



**We Reach Over
40 Million
Americans
Monthly.
You Can Too!**

boom·er

/'bōōmər/

American

1 short for Baby Boomer: a person born in the years 1946 through 1964, when there was a temporary marked increase in the birth rate

2 something large or notable of its kind

Australian

1 a large male kangaroo
2 a large wave

Newsmax

1 Any person who values traditional America: hard work, grit, duty, love of neighbor, love of family, love of country

Newsmax reaches **an audience of the most mass-affluent, influential, and highly informed** readers and viewers in America.

Newsmax has one of the best marketplaces of 45+ Americans in the media world. We call our core audience **BOOMER POWER+**.

They are not only America’s Baby Boomers, but also those **older and younger who share their values**, their interests, and their buying power!

The **BOOMER POWER+** audience represents 40 percent of the U.S. population, but **they control over 70 percent of the nation’s disposable income**.

They want news sources that reflect their values.

They come to Newsmax to read the real news. *They want quality information they can trust.*

Our news team is composed of some of the most distinguished, award-winning journalists in the industry.

Each month we reach **tens of millions of Americans who are highly responsive** to our advertisers.

As a marketer, you can tap into Newsmax’s powerful platforms:

- ▶ **Newsmax TV** – our 24/7 cable and OTT news channel. Now carried in 70 million U.S. million cable homes through Directv, Dish, Xfinity, Spectrum, Fios, Optimum, Cox, Uverse, Fubo, Sling, and all major systems. **PLUS:** our channel is available on over 150 million OTT devices and platforms via Roku, Xumo, Youtube, Apple TV, Pluto, and more!
- ▶ **Newsmax.com** – our popular website reaches more than 15 million Americans monthly, along with NewsmaxFinance and NewsmaxHealth.
- ▶ **Newsmax News Email Alerts** – more than 2 million Americans depend on our email news alerts for breaking news, politics, money, health, and more.
- ▶ **Newsmax Magazine and Newsletters** – close to 1 million monthly readers see our paid subscription products, including our influential print/digital Newsmax magazine and more than a dozen specialized health and financial newsletters.
- ▶ **News Text Alerts and Social Media** – more than 8 million Americans subscribe, follow, or use our SMS text news alerts, push notifications, or social media messaging on platforms like Facebook, Youtube, Twitter, and Instagram.



For advertisers, our targeted demographic and subscriber base of upper-income **BOOMER POWER+** readers and viewers is hands-down one of the most attractive audiences in the marketplace.

Tap into the power of Newsmax!
 Contact our Advertising Team today via email adcopy@newsmax.com or call 888-766-7542.

Forbes

“ Newsmax is a news powerhouse.”

The New York Times

“Newsmax has established itself as a potent force in U.S. politics.”

NEWSMAX TV

Newsmax TV is now a powerful force on live television news.

Today, America’s fastest-growing cable news channel is available in more than 100 million MVPD and paid OTT U.S. television homes.

Every day, Newsmax TV delivers compelling breaking news and analysis with the latest on politics, finance, and health — including great conversation and interviews.

Newsmax analysts and hosts include **Dick Morris, Greg Kelly, Ben Stein, Nancy Brinker, Mike Huckabee, Lyndsay Keith, Sean Spicer**, and many more.



- Newsmax TV is #4 Rated Cable News Channel in U.S.!
- Top 20 Cable Channel in U.S.
- We are a powerful force in live television news.
- 25+ Million Persons 2+ Reach in Nov’20td for Newsmax in M-Su Total Day
- Studios in **New York, Boca Raton, Fla., and Washington, D.C.**

TV's BOOMER POWER+ Audience:

- 133% growth post-election for the most recent M-F week (11/20) among the key demo Adults 35-64
- According to a McLaughlin & Associates study, 20 percent of registered voters – more than 30 million people – say they watch Newsmax TV.

Television Ad Placements

Spot Placements:
:30, :60 and 1:20 times for your message

Paid and Sponsored:
Newsmax TV carries limited paid and sponsored programs. Talk to a Newsmax Account Executive about opportunities.

CARRIED ON ALL MAJOR CABLE AND OTT SYSTEMS



NEWSMAX.COM

Newsmax.com is one of the nation’s leading news websites with a highly desirable, engaged readership with one of the largest **BOOMER POWER+ audiences on the Web. Readers are also regular viewers of **NewsmaxHealth.com** and **NewsmaxFinance.com**.**

Our audience has strong interest in breaking news, politics, 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. Newsmax’s smartphone App has close to 4 million download users.

Newsmax.com is a primary source for millions of loyal, responsive readers.

- **150 million average monthly unique page views**
- **3+ pages read per visitor**
- **5+ minutes spent on site per visitor**

DEMOGRAPHICS



Newsmax.com

- 58% of readers are male, 42% female
- 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



NewsmaxFinance.com

- 60% of readers have a household income of **\$75,000+**
- 157% more likely than the national average 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 securities quotes online **1 to 2 times** per week



NewsmaxHealth.com

- 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

DISPLAY ADS

Standard banner ad shares your message with images and text.

- **Standard Rectangle Desktop (300x250)**
Medium rectangle banners appear on the right rail of all web pages and in articles.
- **Mobile Rectangle (320x50)** appears on all mobile pages.
- **Mobile In-Article Rectangle (300x250)**
- **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.

NATIVE ADS

Native Ad units appear as sponsored headlines or text messages, often resembling a news article headline.

- **Breaking News Links** – your text headline appears at the very top of the Newsmax.com homepage, and all our website pages and articles.
- **Newsfront Sponsored Headline** – featured on the homepage of Newsmax.com, puts your text headline and image in the rundown of the top news headlines.
- **“Around the Web”** – your text headline displayed on all article pages, right rail, or under article.

VIDEO ADS

Short video ads play on Newsmax TV reaching up to 10 million viewers daily.

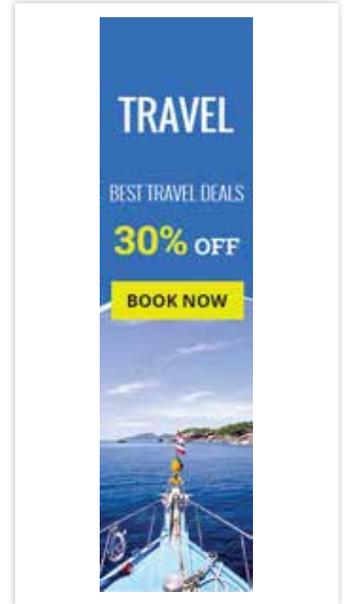
- Your :15 to :60 pre-roll video ads can appear on Newsmax TV player on Newsmax.com pages.

ADVERTISING TYPES

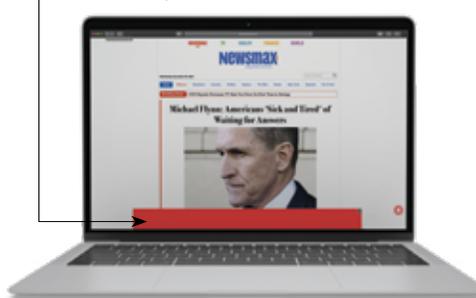
Medium Square (300x250)



Skyscraper (160x600)



Desktop Adhesive



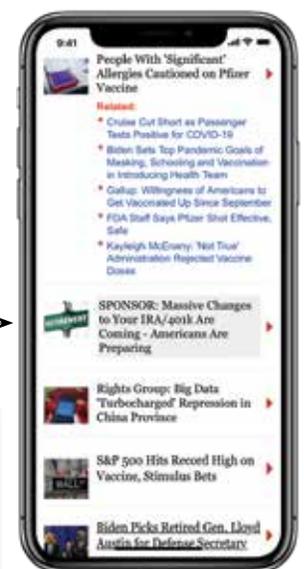
Newsfront Sponsored Headline



Sponsored Headline



Newsfront Sponsored Headline



Live TV Ads



EMAIL NEWS ALERTS

Newsmax has more than **2 million email subscribers** to news alerts for breaking news, politics, and the latest in health and finance.

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

Newsmax Email Alerts are:

- **TRULY OPT-IN.** Our email lists 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.
- **REAL CONTENT.** Our news alerts are compiled by a staff of veteran journalists who provide readers with news content.

Powerful Lists

Newsmax has over 70 email lists with segmented news, lifestyle, and demographic interests:

- **NEWSMAX MAIN:** each day we provide breaking news
- **NEWSMAX HEALTH:** the latest in conventional and preventive health news
- **NEWSMAX MONEY:** headlines from Newsmax’s financial site, focused on investments, stocks, precious metals, personal finance, and more

More Segments

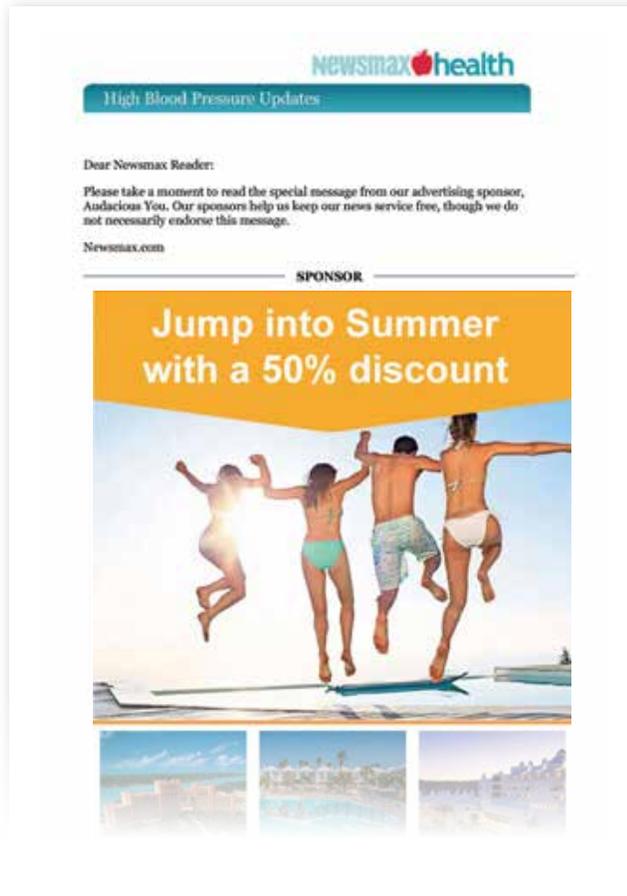
- 23 health conditions
- AARP members
- Golf enthusiasts
- Active travelers
- Outdoors/Gun interest
- 15+ paid subscriber files
- Pet owners
- Religious interests
- NRA members

EMAIL PLACEMENTS

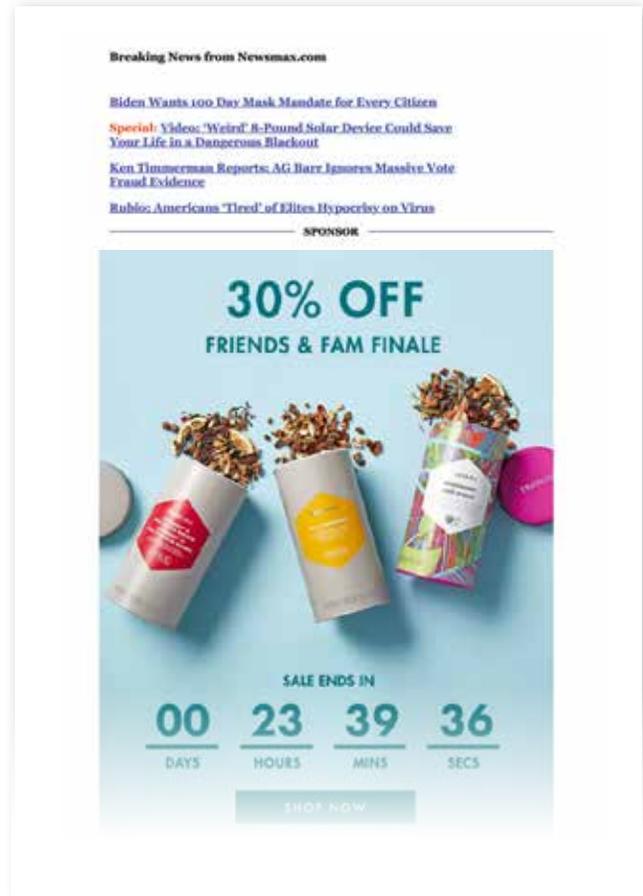
- Your sponsored message/advertisement can run in our powerful email lists.
- **Exclusive 'Dedicated' Email** – Advertiser provides the subject line and advertising content of the email.
- **Sponsorship Email** – Advertiser's advertising native headline and advertisement runs next to Newsmax breaking headlines.

EMAIL ALERTS

Exclusive 'Dedicated' Email



Sponsorship Email



SOCIAL MEDIA RULES!

Newsmax is one of the hottest news sources for **millions of Americans who want news right now** — on their cellphone or from social media platforms they check constantly.

Find out from your Newsmax Account Executive how you can tap into our messaging and social media to get your message out.

Cell Text News Alerts

- More than **800,000 Americans** subscribe to get SMS text message **NEWS ALERTS** from Newsmax to their smartphone.
- Newsmax has limited opportunities to send your informational sponsored message and link to this highly engaged audience.
- We have seen engagement of 90% or more with our Cell Alerts!

Push Notifications

- **4+ million smartphone users** have downloaded the Newsmax App.
- With the Newsmax App they have access to Newsmax TV, as well as our popular websites, including Newsmax.com.
- More than **2 million App users** get **PUSH NOTIFICATIONS** with messaging from Newsmax.



Twitter

- **888,000 followers** — Newsmax is one of the hottest handles on Twitter



Facebook

- **3.5 million** are Newsmax fans and friends on the influential social platform



Instagram

- **700,000 follow** Newsmax for the latest news and headlines



Youtube

- **1.7 million** follow Newsmax on Youtube's free video service for breaking news

MAGAZINE

Award-winning Newsmax magazine reaches more than 600,000 American readers monthly.

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

Advertisers love **Newsmax magazine** readers – they are extremely responsive and engaged!

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

Newsmax provides unique content with top columnists **Ben Stein, Nancy Brinker, Bill O’Reilly, Dr. Laura Schlessinger, Michael Reagan,** and many others.

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.

PLACEMENT

- Full page, half page and quarter page advertisements
- Inserts inside publication
- Outserts in magazine polybag

