



2017

MEDIA KIT



Townhall
MEDIA

Townhall

HOTAIR

RedState

 **twitchy**

BEARING ARMS

Townhall MEDIA

Conservative Media Powerhouse

Here at Townhall Media, we believe staying true to your conscience, while also being a leading force in national media, isn't incompatible.

We are a political publisher from a right-of-center perspective, bringing news, commentary and analysis to an audience of millions of Americans. Our unique collection of digital properties includes Townhall, Hot Air, Twitchy, RedState and Bearing Arms - each with their own renowned style, personalities and dedicated readership. Our content engages civic-minded citizens around the world, reaching more than **24 million unique visitors** with over **96 million pageviews each month**. When not writing for our sites, our top editors can be seen as regular contributors on major cable news networks.

Townhall Media is an affiliate of Salem Media Group, named a "conservative multi-media powerhouse" by The Wall Street Journal. Salem Media Group encompasses a family of Christian and News Talk radio broadcasters, as well as internet, magazine and book publishers across the country.

Townhall

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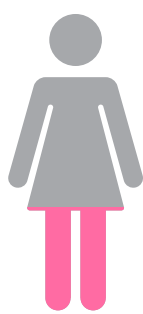
BEARING ARMS

Get to know the Townhall Media Audience

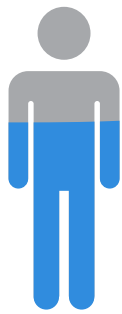
Our network by the numbers

24 Million Unique Visitors per Month

96 Million Monthly Pageviews



33.8%



66.2%

Age

18-34 years: **14%**

35-54 years: **38%**

55-64 years: **28%**

65+ years: **24%**

Most **THM readers** are affluent, educated adults.

High School
46.8%

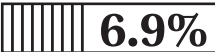
College
49.3%

Other
4%

Total household income of readership:

\$75,000+  **49.3%**

\$100,000+  **35.1%**

\$200,000+  **6.9%**

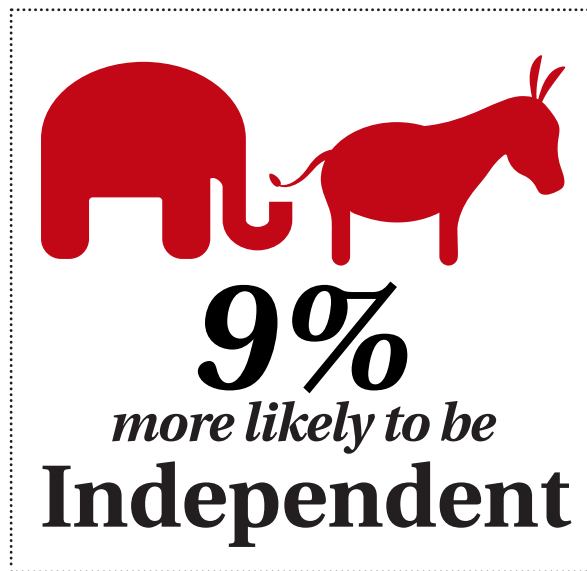
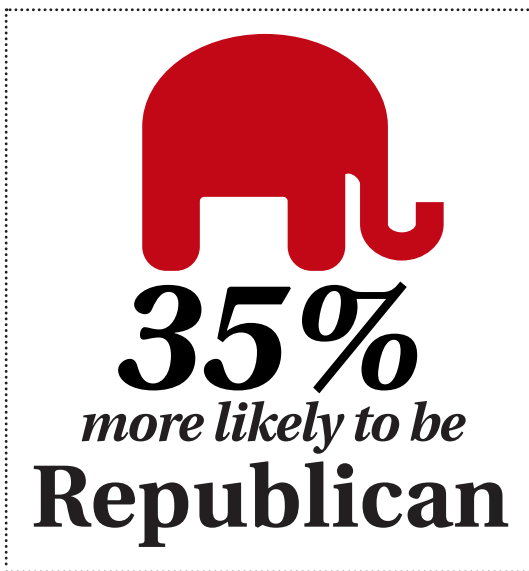
480
— *Thousand* —
BUSINESS OWNERS

*They are 119% more
likely to spend \$10,000 or
more online for travel.*

In today's political landscape, Townhall Media readers refuse to take a backseat and remain engaged throughout cycles.

Compared to the average internet user, our audience is:

- **94%** more likely to subscribe to a political publication
- **74%** more likely to donate to a political party in the last three years and **23%** more likely to donate to special interests
- **27%** more likely to vote in the midterms and **24%** more likely to vote in presidential elections



*Of our right-leaning readers, **17%** consider themselves to be very conservative, **30%** consider themselves somewhat conservative and **34%** consider themselves moderates.*

Source: Google Analytics / Comscore, 2016

The Townhall Media Digital Properties

> **Townhall**

For over 20 years, Townhall has been one of the nation's leading conservative outlets, delivering the latest from inside the Beltway to an engaged national audience. As a trusted and respected platform, Townhall is home to breaking news and editorials from some of the country's leading experts in politics, policy and current events.



Katie Pavlich
Editor, Townhall
Fox News Contributor,
Best selling Author of
Fast & Furious
@KatiePavlich



Guy Benson
Political Editor, Townhall
Fox News Contributor,
Radio Talk Show Host
Co-author of *End of Discussion*
@guypbenson

> **HOTAIR**

Hot Air has become one of the most popular digital destinations for both mainstream conservatives and Beltway influentials. Readers rely on Hot Air to deliver unrivaled political analysis and insight from a dedicated editorial team always keeping an ear to the ground for the next big story. The voices of the Hot Air team are amplified through a variety of multi-media platforms, including radio, television and social outlets each week.



Ed Morrissey
Senior Editor, Hot Air
@EdMorrissey



Allahpundit
Senior Editor, Hot Air
@allahpundit



John Sexton
Editor, Hot Air
@verumserum



Jazz Shaw
Associate Editor, Hot Air
@JazzShaw

> RedState

RedState captures the pulse of the authentic conservative movement outside of Washington, D.C. Contributors across the country challenge the status quo and inform readers based on their shared mission and set of values, uncoerced by the mandates of those in opposition. The RedState team aspires to educate, motivate and activate passionate individuals who want to make a meaningful impact in their communities and hold their elected officials accountable.



Caleb Howe
 Managing Editor,
 RedState
 @calebhowe



Jay Caruso
 Assistant Managing Editor,
 RedState
 @jaycaruso

> twitchy

Twitchy is a ground-breaking Twitter curation site powered by a staff of kinetic social media junkies. They mine Twitter to bring you “who said what” in U.S. politics, global news, sports, entertainment, media and breaking news 24/7. If it’s news, they’re on it. If it should be news, they’re ahead of it. Staying connected is easy with Twitchy — the news wire of the 21st century.

> BEARING ARMS

Bearing Arms is a dedicated Second Amendment site, saving lives and liberty through stories about firearms training, guns and gear and responsible self-defense. Editor Jenn Jacques brings tremendous knowledge and credibility to the brand. As highly respected, influential and active voices in the industry, the Bearing Arms team makes waves in the way readers learn about - and defend - their gun rights.



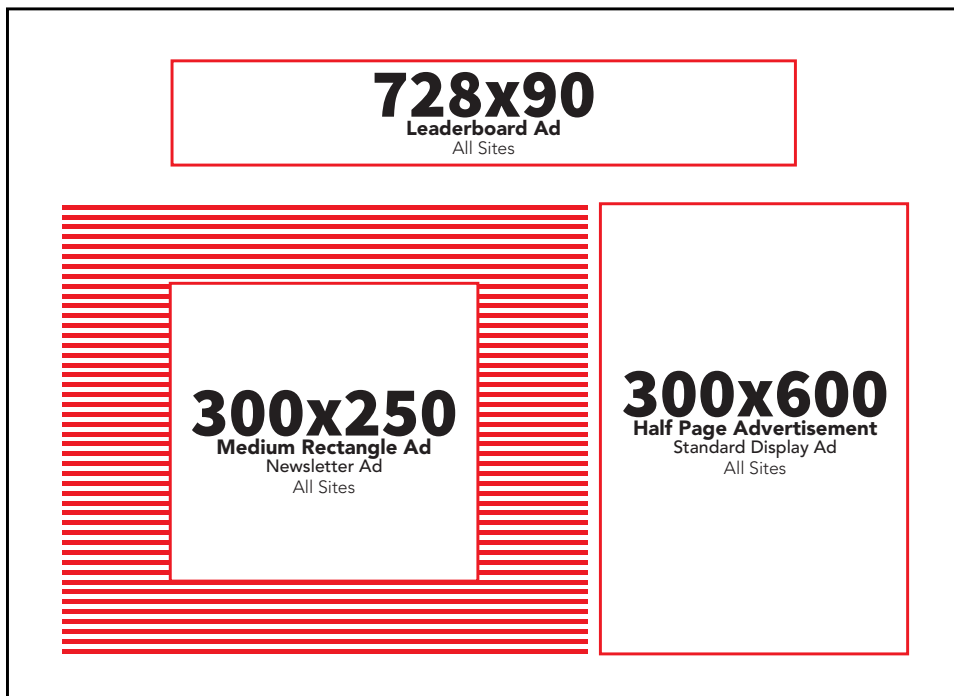
Jenn Jacques
 Editor, Bearing Arms
 @JennJacques

Advertising with Townhall Media

The Townhall Media advertising team can help you reach millions of politically active, educated and affluent readers each month across our network of influential websites. Our newsletters and site-specific dedicated email lists are powerful tools for advertisers and direct marketers looking to drive actionable results from the Townhall Media audience. With full and partial-list sends available - in addition to a variety of display and native advertising options - our sales and advertising operations teams can help clients tailor an effective campaign with the perfect reach.

STANDARD DISPLAY AD SPECS

LEADERBOARD: 728x90//// HALF PAGE: 300x600 //// MEDIUM RECTANGLE: 300x250



HIGH IMPACT AD UNIT SPECS

BILLBOARD: 970x250 //// PANORAMIC: CUSTOM

Panoramic ads have an edge to edge responsive background and variable height based on client creative.

1920x300

Panoramic Advertisement
Standard Display Ad

Townhall, Twitchy, RedState, Bearing Arms

970x250

Billboard Advertisement
Standard Display Ad

Townhall, Twitchy, RedState, Bearing Arms

NEWSLETTER AD UNIT SPECS

ALL NEWSLETTERS EXCEPT REDSTATE MB //// MARQUEE AD: 580x150 ////

MEDIUM RECTANGLE: 300x250

728x90

Leaderboard Ad

Townhall, HotAir, Twitchy, RedState, Bearing Arms (All Newsletter except RedState MB)

580x150

Marquee Advertisement

RedState MB Only

300x250

Medium Rectangle Ad

Newsletter Ad
All Sites

Email Products

The Townhall Media collection of email products gives advertisers direct access to millions within our engaged and dedicated subscriber base. With newsletter advertisements and dedicated email options, packages can be customized to meet specific goals that provide an optimized return.

DEDICATED EMAILS:

FULL EMAIL AVAILABILITY FOR CUSTOMIZED MESSAGING AND CREATIVE DISTRIBUTED TO OPT-IN, BRAND-SPECIFIC LISTS

TOWNHALL: 1.2 MILLION /// REDSTATE: 215K /// BEARINGARMS: 120K

RedState

SPONSOR

6 Reasons for Texans to Vote Yes on Proposition 6 this November!



This November, Texans will have the opportunity to vote on a constitutional amendment to create permanent protections for sportsmen and conservation in Texas. Voting "YES" on Proposition 6 will protect the Lone Star State's outdoor heritage for future generations of Texas hunters and anglers. Here are just 6 reasons why all Texans need to vote **YES on Prop 6** this November to protect wildlife and promote conservation efforts that sportsmen have spearheaded for generations.

6 Reasons for Texans to Vote Yes on Proposition 6 this November!

1. **Hunting and fishing are an essential part of Texas' (and America's) cultural fabric.**

A message from our sponsor



Carjackings Are Just One Piece of This

I'm a big fan of EJ Owens over at Legally Concealed. We connect a few times a year in person and I buy all of his online firearm training because he really knows this stuff.

I was just reviewing his "Essentials of Gun Fighting" training and this time the biggest thing that stuck out to me was how to respond when you are in the car.

Let me be frank, outside of your home the place you are most likely to need to use lethal force is when driving.

>>[Check it out here](#)



That is just the beginning. In this course EJ also shows how to clear rooms, shoot from the ground, from behind cover, and much more. I'm not exaggerating.

>>[Check it out now](#)

Jacob

P.S. If you think you have the basics down of shooting at still targets at the range this might be the next part of your natural training.

EMAIL NEWSLETTER PACKAGES:

AD PLACEMENTS IN OUR DAILY NEWS DISTRIBUTIONS ACROSS ALL BRANDS

WEEKDAY SUBSCRIPTION: 2.3 MILLION //// WEEKEND SUBSCRIPTION: 1 MILLION

The screenshot displays an email newsletter interface. At the top, there is a sponsored advertisement for CRTV with the text "crtv PRE-ORDER ENDS ON SUNDAY" and "PRE-ORDER NOW" in a red button. Below this is a red banner for "RedState | THE MORNING BRIEFING" with the subtext "WHAT CONSERVATIVES READ FIRST". The main content area features several article teasers, each with a "Read More" button. The first article is titled "Ben Affleck And Matt Damon's 'Incorporated' On Syfy Delivers A Paranoid Anti-Capitalist's Vision Of The Future" with a subtext "This show could be titled 'Everything I Needed to Know About Capitalism I Learned From Occupy Wall Street.'" The second article is "Trump's Words Should Not Be Ignored Whether Spoken Or Tweeted" with subtext "It's not funny anymore." The third article is "BREAKING: Trump Is 'Very Man Who Can Lead Us' To 'Better Future' Says ... Mitt Romney [VIDEO]" with subtext "'What a difference.'" The fourth article is "Trump to Name Steven Mnuchin, Former Soros Employee, as Treasury Secretary" with subtext "Not to mention big time Clinton donor and Wall Street elite. You know, because drain the swamp or something." The fifth article is "Thanks to Two Dedicated Sisters, Six Siblings are Together Today" with subtext "Adoption is a beautiful thing." At the bottom, there is another sponsored advertisement for CRTV with the text "crtv PRE-ORDER ENDS ON SUNDAY" and "PRE-ORDER NOW" in a red button, followed by the article "Trump set to breach his D.C. lease with the Federal Government" with subtext "The plain language of the contract is being completely ignored by the President-elect." and a "Read More" button.

PATRIOT MOBILE BELIEVES IN CONSERVATIVE VALUES CALL NOW: 877-367-7524

Must Reads

Sorry, Hill and Jill: Trump's Victory Margins Are Recount-Proof



The quixotic left-wing push for recounts in a handful of midwestern states carried narrowly by Donald Trump three weeks ago continues apace.

Elaine Chao Picked As Transportation Secretary



President-elect Donald Trump has selected Elaine Chao as his Transportation Secretary.

Outstanding Pick: Why Conservatives Should Be Thrilled By Trump's HHS Nominee



As Cortney relayed last night as the news was breaking, President-Elect Donald Trump has selected Rep. Tom Price, MD - a Georgia Republican - to serve as Secretary of Health and Human Services.

ISIS Takes Credit For Attack at Ohio State University



Chuck Schumer Slams Price Nomination. The Fight for Obamacare's Future Already Underway



Of Course: Obama is Sending an Unofficial Delegation to Fidel Castro's Funeral



After OSU Attack, Ohio Legislature Rethinking Guns on Campus



PATRIOT MOBILE BELIEVES IN CONSERVATIVE VALUES CALL NOW: 877-367-7524

Columnists & TipSheet

Jill Stein Raised More Money For The "Recount" Than She Did For Her Actual Campaign

Liberals Want California to Secede? Godspeed, Libs...

President Trump, Dead Castro - This Is The Best November Ever

10 Reasons Left-Wingers Cut Trump Votes From Their Lives

Spice Maker Says Republicans Embraced Racism By Electing Trump

The Hilarious 'Hamilton' Hubbub

Will Donald Trump Do for Infrastructure What He Did for Wollman Rink?

You Can Go Home Again

Fondest Hope for Trump Admin - Watch the Movie "Dave"

My Faculty Values and Your White Privilege

Political Cartoons



Bearing Arms

Tulsa PD Chief, DA Accused of Railroaded Officer To Prevent Race Riot In Terence Crutcher Shooting

Dom Raso: The Second Amendment was Written for Times Like These

Despite Predictions, Black Friday Produced Record-Breaking Gun Sales

Would Campus Carry Have Made A Difference

Krauthammer: Stein Is the 'Ralph Nader of 2016 Now Cashing in on Her Sabotage of Clinton Campaign'



Trump Picks Very Vocal Obamacare Critic For HHS Secretary



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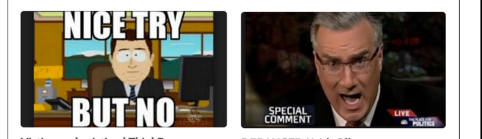
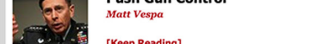
Not Again: Hillary Reportedly Eyeing Another Presidential Run



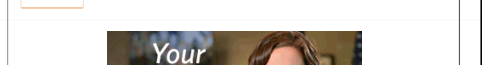
Too many Americans are NOT passing this Constitution quiz. Can you?

Many Americans know the Constitution well -- they understand how it protects their freedoms and paved the way for a great nation to be built.

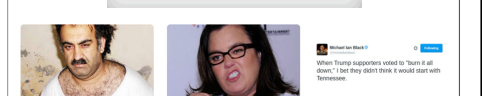
Gen. Petraeus Re-Enlisting To Push Gun Control



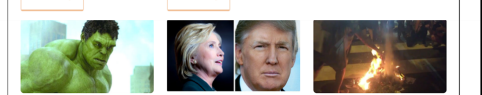
Victims, schmictims! ThinkProgress uncovers the REAL tragedy in OSU attack



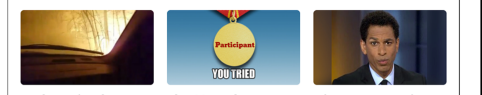
Your Journey Begins Here Christian Leadership to Change the World REGENT UNIVERSITY LEARN MORE >



Khalid Shek Mohammed in his own words: Bush's invasion of Afghanistan prevented 'second wave of attacks'



HULK STRUGGLE REAL! Mark Ruffalo 'won't back down' until all the little people make \$15 an hour



Terrifying video of evacuation from #Gatlinburg fire goes viral [videos, photos]

HOT AIR DAILY express

Trump Just Shared These 11 Words of Warning for the USD and Gold BOMBHELL: Donald Trump warns 'Dollar is Going Down'...

Stein: We want recounts because the polls said Hillary would win

In a revealing interview on The Alan Colmes Show Monday afternoon, failed Green Party candidate Jill Stein conceded (perhaps inadvertently) that the reason she's calling for a recount in Wisconsin, Michigan and Pennsylvania is, in part, because

AP: Issa finally wins House race

It took three weeks to confirm it, thanks to California's excruciatingly slow ballot counts, but Darrell Issa will return to Congress in January.

Too many Americans are NOT passing this Constitution quiz. Can you?

Many Americans know the Constitution well -- they understand how it protects their freedoms and paved the way for a great nation to be built.

Descriptions of credit card fees are now apparently a free speech issue

Barack Just Lost It over Alan Greenspan's Warning for Owning Gold

Native Advertising

Native content allows advertisers to promote their brand or message to the Townhall Media audience in a natural, non-invasive manner. It mirrors the look and feel of our editorial content with an added sponsorship disclaimer and can be promoted across all properties.



WE OFFER THREE TYPES OF NATIVE CAMPAIGNS:

- **CLICK OUT:** Placement sends readers directly to the advertiser's landing page or destination URL.
- **SPONSORED CONTENT:** Placement sends readers to a customized sponsored article page hosted on Townhall.
- **NATIVE VIDEO:** Placement features a silent autoplay video and headline that expands into a lightbox video ad when clicked with a call to action.



The Townhall Media content team can collaborate with clients to help them choose the best type of campaign and present their message within our editorial voice. This approach ensures maximum engagement with our unique audience.

Native content creative opportunities can be customized to include videos, A/B testing, sponsored columns, forms and rich, interactive media.


Townhall COLUMNISTS TIPSHEET CARTOONS RADIO NEWS ELECTION RESULTS SECTIONS SITES

Townhall · Sponsored · Crown Publishing

Read Spaceman by Astronaut Mike Massimino

Crown Publishing | Posted: Nov 30, 2016 10:26 AM

Share Tweet



Astronaut Mike Massimino writes about his first spacewalk in this excerpt from his memoir, *Spaceman*.

When people ask me what it feels like the first time you spacewalk, what I tell them is this: imagine you've been tapped to be the starting pitcher in game seven of the World Series. Fifty thousand screaming fans in the seats, millions of people watching around the world, and you're in the bullpen waiting to go out. But you've never actually played baseball before. You've never set foot on a baseball diamond before. You've spent time in the batting cages. You've run drills and exercises with mock-ups and replicas. You've spent months playing MLB on your Sony PlayStation, but you've never once set foot on that mound. And guess what? The Series is tied and the whole season is on the line and everyone is banking everything on you. Now go get 'em. That's how I felt sitting in that airlock.

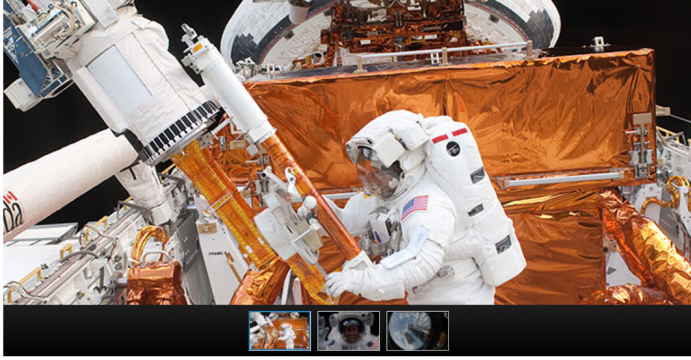
I watched the clock tick down, anxiously waiting for it to get to zero. Finally it did. Once the pre-breathe was over, we unhooked our suits and we were floating. Then Grunsfeld floated over to the air-lock's inner hatch and pushed it closed. He pulled the handle down and spun it shut. It sounded like I was being locked in a prison cell. *WHOMP! CHA-CHUNK!* I looked over at Newman like I guess this is it. *There's no going back now.*

Newman switched our suits over to their own battery power and oxygen. Then he started to depress the airlock. After a final purge of air from the airlock, we were in a complete vacuum. There was no sound.

At that point we were clear to go. Newman pulled open the door to the payload bay and pushed the thermal cover aside. Then he went out first to make sure the coast was clear and to secure our safety tethers. He was out there for a few minutes. Finally he said, "Okay, you're clear to come out." I put my hands on the hatch frame and pulled myself through. I was floating on my back, looking up and out of the payload bay. The first thing I saw was Newman floating above me, hanging out with this grin on his face like *Check this out.*

Behind his head was Africa.

[Spaceman: An Astronaut's Unlikely Journey to Unlock the Secrets of the Universe is available now.](#)



Reprinted from *Spaceman: An Astronaut's Unlikely Journey to Unlock the Secrets of the Universe* © 2016 by Mike Massimino. Published by Crown Archetype, an imprint of Penguin Random House LLC. Photos courtesy of NASA.

High Impact Ad Units

Our largest placements draw immediate attention to the top of the page across all properties

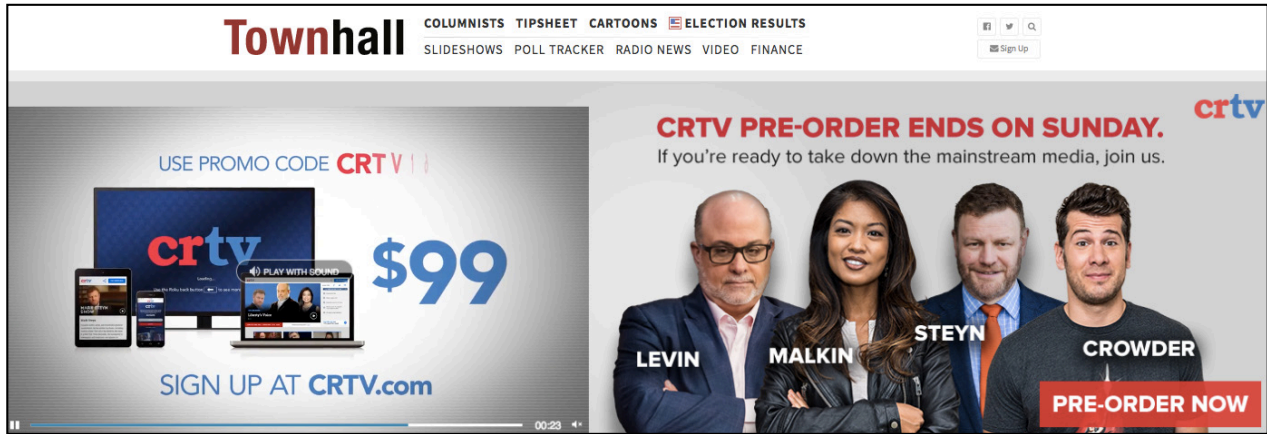
Mobile options available in 2017. Contact us for details.

> BILLBOARDS:

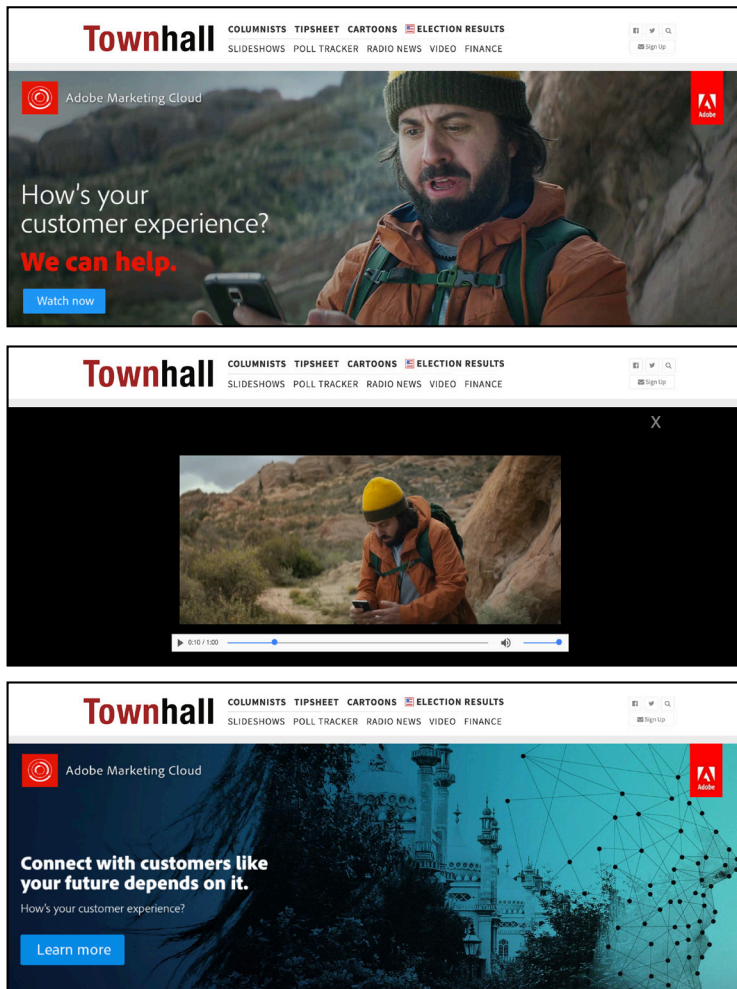
The screenshot shows the Twitchy website interface. At the top, there is a navigation bar with the Twitchy logo, menu items for 'US POLITICS', 'ENTERTAINMENT', and 'MEDIA', and social media icons for Facebook, Twitter, and a search icon. The main content area features a large billboard with the text 'NEW EVIDENCE AGAINST HILLARY CLINTON' in orange and white, set against a black background with a close-up of Hillary Clinton's face. Below the billboard are three smaller content units: a social media post about a polar bear, a media article about a foam spill, and an advertisement for 'The Blues' denim.

The screenshot shows the RedState website interface. At the top, there is a navigation bar with the RedState logo, menu items for 'LOGIN', 'REGISTER', 'RS GATHERING', and 'DIARIES', and social media icons for Facebook, Twitter, and a search icon. The main content area features a large billboard with a football player's helmet and the text 'Now Playing GREATER WATCH THE TRAILER'. Below the billboard is a video player showing a rally. Underneath the video player is the headline 'Trump's Traveling Ego Tour: Trump Launches Immediate Rally Tour to Thank Supporters' in a serif font. At the bottom of the billboard area, there is a byline 'Susan Wright' with social media icons and a 'READ MORE' link.

> **PANORAMIC ADS:**
Customizable and rich media capable



> **MULTI-STAGE VIDEO PANORAMIC:**



Connecting K Street to Main Street

A Trusted American Source

The political landscape is constantly evolving, and our readers trust Townhall Media to keep them informed. Our team of dedicated professionals is solution-oriented, constantly working to earn the trust of all sides of the equation - from the pulse of the electorate in Middle America, to Beltway influencers, to advertisers alike.



Hot Air Senior Editor Ed Morrissey interviews former Ambassador John Bolton for Facebook Live in August 2016.

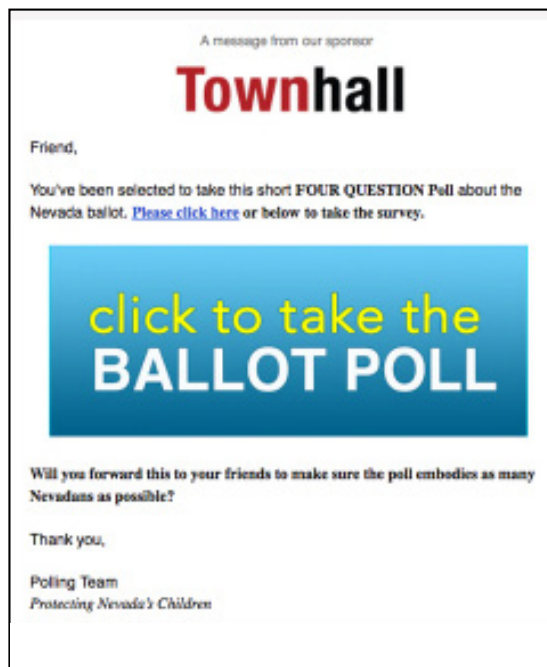


The 2016 Townhall Media GOP Debate Watch Party at the Conservative Political Action Conference. Over 2,000 people in attendance.

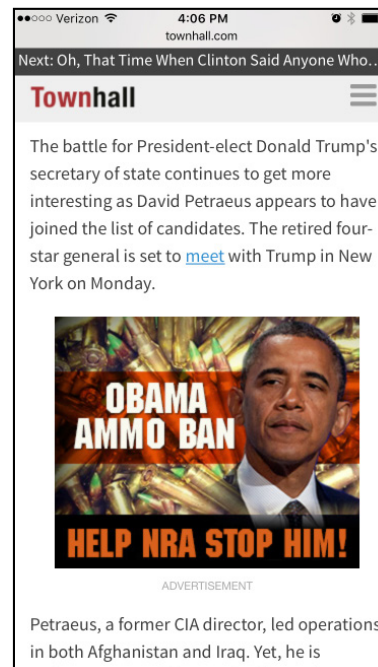
EXCLUSIVE SCOOPS AND INTERVIEWS



ADVERTISING OPTIONS AND EXPERTISE TO HELP CLIENTS SUCCESSFULLY REACH THEIR TARGET AUDIENCE



Townhall Dedicated Email



Mobile Ad Placement



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