

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

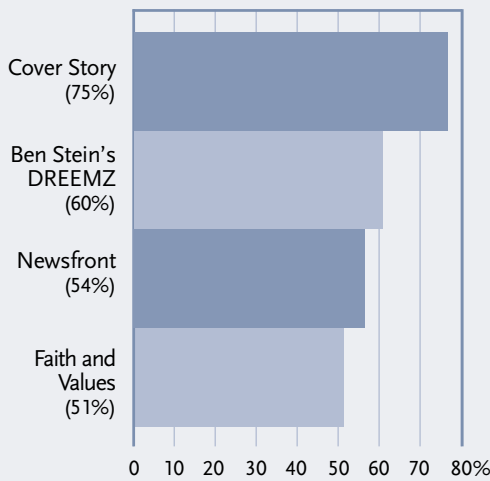
DEMOGRAPHICS

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+

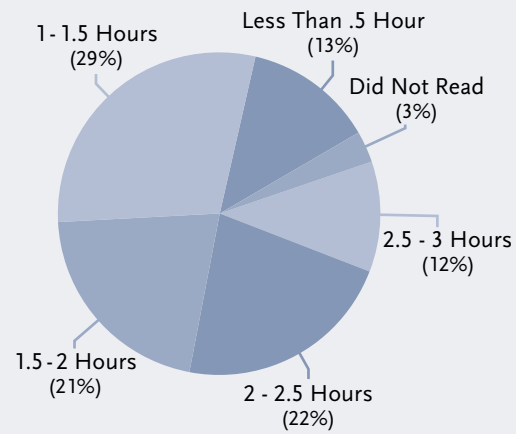
SOURCE: SURVEY MONKEY 2016

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

While you own the 2016 Presidential Election, you can also own a piece of American history. Newsmax is offering a 2016 Presidential Election Coin Set. This set includes a 2016 Presidential Election Coin, a 2016 Presidential Election Medal, and a 2016 Presidential Election Pin. The set is available for only \$2,129.99. Call 1-888-744-4548 today to consult with a member of our Private Client Services Division.

Order More & Save!

1 Set	\$2,129.99	\$2,129.99
2 Sets	\$3,799.99	\$3,799.99
3 Sets	\$5,469.99	\$5,469.99

Purchase the set for only \$2,129.99

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OPTIMIZED FOR THE CHRISTIAN BUSINESS OWNER

C12

CHRISTIAN BUSINESS OWNER

CHRISTIAN BUSINESS OWNER

1/3 Page Ad

ROBERT HENNING

CHRISTIAN BUSINESS OWNER

CHRISTIAN BUSINESS OWNER

1/6 Page Ad

Newsmax Magazine Also Offers:

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

ADVERTISING RATES & DEADLINES

2017 Advertising Deadlines (full page)

Issue	Reserve Space	Copy Deadline	Estimated In Home Date
January	11/18/16	11/24/16	1/3/17
February	12/19/16	12/27/16	2/4/17
March	1/18/17	1/25/17	3/7/17
April	2/15/17	2/22/17	4/4/17
May	3/20/17	3/27/17	5/2/17
June	4/19/17	4/26/17	6/3/17
July	5/18/17	5/25/17	7/4/17
August	6/19/17	6/26/17	8/1/17
September	7/18/17	7/25/17	9/9/17
October	8/18/17	8/25/17	10/3/17
November	9/18/17	9/25/17	10/31/17
December	10/18/17	10/25/17	12/5/17

Brand Advertising Rates* (color)

Size	1x Rate	3x Rate	6x Rate	12x Rate
Full Page	\$6,533	\$6,333	\$6,133	\$5,866
Two Column, 2/3 Page Vertical	\$4,900	\$4,750	\$4,600	\$4,400
Half Page (Vertical or Horizontal)	\$3,920	\$3,800	\$3,680	\$3,520
One-Third Page (Vertical or Square)	\$2,613	\$2,533	\$2,453	\$2,346
Half Column, 1/6 Page Vertical	\$1,372	\$1,330	\$1,288	\$1,232
Ad Columns, 1/12 Page Square	\$719	\$697	\$675	\$645
Ad Columns, 1/24 Page Horizontal	\$457	\$443	\$429	\$411
2nd & 3rd Cover (Inside Front/Back)	\$8,167	\$7,917	\$7,667	\$7,333
4th Cover (Back)	\$8,820	\$8,550	\$8,280	\$7,920
1st Right Hand Page	\$7,840	\$7,600	\$7,360	\$7,040
2 Page Spread	\$11,760	\$11,400	\$11,040	\$10,560

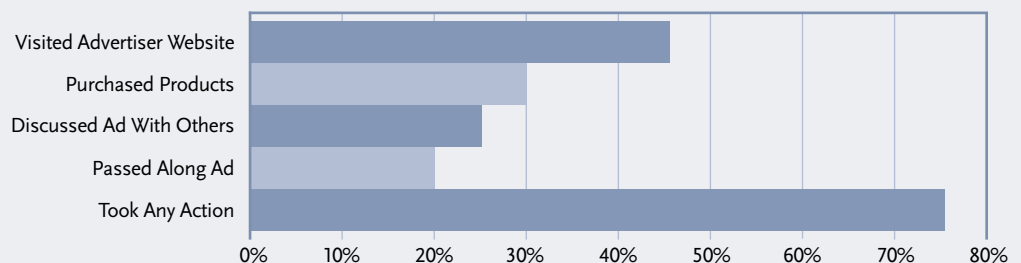
Direct Response Advertising Rates

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.

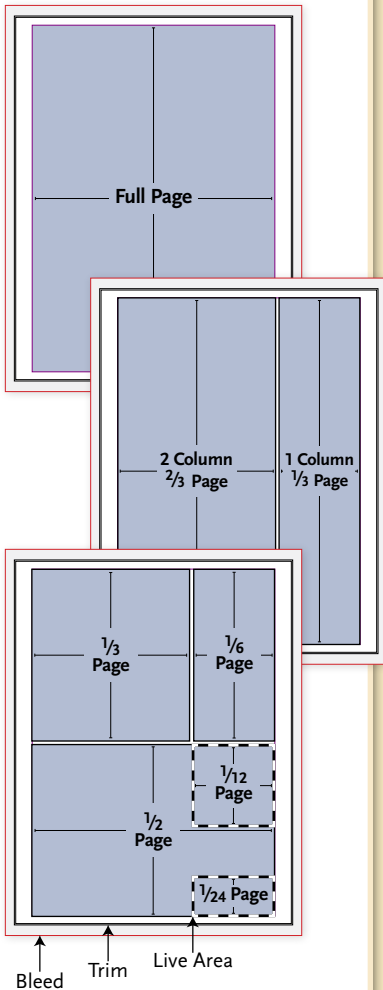
Circulation

Print	Digital	Combined
114,981	2,892	117,873

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
- ▶ Upload copy to:
www.newsmaxstore.com/uploads/uploadform.cfm

Delivering Creatives

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

Attn: Teresa Tabeek
Newsmax Media Inc.
PO Box 20989
West Palm Beach
FL 33416

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. Larger compressed files can be uploaded at: 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.

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!