

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.

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Health Newsletters



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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**

Financial & Investing Newsletters

The Dividend Machine

- ▶ Each month, noted investing expert Bill S Petrino 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.

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Financial Newsletters

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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.

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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
- ▶ Upload copy to: 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 |