

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

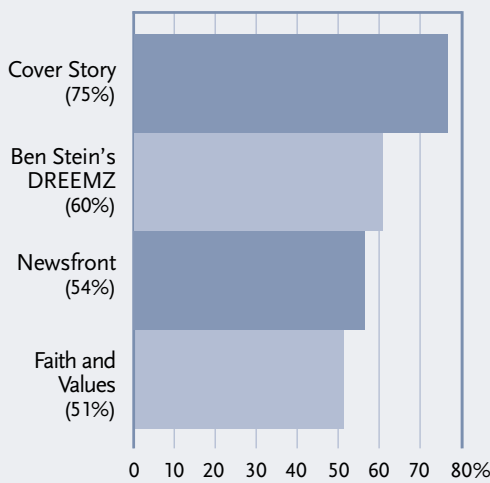
**DEMOGRAPHICS**

**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+

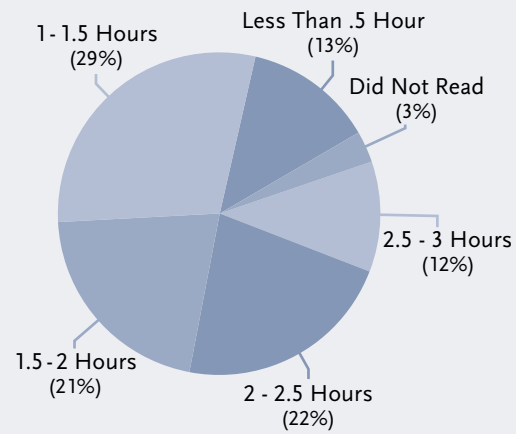
SOURCE: SURVEY MONKEY 2016

**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 |

Purchase the set for only \$2,100\*

**OPTIMIZED FOR THE CHRISTIAN BUSINESS OWNER**

**C12**

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 |

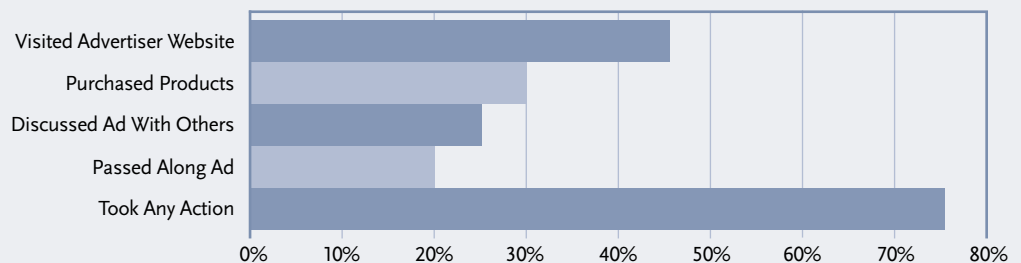
### Direct Response Advertising Rates

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.

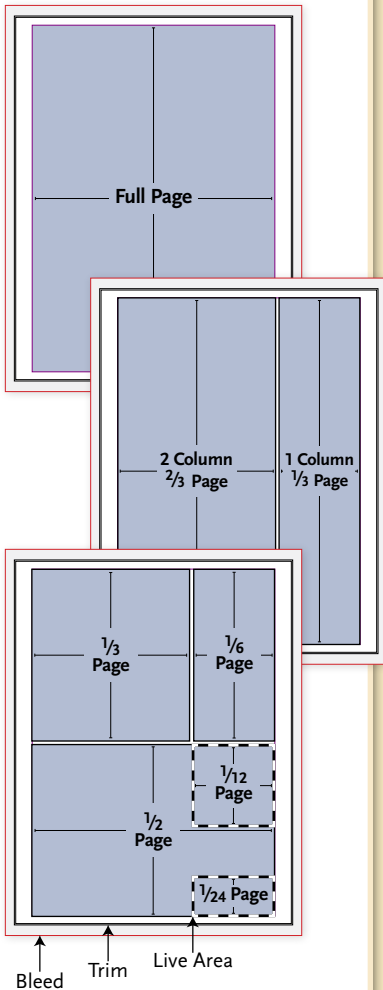
### Circulation

| 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.