber base of upper-income baby boomers is hands-down one of the most attractive audiences in the marketplace.

Newsmax is more than just news — it's the drama of news: Washington intrigue, Wall Street insiders, Hollywood happenings, money and power, war and peace, refreshing opinion, medical and health news, as well as investigative reporting.

Forbes magazine has called Newsmax a “news powerhouse” and The New York Times says it is a “potent force” in U.S. politics.

Readers get commentary and insight from brilliant minds such as:

- ▶ Michael Reagan
- ▶ Ben Stein
- ▶ Fared Zakaria
- ▶ Dr. Ben Carson
- ▶ George Will
- ▶ Dr. Laura Schlessinger
- ▶ Alan Dershowitz
- ▶ Jim Rogers
- ▶ Scott Rasmussen
- ▶ Larry Kudlow
- ▶ Robert Wiedemer
- ▶ John Stossel

. . . plus many other contributors who offer our readers the stock and financial news they need to manage their wealth.

Our top team of medical doctors includes Mehmet Oz, Michael Roizen, Erika Schwartz, Russell Blaylock, and Chauncey Crandall.

We provide everything our upscale, information-hungry baby boomer readers want in an exciting news-you-can-use format.

When they really want to know, they turn to Newsmax 24/7 — online, in email, print, and even on television via Newsmax TV.

Newsmax is a powerful way to reach our highly responsive audience. We deliver results!

**Newsmax is tracked by comScore as one of the top independent news websites in the nation.** If you're looking for highly engaged citizens, families with high household incomes, high-end vacation travelers, or car buyers, we can help you pinpoint your target.

Newsmax Media delivers frequency, reach, scalability, and targetability.

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!**

**Sections & Features**



- ▶ Newsmax.com Home
- ▶ TV
- ▶ World
- ▶ Money
- ▶ Health
- ▶ Newsfront
- ▶ America
- ▶ Politics
- ▶ Insiders
- ▶ The Wire
- ▶ Sci & Tech
- ▶ Slideshows
- ▶ Jokes

**WEB METRICS**

**Newsmax.com Profile**

Newsmax.com is a top independent news website with a highly desirable, engaged readership with one of the largest baby boomer audiences on the Web.

Our audience has strong interests in health, finance, lifestyle, well-being, personal products, and even charitable and political causes.

Newsmax.com offers timely, insightful coverage of relevant news and topics impacting Americans today. Newsmax’s coverage is delivered to all PC, tablet, and smartphone platforms.

With the latest breaking news from an award-winning team of journalists along with contributions from well-known and respected Insider columnists, Newsmax.com is a primary source for millions of loyal, responsive readers.

- ▶ 10.3 million average monthly unique visitors
- ▶ 60 million average monthly page views
- ▶ 5.6 pages per unique visitor

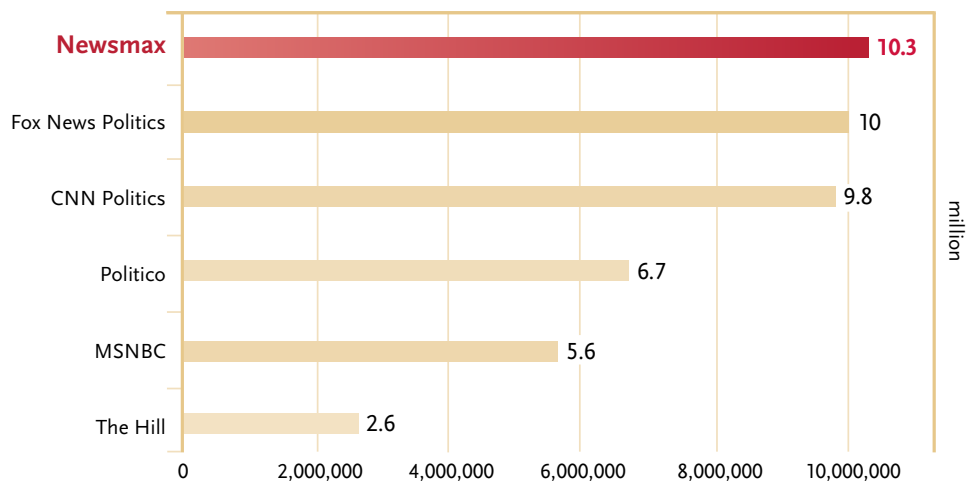
SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

**Demographics**

- ▶ 63% of readers are male
- ▶ 82% of the Newsmax.com audience is 45 years of age or older
- ▶ 79% of readers have attended college
- ▶ 33% of readers have a household income of \$100,000+
- ▶ 16% have a net worth in excess of \$1 million
- ▶ 25% are top management, C-level executives or own their business
- ▶ 20% more likely than the national average to have completed graduate school and received a degree

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

**Top News Websites**



SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016



**Sections & Features**



- ▶ NewsmaxFinance.com Home
- ▶ Street Talk
- ▶ Personal Finance
- ▶ Economy
- ▶ Companies
- ▶ Markets
- ▶ Investing & Analysis
- ▶ Insiders
- ▶ Money Wire
- ▶ Newsletters

**WEB METRICS**

**Newsmax Finance Profile**

NewsmaxFinance.com reaches a highly desirable and extremely responsive audience of investors who are anxious to hear the latest financial and investment news. These consumers not only track the economy, but also want the latest stock, bond, commodity, precious metals, currency, and other market information and advice — and are willing to pay top dollar for it.

Typical NewsmaxFinance.com visitors are affluent, likely male baby boomers who want to take control of their financial future, as well as protect and grow their nest egg as they move toward retirement. Visitors are also treated to blue-chip financial advice from a variety of credible, financial sources such as Larry Kudlow, Peter Orszag, James Dale Davidson, Robert Wiedemer, Mohamed El-Erian, and Tom Hutchinson, among others.

- ▶ 2.9 million average monthly unique visitors
- ▶ 4.7 million average monthly page views
- ▶ 2.3 pages per unique visitor

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

**Demographics**

- ▶ 74% of readers are male
- ▶ 70% of the NewsmaxFinance.com audience is 55 years of age or older
- ▶ 79% of readers have attended college
- ▶ 60% of readers have a household income of \$75,000+
- ▶ 157% more likely to have an account with a discount brokerage firm
- ▶ 147% more likely to have a portfolio valued between \$250,000 and \$499,999
- ▶ 396% more likely to have a brokerage account with Morgan Stanley
- ▶ 226% more likely to have a brokerage account with Charles Schwab
- ▶ 227% more likely to receive quotes online 1 to 2 times per week
- ▶ 126% more likely to own a home improvement loan
- ▶ 181% more likely than the national average to own a small business credit card

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

**Sections & Features**



- ▶ NewsmaxHealth.com Home
- ▶ Health News
- ▶ Cancer
- ▶ Heart
- ▶ Brain Health
- ▶ Diabetes
- ▶ Natural Health
- ▶ Anti-Aging
- ▶ Diet & Fitness
- ▶ Health Wire
- ▶ Newsletters

**WEB METRICS**

**Newsmax Health Profile**

NewsmaxHealth.com is a vital source for our most health-conscious readers who are seeking to maintain a long and robust life.

They are hungry for the latest news on medical breakthroughs, medical studies, conventional and alternative medicines, prescription drugs and nutritional supplements.

NewsmaxHealth.com offers them advice from renowned nutritionist Dr. Russell Blaylock and relevant health news from prominent medical doctors, such as Dr. Peter Hibberd, Dr. Chauncey Crandall, Dr. Erika Schwartz, Dr. Kenneth Beer, and others. The website audience is highly responsive to health, medical, nutritional and alternative health promotions, in addition to offers that promote a dynamic lifestyle. They are constantly searching for products, supplements, and services that will help them and their loved ones achieve and preserve optimal health and wellness.

- ▶ 2.7 million average monthly unique visitors
- ▶ 3.9 million average monthly page views
- ▶ 1.7 pages per unique visitor

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

**Demographics**

- ▶ 55% of readers are male
- ▶ 52% of the Newsmaxhealth.com audience is ages 35-64
- ▶ 82% of readers have attended college
- ▶ 71% of readers have a household income of \$60,000+
- ▶ 59% of readers have a household income of \$75,000+
- ▶ 61% of the Newsmaxhealth.com audience own a pet
- ▶ 55% more likely than the national average to shop for vitamins or nutritional supplements
- ▶ 89% more likely to purchase these vitamins or nutritional supplements online
- ▶ 146% more likely to have read health newsletters in the last month

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

## Advertising Types

Medium Square (300x250)



Sponsored Headline

### Around the Web

- Male enhancement exposed - Pilot Tells His Secret
- A money-hiding secret Obama may not want you to know
- The #1 vitamin Deficiency Damaging Your Brain
- Wife Finds Her Husband Cure for ED
- This free testosterone secret will drive her WILD!

RSS Feed

### NEWSMAX HEADLINES

- Club for Growth, Heritage Blast Boehner
- Does Israel Have Solution for Shootings?
- Domino's Founder Sues over Obamacare
- This Weird Spice Remedies Diabetes
- Should Boehner Agree to Tax Hike? Vote Here
- Trump Buying Golf Sources in Florida, Everywhere
- Snacks Tied to Colon Cancer, Beware
- Video Exposes Dangers of Obamacare Law [What's This?](#)

## RATE CARD

### Graphic Advertising

#### Standard Rectangle (300x250)

- ▶ Medium rectangle banners appear on right side of all pages and are offered run-of-site or targeted by section.

#### Skyscraper (160x600)

- ▶ Skyscraper banners run on the left side of key section pages.

#### Mobile (320x50)

- ▶ Rectangle banner appears centered on the bottom of the mobile site.

#### Mobile Adhesive (320x70 , 480x70 , 768x110 , 1024x110)

- ▶ Rectangle banner appears centered on the bottom of the mobile site and remains in position as user scrolls.

#### Desktop Adhesive (480x50 , 768x90 , 1024x90)

- ▶ Rectangle banner appears centered on the bottom of the Desktop site and remains in position as user scrolls.

#### Recommended Special Links (215x161)

- ▶ Image and text located on the bottom of all article pages.

#### Mobile In-Article (300x250)

- ▶ Rectangle banners appear in the middle of article pages on mobile site.

#### Desktop In-Article (300x250)

- ▶ Rectangle banners located within article pages.

#### Scroll-to-Play Video (600x300)

- ▶ Video on all health and finance article pages.

#### Comments Banner (600x250)

- ▶ Rectangle banner appears at the bottom of the article, above the comments section

#### Display Sponsorships (160x600, 600x160)

- ▶ Rectangle banners on the bottom and left side of any article on health or finance pages

### Text Advertising

#### Sponsored Headline "Around the Web"

- ▶ Text headline displayed on all pages, on right rail and at the conclusion of each article in the content well. Identified as "Around the Web."

#### Breaking News Sponsored Headline

- ▶ Premium positioned text link at top of the homepage and all section pages for Newsmax.com, Newsmaxhealth.com and Newsmaxfinance.com. Ad runs for 24 hours. Available 2x per month, per advertiser.

#### Newsmax Feed Network†

- ▶ Text Headline displayed across Newsmax's network of 1,600+ publisher websites. Feed ads placed through bidding exchange.

### Native Ad

Built to resemble a News Article, your Ad will be placed on either Newsmax's Homepage, finance page, or health page. This averages 1.5-4 clicks a minute.

- ▶ Native Ad on Newsfront page with image, and in-text ecomm on article pages.

**Websites**



**RATE CARD (CONTINUED)**

**Social Media Advertising**

Reach our list of over 1 million active Facebook followers and over 56 thousand Twitter followers through one of the most effective advertising platforms. Our Facebook posts have a weekly reach of about 10-15 million views through our posting efforts and our followers increase at approximately 12-15 thousand per week.

**DIGITAL FILE REQUIREMENTS**

**Advertisements Mechanical Requirements**

**Acceptable File Types**

- ▶ JPEG (Joint Photographic Experts Group) format with .jpeg or .jpg extension
- ▶ GIF (Graphic Interchange Format) with .gif extension
- ▶ Plain text ad script with .html extension
- ▶ All files must be able to be opened directly from Internet Explorer without modification.

**Web Optimization**

- ▶ Creatives may not exceed 50kb
- ▶ No high contrast
- ▶ No flickering

**Click Tags**

- ▶ The variable name must be spelled "clickTAG" (uppercase TAG; no space between click and TAG) and not "click tag," "Click Tag," or any other form.

**Actionscript 2.0**

```

1 on (release){
2     if (clickTAG.substr(0,5) == "http:"){
3         getURL(clickTAG, "_blank");
4     }
5 }
    
```

**Actionscript 3.0\***

```

1 import flash.events.MouseEvent;
2 import flash.net.URLRequest;
3
4 buttonOrObjectReceivingClick.addEventListener(
5     MouseEvent.CLICK,
6     function(event: MouseEvent) : void {
7         flash.net.navigateToURL(new URLRequest(
8             root.loaderInfo.parameters.clickTAG), "_blank");
9     }
10 );
    
```

\*Replace buttonOrObjectReceivingClick when using the Actionsript 3.0 click tag with the actual name of button or element that will be receiving the click. It's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "\_root." or "\_level0." to "clickTAG" above, resulting in "\_root.clickTAG" or "\_level0.clickTAG".



Available on

Devices:

TVs, computers, and mobile devices



Available using:



OVERVIEW

Live TV in 30 Million Homes Via Verizon FiOS



Newsmax TV offers the same high-volume results to television advertisers that Newsmax online platforms have been delivering for more than 15 years to digital advertisers.

- ▶ **CONTENT:** Newsmax TV delivers compelling breaking news and analysis with the latest on politics, finance and health — including great conversation and interviews with high-profile talent and contributors from across the political spectrum. Guests include Dr. Ben Carson, Ben Stein, Alan Dershowitz, Dick Morris, Dr. Oz and many other diverse voices.
- ▶ **VALUABLE AUDIENCE:** We target “Baby Boomers” (Adults 45-64) who are the largest demographic group in the nation with the largest amount of disposable income. Our viewers are affluent, educated, and active consumers who respond to financial, health, lifestyle and other content that improve their lives.
- ▶ **MULTIMEDIA PLATFORM:** TV Programming and commercial messages are broadcast to 35 million homes via AT&T/DirecTV – simulcast across all smartphones and OTT devices. More than 100 million Americans can tune into Newsmax TV free via online, mobile and tablet Apps, and OTT platforms like Roku and Google TV.
- ▶ **BROADCAST OPERATIONS:** Each day Newsmax TV broadcasts 24/7 from studios in New York, Washington, D.C., and Boca Raton, Florida.
- ▶ **EFFICIENT AND RELIABLE TV ADVERTISING SOLUTION:**
  - ▶ **Flexible:** Short form (:15/:30/:60/:120) and long form (28:30) formats accepted.
  - ▶ **Reliable:** Experienced sellers and support personnel.
  - ▶ **Volume Friendly:** State-of-the art systems.
- ▶ **CROSS-PROMOTE:** Amplify the impact of your TV commercials on Newsmax TV with the synergy of Newsmax Media e-mail, online and print advertising opportunities.

Tap into the power of Newsmax. Call Teresa (Tabeeek) McDaniel today, at (561) 674-0724, and take your results to the max with Newsmax!

Publications



**OVERVIEW**

**We Reach America’s Baby Boomers . . .**

Award-winning Newsmax magazine reaches more than 500,000 Americans monthly.

Each month Newsmax’s top team of journalists and columnists produces a powerful print publication offering Americans the perspective they need on current events, politics, health, money and lifestyle.

Newsmax magazine readers are extremely loyal and responsive!

Newsmax columnists include George Will, Ben Stein, Dr. Laura Schlessinger, Christopher Ruddy, and Michael Reagan, among others.

Dr. Ben Carson, best-selling author and commentator, tells America: “Each month I look for Newsmax magazine to give me the news I can’t get elsewhere — you should too.”

Ben Stein adds that Newsmax reveals the “unafraid, uncomplicated, bare-knuckles truth about today’s dangerous world.”

Mike Reagan, the elder son of the late President Ronald Reagan, says: “I guarantee that you’ll love Newsmax magazine.”

There is so much more in Newsmax magazine, which won a Gold Eddie Award in the News/Commentary category of Folio magazine’s prestigious journalism awards, the Eddies, and has now received a Charlie Award, the highest honor from the Florida Magazine Association, in each of five categories including Best In-Depth Reporting.

Newsmax magazine offers a great opportunity for advertisers to integrate campaigns with online viewers in print, and to re-market product pitches.

**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!**



**Newsmax Magazine Sections**



- ▶ Cover Story
- ▶ Sound Off
- ▶ Newsfront
- ▶ America
- ▶ Politics
- ▶ Faith
- ▶ World
- ▶ Media
- ▶ Showbiz
- ▶ MaxLife
- ▶ Science & Technology
- ▶ Life & Trends
- ▶ Money
- ▶ Travel
- ▶ Healthy Living
- ▶ The Very Best
- ▶ Backtalk

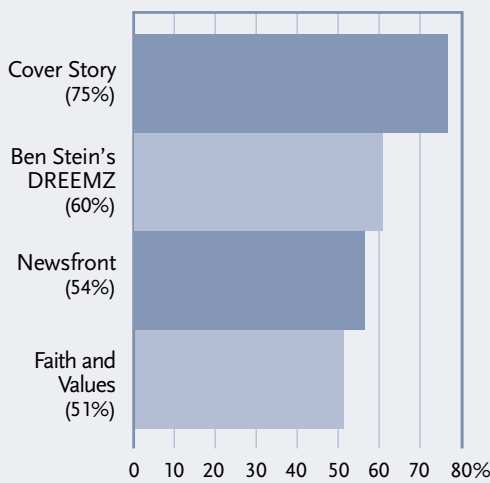
**DEMOGRAPHICS**

**Upscale Demographics, Loyal Readership**

- ▶ 71% are men
- ▶ 93% are 45 and older
- ▶ 30% have a portfolio valued at \$500,000 – \$2,000,000
- ▶ 83% own a single-family home
- ▶ 17% are professionals or business owners
- ▶ 57% are college graduates or higher
- ▶ 45% have a total net worth of \$500,000+

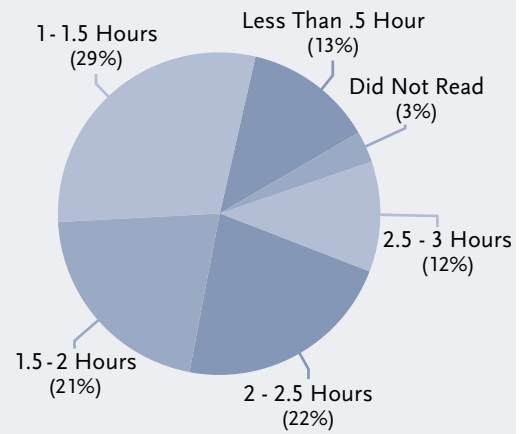
SOURCE: SURVEY MONKEY 2016

**Most Widely Read Features**

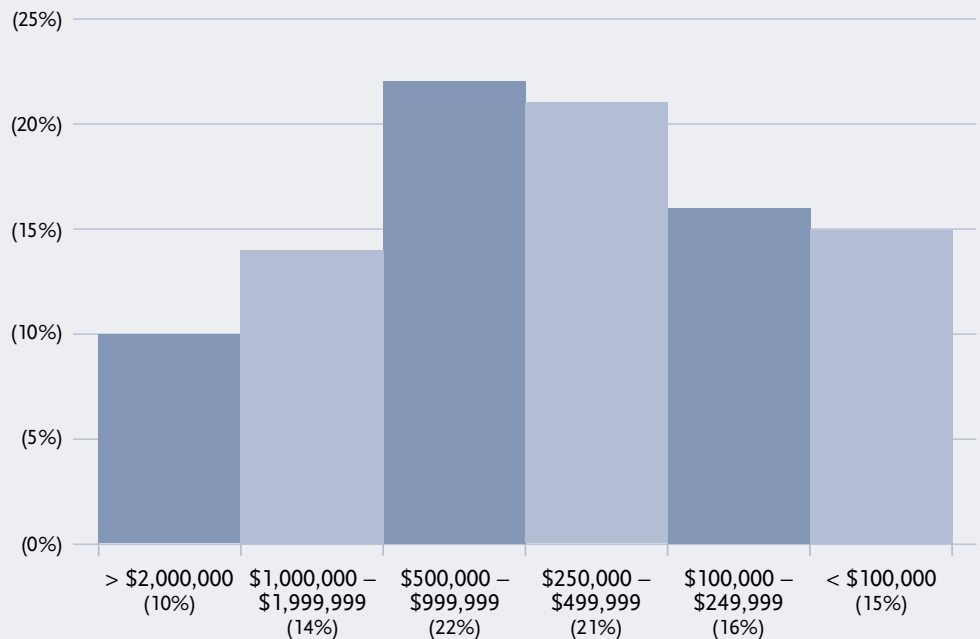


**Time Spent With Magazine**

(84% Spend Over 1 Hour)



**Household Net Worth (Average: \$685,000)**



## Magazine



1/2 Page Ad

**OWN A PIECE OF AMERICAN HISTORY**

Call 1-888-741-4548 today to consult with a member of our Private Client Services Division.

**Order More & Save!**

1 Set	\$2,500	\$2,100
2 Sets	\$4,500	\$3,800
3 Sets	\$6,500	\$5,400

Minimum purchase of \$2,500. Shipping and handling charges apply. Payment in US Dollars only. Offer valid while supplies last. ©2019 Newsmax, Inc. All rights reserved. Newsmax, Inc. is not responsible for the accuracy of the information provided. See the reverse side of the coin for more details.

**OPTIMIZED FOR THE CHRISTIAN BUSINESS OWNER**

**C12**

Subscribe today for only \$2.99

**South Hills Art Center**

**Ronald Reagan**

South Hills Art Center

1/3 Page Ad

1/6 Page Ad

### Newsmax Magazine Also Offers:

- ▶ Business Reply Cards
- ▶ Single Sheet Inserts
- ▶ Cover Wraps
- ▶ Polybag Inserts

## ADVERTISING RATES & DEADLINES

### 2019 Advertising Deadlines (full page)

Issue	Reserve Space	Copy Deadline	Estimated In Home Date
January	6-Nov	27-Nov	5-Jan
February	10-Dec	24-Dec	2-Feb
March	4-Jan	18-Jan	2-Mar
April	4-Feb	18-Feb	30-Mar
May	5-Mar	19-Mar	4-May
June	3-Apr	17-Apr	1-Jun
July	6-May	20-May	29-Jun
August	7-Jun	21-Jun	3-Aug
September	5-Jul	19-Jul	7-Sep
October	6-Aug	20-Aug	5-Oct
November	3-Sep	17-Sep	26-Oct
December	4-Oct	18-Oct	7-Dec

### Brand Advertising Rates\* (color)

Size	1x Rate	3x Rate	6x Rate	12x Rate
Full Page	\$2,500.00	\$2,250.00	\$2,125.00	\$2,000.00
Half Page (Vertical or Horizontal)	\$1,500.00	\$1,350.00	\$1,275.00	\$1,200.00
One-Third Page (Vertical or Square)	\$1,000.00	\$900.00	\$850.00	\$800.00
Half Column, 1/6 Page Vertical	\$500.00	\$450.00	\$425.00	\$400.00
Ad Columns, 1/12 Page Square	\$350.00	\$315.00	\$297.50	\$280.00
Ad Columns, 1/24 Page Horizontal	\$250.00	\$225.00	\$212.50	\$200.00
2nd & 3rd Cover (Inside Front/Back)	\$5,000.00	\$4,500.00	\$4,250.00	\$4,000.00
4th Cover (Back)	\$4,500.00	\$4,050.00	\$3,825.00	\$3,600.00
1st Right Hand Page	\$3,500.00	\$3,150.00	\$2,975.00	\$2,800.00
2 Page Spread	\$5,000.00	\$4,500.00	\$4,250.00	\$4,000.00

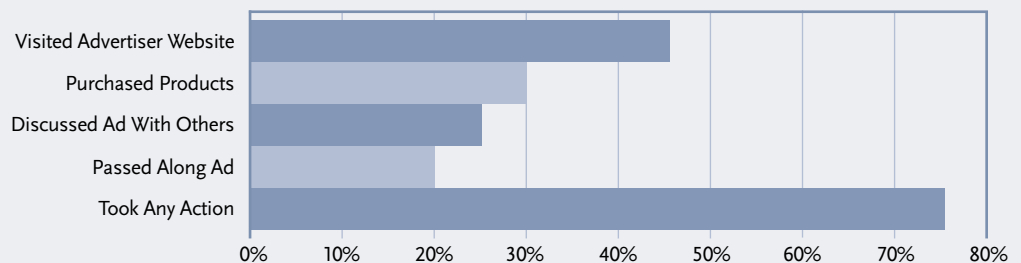
### Direct Response Advertising Rates

Please contact a Newsmax ad representative to get the latest discounted rates for direct response advertisers. Precious metal advertisers will incur a 15% premium added to their frequency rate.

### Circulation

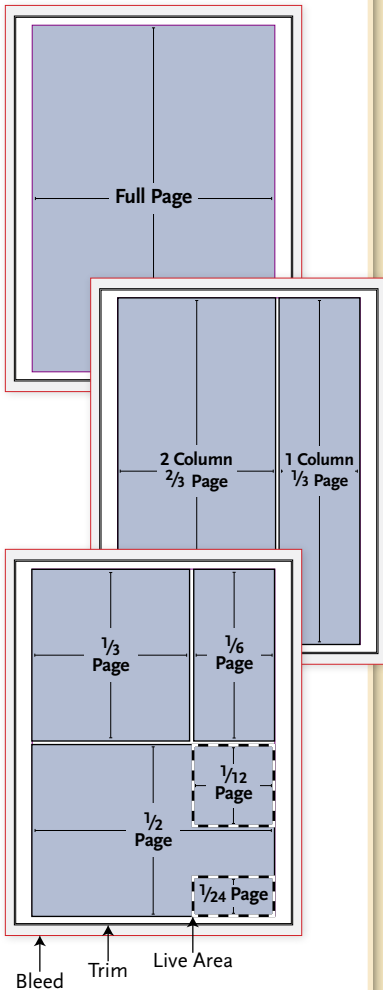
Print	Digital	Combined
116,130	3,516	119,646

### Percentage of Readers Taking Action After Seeing an Ad





## Page Dimensions (8 x 10 1/2")



**NOTE:** Bleed ads are not offered for the following ad sizes: One-third page square, one-half column (1/6 page) and 1/12 page square.

### Delivering Creatives

- ▶ Email copy to:  
[adcopy@newsmax.com](mailto:adcopy@newsmax.com)
- ▶ Upload copy to:  
[www.newsmaxstore.com/uploads/uploadform.cfm](http://www.newsmaxstore.com/uploads/uploadform.cfm)

### Delivering Creatives

CD-ROM or DVD media only. Please send your media to . . .

Attn: Jeralynn Kozak  
Newsmax Media Inc.  
750 Park of Commerce Dr.  
Boca Raton  
FL 33487

## ADVERTISING RATES & DEADLINES (Continued)

### Page Parameters

Size/Space	Ad Dimensions (Non-Bleed)	Ad Dimensions (With Bleed)
Full Page	7 x 10"	8 1/4 x 10 3/4"
Two Column / 2/3 Page Vertical	4 5/8 x 10"	5 1/4 x 10 3/4"
Half Page Horizontal	7 x 4 7/8"	8 1/4 x 5 1/4"
Half Page Vertical	3 1/2 x 10	4 x 10 3/4"
One-Third Page Vertical (One Column)	2 1/4 x 10"	2 7/8 x 10 3/4"
One-Third Page Square	4 5/8 x 4 7/8"	N/A
Half Column / 1/6 Page Vertical	2 1/4 x 4 7/8"	N/A
Ad Columns, 1/12 Page Square	2 1/4 x 2 1/4"	N/A
Ad Columns, 1/24 Page Horizontal	2 1/4 x 1"	N/A
2 Page Spread	15 x 10"	16 1/4 x 10 3/4"

### Technical Guidelines

#### Formatting Guidelines

- ▶ All of the high-resolution images and fonts must be included when generating a PDF file. Images must be in SWOP (Specifications for Web Offset Publications) standards (CMYK or Grayscale) and in TIFF or EPS format. Image resolution must be at least 300 dpi (ppi). No RGB or JPEG (jpg) images should be included in the file, and do not nest EPS files into other EPS files. All required trapping must be included in the file. The file must be right reading, 100% size.



#### Printing

- ▶ Newsmax uses SWOP standards. All of Newsmax magazine is produced computer-to-plate. See Advertising Specifications for dimensions.

#### Critical Color

- ▶ If color is critical, please send a match print proof along with your file for accurate printing.

#### Electronic Transmission

- ▶ Compressed files under 5 MB can be emailed to [adcopy@newsmax.com](mailto:adcopy@newsmax.com). Larger compressed files can be uploaded at: [www.newsmaxstore.com/uploads/uploadform.cfm](http://www.newsmaxstore.com/uploads/uploadform.cfm)

#### Media Storage & Returning

- ▶ All files and proofs will be destroyed six months after insertion date unless Newsmax has received written instructions to return material immediately after insertion or to hold the material for a specific future date (not to exceed one year from the last cover date). We do not return disks unless requested in writing. Please include a self-addressed, postage-paid envelope.

#### Terms & Conditions

- ▶ A processing fee of \$175 will be added for creative files sent incorrectly. The publisher is not responsible for errors due to improper file preparation. Publisher is not responsible for shifts in color due to differences between file and proof if a color proof is not supplied.

**Publications**



**OVERVIEW**

**Our Newsletters Target a Highly Responsive Audience**

Newsmax currently has more than 1.3 million subscribers to 17 health and financial newsletters. These paid subscribers, who pay anywhere from \$50-\$1,000, receive newsletters via digital and print. The subscribers are our most responsive and engaged customers.

You can tap into them with powerful inserts into the print and PDF digital versions. Advertisers can also send highly targeted emails to the subscriber list. (Please see Email pages of Media Kit.)

Our health newsletters are prepared by a team of award-winning medical doctors. Similarly, our financial newsletters are prepared by top financial experts and economists who understand the economy and world markets.

**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!**

**Health Newsletters**

**The Blaylock Wellness Report**

- ▶ Dr. Russell Blaylock is a nationally recognized, board-certified neurosurgeon, health practitioner, author, and lecturer. From food allergies to fending off the flu, this newsletter offers real-world advice for staying healthy. Each edition also features a Q&A section with Dr. Blaylock, giving subscribers the opportunity to have specific concerns addressed.

**Dr. Brownstein's Natural Way to Health**

- ▶ Dr. David Brownstein offers the most recent insights on emerging natural therapies, as well as the best methods of safe and effective conventional healthcare. Dr. Brownstein believes that holistic medicine will be the medicine of the 21st century. His newsletter presents current, relevant information to help readers achieve their optimal health naturally.

**Dr. Crandall's Heart Health Report**

- ▶ Renowned cardiologist Dr. Chauncey Crandall offers readers his best advice on how to prevent or reverse the #1 killer of Americans — heart disease. Subscribers learn how to fight high blood pressure, high cholesterol, and angina. They learn about heart-healthy diets, simple lifestyle changes, heart supplements, and more to help them live symptom-free, drug-free, and stress-free.

**Health Radar**

- ▶ This newsletter offers the latest in medical advancements and wellness tips from the worlds of both conventional and alternative medicine. This information is delivered in an easy-to-read, easy-to-apply format. Guest medical experts offer ways to cope with health issues that plague readers and their loved ones, from cancer to memory loss, arthritis, heart disease, depression, and more.

(Continued on the next page)

**Health Newsletters**



(Continued from previous page)

**Mind Health Report**

- ▶ Leading worldwide brain experts offer their very best techniques to help subscribers improve and expand their brain function and emotional well-being. Issues include latest advancements in brain research from the fields of neuroscience and psychiatry. Subscribers can also access actual case studies, and learn breakthrough methods for strengthening brain health and memory.

**\*For Print Specifications and deadlines contact advertising 888-766-7542 or [adinfo@newsmax.com](mailto:adinfo@newsmax.com)**

**Financial & Investing Newsletters**

**The Dividend Machine**

- ▶ Each month, noted investing expert Bill Spector covers the world's little-known — but highest-yielding — investments to help subscribers prosper and stay ahead of inflation. The Dividend Machine recommends only high-quality stocks from companies across the globe that hold a dominant position in their industries and generate piles of cash, which they return to shareholders in the form of dividends. This newsletter helps train investors to be more savvy by looking beyond stock appreciation alone.

**The High Income Factor**

- ▶ Edited by Wall Street veteran Tom Hutchinson, this monthly newsletter is constantly on the hunt for high-yielding companies in a low-yield world. The goal is to identify the most profitable, yet conservative, income opportunities available. With upside far beyond basic savings accounts and CDs, this newsletter discusses safe alternatives such as tax-advantaged income from investments in master limited partnerships, real estate investment trusts, covered-call funds, and more.

**The Franklin Prosperity Report**

- ▶ The Franklin Prosperity Report is dedicated to helping its readers save money each month with creative ways to cut costs on groceries, insurance, travel, and everyday expenses. This Newsmax publication is a monthly guide to learning the strategies and loopholes of the wealthy, helping subscribers save more, spend less, and increase net worth.

(Continued on the next page)

**Financial Newsletters**

(Continued from previous page)

**Ultimate Wealth Report**

- ▶ This newsletter identifies the trends that are reshaping the future global economy, and helps readers to profit by owning real assets that the world vitally needs. Ultimate Wealth Report enables subscribers to combat the perilous economic moves of the government — and even profit from their errors in judgment — by buying commodity-based exchange-traded funds, commodity-related stocks, stocks that benefit from rises in foreign currencies, and foreign currency ETFs.

**Financial Intelligence Report**

- ▶ This monthly newsletter brings together some of the sharpest minds from the worlds of finance, investing and economics. The goal is to deliver profitable investment advice for today's turbulent markets, advising subscribers on how to protect their wealth. Readers get expert opinions and financial outlooks based on how events are likely to unfold domestically and globally. Past topics include the subprime credit crisis, housing bust, and baby boomer wave. Contributors have included commodities expert Jim Rogers, billionaire Warren Buffett, Yale professor Robert Shiller, and many others.

**\*For Print Specifications and deadlines contact advertising 888-766-7542 or [adinfo@newsmax.com](mailto:adinfo@newsmax.com)**

(Continued on the next page)





**Printed Newsletter Inserts**



Printed inserts should be provided 8.5x11" folded down to 8.5x5.5". They are typically printed on a 70# coated text sheet and can be double sided.

**Other Paper Options**

- ▶ 50# Offset
- ▶ 60# Offset
- ▶ 70# Offset
- ▶ Coated Text

**Email PDF Newsletter Ads**

Email should be provided at 8.5x11" without bleed. Please do not include printers marks as they may show in the final artwork.

**Delivering Digital Creatives**

- ▶ Email copy to:  
[adcopy@newsmax.com](mailto:adcopy@newsmax.com)
- ▶ Upload copy to:  
[www.newsmaxstore.com/uploads/uploadform.cfm](http://www.newsmaxstore.com/uploads/uploadform.cfm)

**NEWSLETTER RATES AND CIRCULATION**

**Newsletter Rate Card**

Newsmax paid health and financial newsletters are a great source to reach an extremely valuable audience with your message. Print subscriptions typically cost \$109 annually, so these readers are actively engaged with each monthly publication.

**Newsletter audiences can be reached one of the following three ways:**

**Print**

- ▶ Advertisers can put a hard copy insert inside monthly printed newsletters, which gets mailed to subscribers.

**Email PDF**

- ▶ Reach digital subscribers with a "full page" PDF ad inside the monthly electronic version of the newsletter.

**Email**

- ▶ Each paid newsletter list is available for rental. See Newsmax Email Rate Card for pricing and quantities.

Due to printing deadlines and high demand for these products, advertisers should expect a longer lead-time than most Newsmax products.

**Rates (CPM)**

- ▶ Print, \$125
- ▶ Email, \$125
- ▶ Combined, \$112.50

NOTE: Space Reservation is the 1st of the month and creatives are due by the 5th of the month.

**Circulation**

Newsletter	Print	Email PDF	Combined
Blaylock Wellness Report	24,988	11,391	36,379
Dr. Brownstein's Natural Way to Health	24,893	7,629	32,522
Crandall Heart Health Report	22,579	7,444	30,023
Health Radar	35,783	8,999	44,782
Mind Health Report	20,244	4,059	24,303
The Dividend Machine	10,540	6,781	17,321
High Income Factor	3,856	4,228	8,084
Franklin Prosperity Report	15,380	7,222	22,602
Ultimate Wealth Report	5,921	9,000	14,921
Financial Intelligence Report	6,447	2,320	8,767

## What our advertisers are saying . . .

► **Birch Gold:** “We’ve been advertising with Newsmax and its represented properties for four years, with ongoing success. As the advertising landscape evolves, they have evolved with it, and they are always offering new and interesting opportunities for us to get our offers in front of a qualified audience.”

► **TRS Direct:** “We’ve been in direct response marketing business for almost 30 years, but our business has experienced explosive growth in the last four years.

Part of the reason for that success is Newsmax. These guys are real pros who know their business. Their magazine and online content is pertinent and well-targeted, so they’ve built a loyal group of readers.

More important for us, it’s an audience that actually pulls out their wallet and purchases product. We track everything, so we KNOW without a doubt that advertising with Newsmax means increased profits.

Bottom Line: If you’re not advertising with Newsmax, you’re probably leaving money on the table.”

► **Agora:** “We get great leads from Newsmax and do a variety of campaigns with them. The team is super easy to work with as well!”

► **Lear Capital:** “Newsmax has been a dedicated and reliable partner and an integral part of our media plan. With an array of digital offerings, we are able to speak to their audience via the user’s preferred channel, leveraging all of our assets from in-depth reports to video.”

► **Hear.com:** “We were searching for a reputable news publisher to promote the hear.com brand during our early growth stages. Pairing a powerful and trusted name alongside our brand was important for us to develop credibility with our audience, and partnering with Newsmax dramatically accelerated our efforts at acquiring qualified customers. Newsmax makes the task of brand-building and lead acquisition more streamlined and consistent. We are excited at continuing our growth efforts with the help of the experts at Newsmax.”

► **Rainmaker Adventures:** “As a Premium Direct Response Media with clients in the Financial, Health, Precious Metal and Physical Product sectors, Rainmaker Ad Ventures has developed an excellent partnership with Newsmax Media over the past five years.

During that time Newsmax has helped us achieve consistent ROI on multi-million dollar client spend, primarily utilizing Newsmax dedicated Email lists. Our Account Manager Dawn Neely and the Newsmax team have been most responsive working with us daily to maximize opportunity for client success while minimizing risk.”

► **Bel Marra:** “Bel Marra Nutritionals Inc., has been working Newsmax for the past 5 years. Tom Mulcrone who is our go to person at Newsmax has been very understanding and accommodating with our needs and goals.

Thus, in the past year, Bel Marra Nutritionals Inc., have increased the Media Buys with Newsmax and the advertising we have done with them so far has been very successful.

I really appreciate the feedbacks and suggestions that Newsmax gives us on our creative piece when we advertise with them because they want us to maximize the potential, for this, I would not hesitate to use them again.”

**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!**