



# 2018

## MEDIA KIT



**Townhall**  
**MEDIA**

**Townhall**

**HOTAIR**

**RedState**

 **twitchy**

**BEARING ARMS**

# Townhall MEDIA

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## Conservative Media Powerhouse

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We are a political publisher with a right-of-center perspective, bringing breaking 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 its own renowned style 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

HOTAIR

RedState

 twitchy

BEARING ARMS

Townhall  
FINANCE

# *Our Network by the Numbers*

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**24 Million**

Unique Visitors per Month

**96 Million**

Monthly Pageviews

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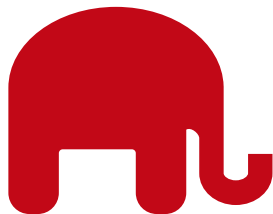
In today's political landscape, Townhall Media readers refuse to take a backseat and remain engaged throughout election cycles.

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***Compared to the average internet user, our audience is:***

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- **94%** more likely to subscribe to a political publication
  - **74%** more likely to donate to a political party 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*

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# *The Townhall Media Digital Properties*

## > **Townhall**

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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.

## > **HOTAIR**

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Hot Air has become one of the most popular digital destinations for both mainstreet 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.

## > **RedState**

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Contributors across the country challenge the status quo and inform readers based on their shared mission and set of values. 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.

## > **twitchy**

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The Twitchy team mines Twitter to bring you “who said what” in U.S. politics, sports, entertainment and media 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 21<sup>st</sup> century.

## > **BEARING ARMS**

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Bearing Arms is a dedicated Second Amendment site, sharing stories about firearms training, guns and gear and responsible self-defense. 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.



# Advertising with Townhall Media

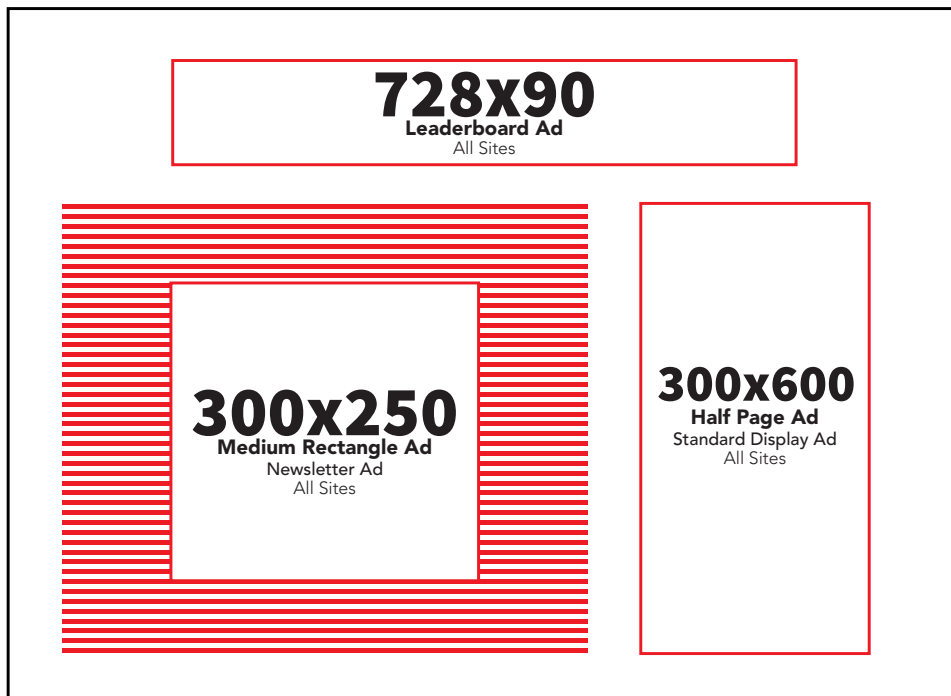
The Townhall Media advertising team can help you reach millions of politically active, educated and affluent readers each month across our network of influential websites. Our newsletters and site-specific dedicated email lists are powerful tools for advertisers and direct marketers looking to drive 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.

## PROGRAMMATIC GUARANTEE:

Programmatic uses real-time bidding infrastructure to bring the power of programmatic to direct sales. Programmatic pipes connect our ad server directly with the advertiser's DSP giving advertisers access to our premium guaranteed inventory with programmatic features like first party audience targeting, cross-campaign optimization, creative control, unified reporting and frequency management.

## STANDARD DISPLAY AD SPECS

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

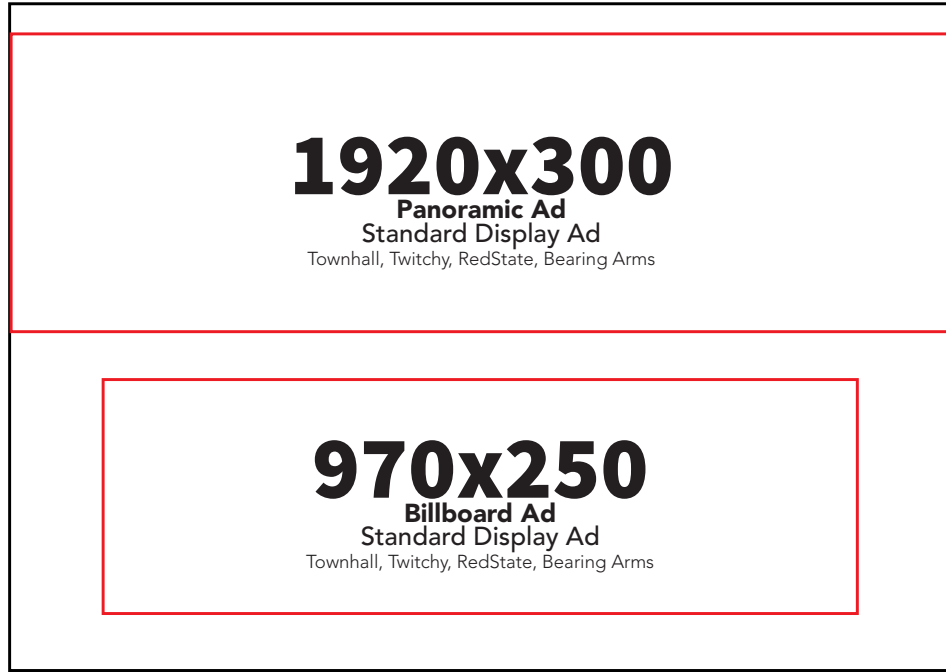


## > HIGH IMPACT AD UNIT SPECS

**BILLBOARD:** 970x250 //// **PANORAMIC:** CUSTOM

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

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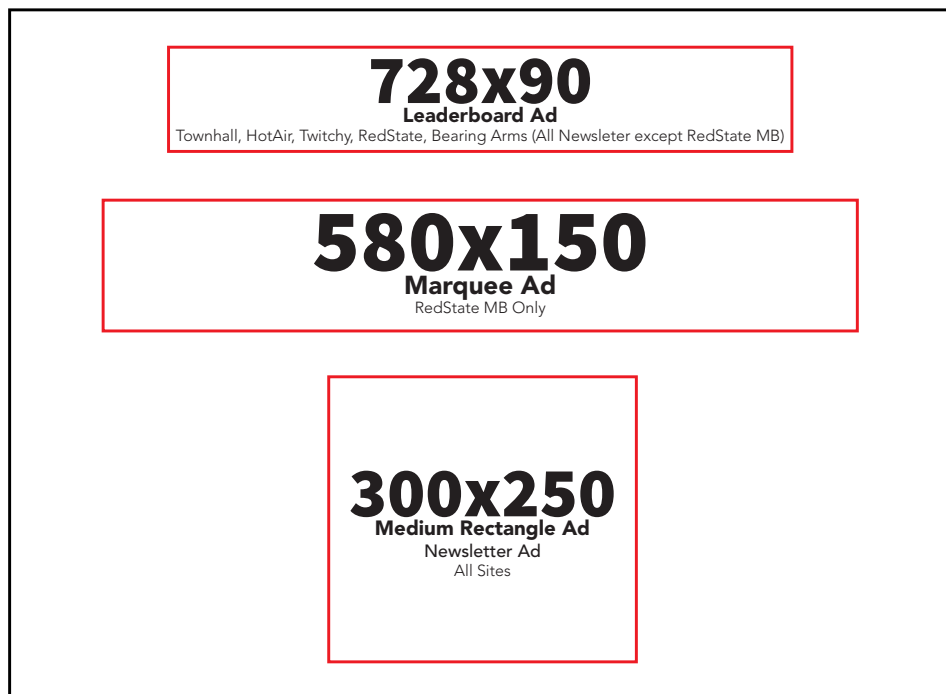


## > NEWSLETTER AD UNIT SPECS

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

**MEDIUM RECTANGLE:** 300x250

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# 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

A message from our sponsor

# RedState



**Yes! Enter Me To Win My FNS  
Compact "Quick Trigger," Pistol!**

**[Own this 2017 FNS 9 Pistol Here Free!](#)**

This gold cream - Quick Trigger - pistol is a show stopper.

It's the perfect addition to anyone's collection and gets constant whispers at the gun range.

**[GET YOURS FREE HERE.](#)**

A message from our advertiser

# BEARING ARMS

Test your knowledge with the Constitution Quiz

Most people think they know the U.S. Constitution but the average score on this quiz is just 60%! Find out how well you know our founding document by [taking the quiz now!](#)

Think you know the Constitution?

Which of the following is not a First Amendment right?

- Right to Free Speech
- Right to Petition
- Right to Assemble
- Right to an Impartial Jury





# EMAIL NEWSLETTER PACKAGES:

AD PLACEMENTS IN OUR DAILY NEWS DISTRIBUTIONS ACROSS ALL BRANDS  
WEEKDAY SUBSCRIPTION: 2.3 MILLION //// WEEKEND SUBSCRIPTION: 1 MILLION

The screenshot shows an email newsletter interface. At the top, there is a yellow-bordered banner for 'crtv PRE-ORDER ENDS ON SUNDAY' featuring portraits of Levin, Malkin, Steyn, and Crowder, with a 'PRE-ORDER NOW' button. Below this is the 'RedState | THE MORNING BRIEFING' header, followed by the tagline 'WHAT CONSERVATIVES READ FIRST'. The main content area contains several article teasers, each with a 'Read More' button. The teasers are: 1. 'Ben Affleck And Matt Damon's 'Incorporated' On Syfy Delivers A Paranoid Anti-Capitalist's Vision Of The Future' with a sub-headline 'This show could be titled "Everything I Needed to Know About Capitalism I Learned From Occupy Wall Street."' 2. 'Trump's Words Should Not Be Ignored Whether Spoken Or Tweeted' with a sub-headline 'It's not funny anymore.' 3. 'BREAKING: Trump Is "Very Man Who Can Lead Us" To "Better Future" Says ... Mitt Romney [VIDEO]' with a sub-headline '"What a difference."' 4. 'Trump to Name Steven Mnuchin, Former Soros Employee, as Treasury Secretary' with a sub-headline 'Not to mention big time Clinton donor and Wall Street elite. You know, because drain the swamp or something.' 5. 'Thanks to Two Dedicated Sisters, Six Siblings are Together Today' with a sub-headline 'Adoption is a beautiful thing.' 6. 'Trump set to breach his D.C. lease with the Federal Government' with a sub-headline 'The plain language of the contract is being completely ignored by the President-elect.' There are two additional yellow-bordered banners for 'crtv PRE-ORDER ENDS ON SUNDAY' with 'PRE-ORDER NOW' buttons, one positioned to the right of the third article and one at the bottom left of the page.

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

**Must Reads**

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

Guy Benson



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

**ISIS Takes Credit For Attack at Ohio State University**

Christine Rousselle



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

Katie Paulich



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

Jason Hopkins



**After OSU Attack, Ohio Legislature Rethinking Guns on Campus**

Jason Hopkins



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

Leah Barkoukis



**Trump Picks Very Vocal Obamacare Critic For HHS Secretary**

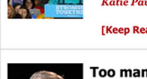
Cortney O'Brien



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

**Not Again: Hillary reportedly Eyeing Another Presidential Run**

Katie Paulich



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

Promoted By: Hillsdale College

Many Americans know the Constitution well -- they understand how it protects their freedoms and paved the way for a great nation to be built. But many more Americans don't know enough about it. How much do you know about the Constitution? **[Take the quiz now]**



**Gen. Petraeus Re-Enlisting To Push Gun Control**

Matt Vespa

**[Keep Reading]**



**Iranian Islamic Guard Aimed Naval Weapon at US**

**Elaine Chao Picked As Transportation Secretary**

Christine Rousselle



President-elect Donald Trump has selected Elaine Chao as his Transportation Secretary. **[Keep Reading]**

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

Guy Benson



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. This is exceptionally good news, representing perhaps Trump's strongest pick to date. **[Keep Reading]**

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CALL NOW: 877-367-7524

**Columnists & Tipsheet**

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

Christine Rousselle



**Liberals Want California to Secede? Godspeak, Libs...**

John Hawkins

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

Kurt Schlichter

**10 Reasons Left-Wingers Cut Trump Voters From Their Lives**

Dennis Proger

**Spice Maker Says Republicans Embraced Racism By Electing Trump**

Todd Starnes

**The Hilarious 'Hamilton' Hubbub**

Brent Bozell

**Will Donald Trump Do for Infrastructure What He Did for Wallman Risk?**

Michael Berube

**You Can Go Home Again**

Derek Hunter

**Fondest Hope for Trump Admin -- Watch the Movie 'Dave'**

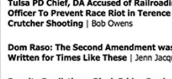
Bruce Bialosky

**My Faculty Values and Your White Privilege**

Mike Adams

**Political Cartoons**

"TO REMEMBER THE PARTISAN OF FIDEL CASTRO ALL VERMONT WILL REMEMBER A MOMENT OF SILENCE."



**Bearing Arms**

**Tulsa PD Chief, DA Accused of Railroadng Officer To Prevent Race Riot in Terence Crutcher Shooting**

Bob Owens

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

Jenn Jacques

**Despite Predictions, Black Friday Produced Record-Breaking Gun Sales**

Jenn Jacques

**NICE TRY BUT NO**  
Victims, schmitims! ThinkProgress uncovers the REAL tragedy in OSU attack

**DERANGED Keith Olbermann wants to jail Trump, accuses him of 'dictatorship' attack**

**Read Story** **Read Story**

**Your Journey Begins Here**  
Christian Leadership to Change the World

**REGENT UNIVERSITY** **LEARN MORE >**

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

**WAAA! Rosie, John Leguizamo and other Hollywood elites are so TRIGGERED they need 'new Twitter rules'**

**'Burn it all down': Michael Ian Black uses #Gatlinburg fires to go after Trump supporters [screenshot]**

**Read Story** **Read Story** **Read Story**

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

**That moment when the MSM realizes Trump just took a position advocated by Hillary Clinton in 2005**

**What would Justice Scalia say? Donald Trump suggests harsh new penalties for flag burning**

**Read Story** **Read Story** **Read Story**

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

**After OSU misfire, Moms Demand founder's blocking of Dana Loesch is just proof that she's winning**

**Fake news: Despite what Tours suggests, Donald Trump will NOT be tweeting about OSU 'shooter'**

**Read Story** **Read Story** **Read Story**

**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'...**

You too can protect your savings: [Here's Trump's Warning on the USD and Gold](#)

**STEIN: We want recounts because the polls said Hillary would win**

11/29/2016 10:01:25 AM Larry O'Connor  
0 Comments

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

**More...**

**AP: Issa finally wins House race**

11/29/2016 9:31:21 AM Ed Morrissey  
0 Comments

It took three weeks to confirm it, thanks to California's excruciatingly slow ballot counts, but Darrell Issa will return to Congress in January. Democrats had targeted his seat in order to push out one of the most conservative Republicans in the

**More...**

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

Hillsdale College  
SPONSORED

Many Americans know the Constitution well -- they understand how it protects their freedoms and paved the way for a great nation to be built. But many more Americans don't know enough about it. How much do you know about the Constitution?

**Read More...**

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

11/29/2016 9:01:42 AM Jazz Shaw  
0 Comments

I'm always interested in free speech cases when they make their way through the court system, but this one is particularly unique. In a small town in upstate New York a beauty salon ran into a problem a couple of years

**Trump Just Shared These 11 Words of Warning for the USD and Gold**

**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 light-box 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.



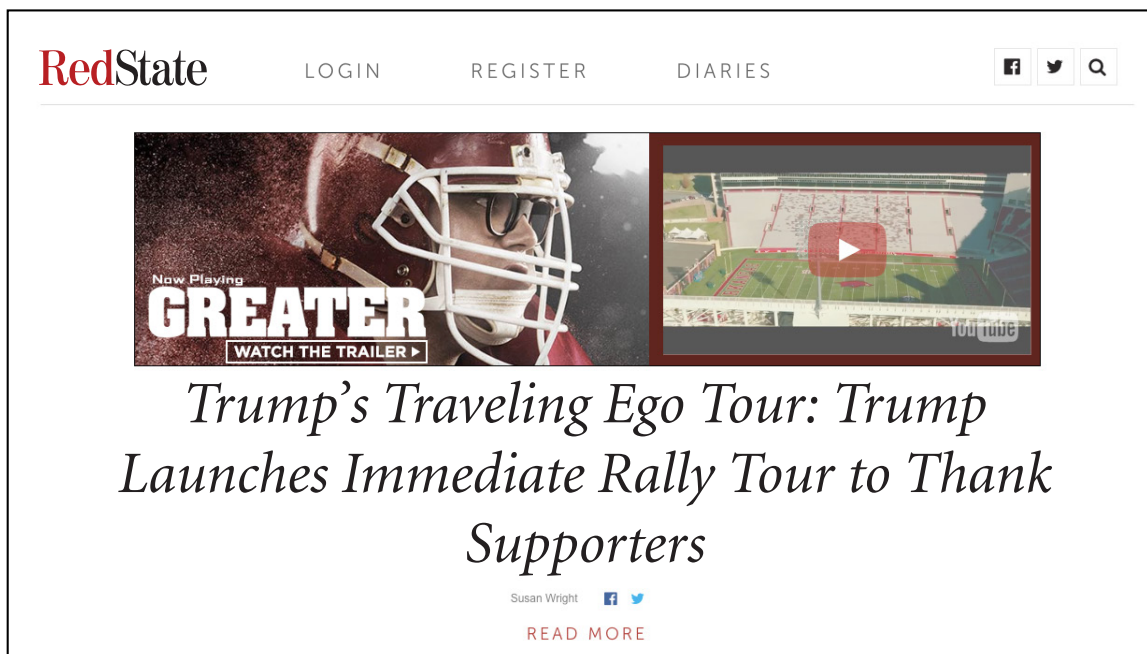
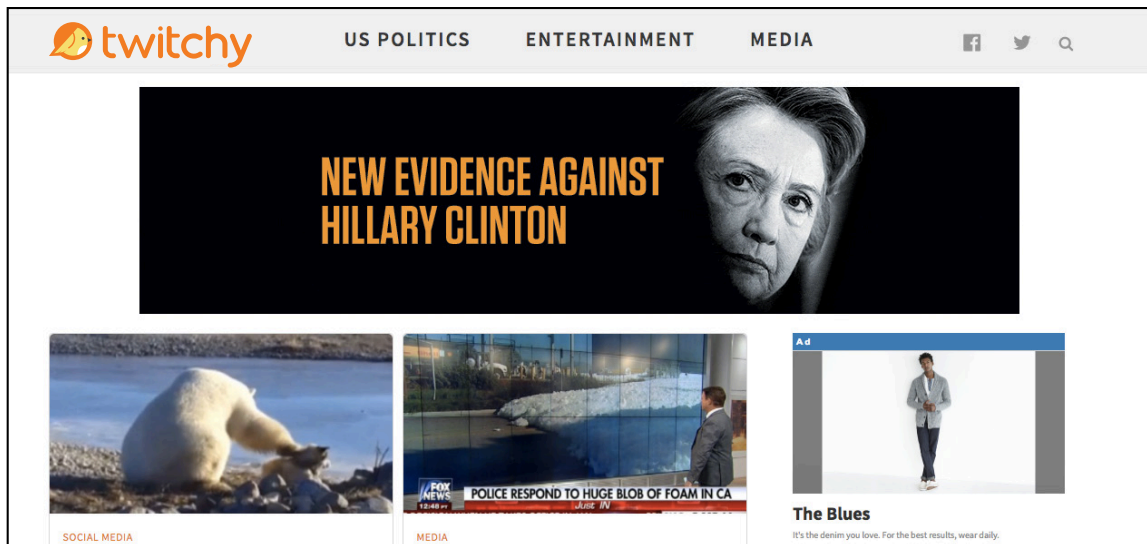
*Native content creative opportunities can be customized to include videos, A/B testing, sponsored columns, forms and rich, interactive media.*

The screenshot displays the Townhall website interface. At the top, the navigation bar includes 'Townhall' and menu items: 'COLUMNISTS', 'TIPSHEET', 'CARTOONS', 'RADIO NEWS', 'NOTEBOOK', 'SECTIONS', and 'SITES'. The main content area is divided into several sections:

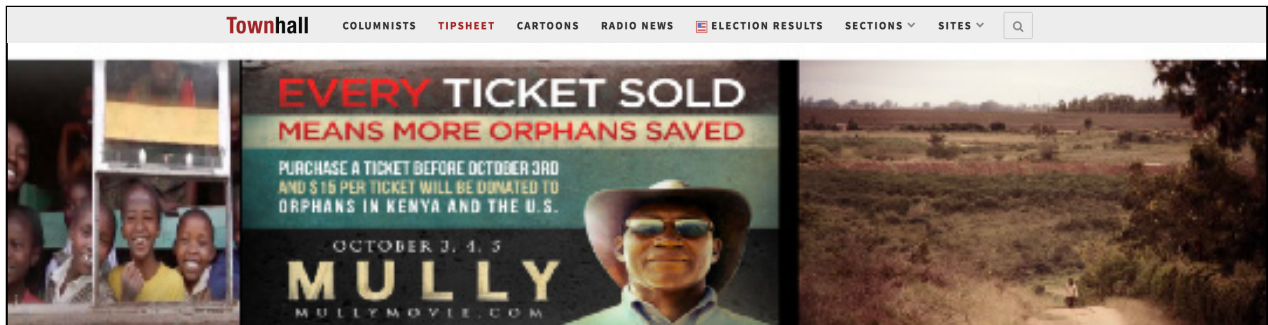
- Columnists:** A vertical list of authors with their names and article titles, each accompanied by a small profile picture:
  - Ernest Dorell: Critics Hate Military Shows in Prime Time
  - Michael Barone: To Limit Gerrymandering, Supreme Court Needs Just to Reaffirm Equal Population Requirement
  - Jeroh Goldberg: The 'Blade Runner' Curse and the Overestimation of Corporate Might
  - David Limbaugh: Unfair Charges of Systemic Racism
  - Mona Chabot: Football and Racial Fault Lines
  - Fat Buchanan: Judge Moore & God's Law
  - Suzanne Fields: Welcome to the Divided States of America
- Cartoons:** A featured cartoon by Henry Payne titled 'VOTE MCCAIN AND I WILL REPEAL OBAMACARE'.
- Advertisements:**
  - A 'YOUICARING' ad for crowdfunding cancer care, featuring a couple and text: 'Compassionate, Free Crowdfunding: Help Ease the Burden of Cancer Costs'. It lists '200,000+ Successful Fundraisers', 'Daily Access to Funds Raised', and 'Safe & Secure'. A red button says 'Start a New Fundraiser'.
  - A yellow-bordered ad for 'MULLY' (October 3, 4, 5) with the headline 'CAN \$15 CHANGE YOUR LIFE? WE SAY IT WILL, OR YOUR MONEY BACK.' and 'Buy a Ticket, Bless a Child'. It is sponsored by Fathom Events.
  - A red and white striped ad featuring Donald Trump and the headline 'Democratic Group To DOJ: Investigate Trump Because He Was Mean To NFL Players'.
- Image Gallery:** A row of three images at the bottom: a mountain landscape, a woman cheering with her arm raised, and another woman.

# High Impact Ad Units

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



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





# *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 and advertisers alike.



*President Donald Trump takes the stage at the Townhall Media-sponsored 2018 NRA-ILA Leadership Forum.*



*Townhall Media hosts a GOP Debate Watch Party at the Conservative Political Action Conference with over 2,000 people in attendance.*



*Townhall Editor Katie Pavlich questions President Trump and Israeli Prime Minister Benjamin Netanyahu during a joint press conference at the White House.*

## EXCLUSIVE SCOOPS AND INTERVIEWS

**Townhall** COLUMNISTS TIPSHEET CARTOONS NOTEBOOK CAPITOL VOICES CULTURE SECTIONS SITES

Townhall / Tipsheet / Guy Benson MAINSTREAM MEDIA

### EXCLUSIVE: Meet the Conservative Parkland Massacre Survivor the Media Has Largely Ignored

Guy Benson | @guybenson | Posted: Mar 05, 2018 10:05 AM

**PARKLAND, FLORIDA** -- On the afternoon of February 14, 2018, [Kyle Kashuv](#) found himself in the midst of a waking nightmare, huddled in a classroom closet for two harrowing hours, attempting to console and reassure terrified fellow students. An apparent fire drill had abruptly turned into a bloodbath after a gunman calculatingly lured potential victims into the halls of Marjory Stoneman Douglas High School by pulling the fire alarm -- a ghoulis maneuver designed to maximize the bodycount. Teachers began following protocol by locking classroom doors after an active shooter alert was announced over the campus intercom system. Kashuv ended up piling into one room only after an instructor made a judgment call to unlock her door to accommodate a group of panicked students. The closet felt "like the safest place to be," he remembers. "I was trying to calm people down who were crying

CARTOONS | JERRY HOLBERT

UNCLE SCAM

YOU NEED TO SEE THE WAY SO I CAN MAKE IT!

VIEW CARTOON

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

A message from our sponsor

# Townhall

Friend,

You've been selected to take this short FOUR QUESTION Poll about the Nevada ballot. [Please click here](#) or below to take the survey.

**click to take the  
BALLOT POLL**

Will you forward this to your friends to make sure the poll embodies as many Nevadans as possible?

Thank you,

Polling Team  
Protecting Nevada's Children

*Townhall Dedicated Email*

Verizon 4:06 PM townhall.com

Next: Oh, That Time When Clinton Said Anyone Who... >

### Townhall

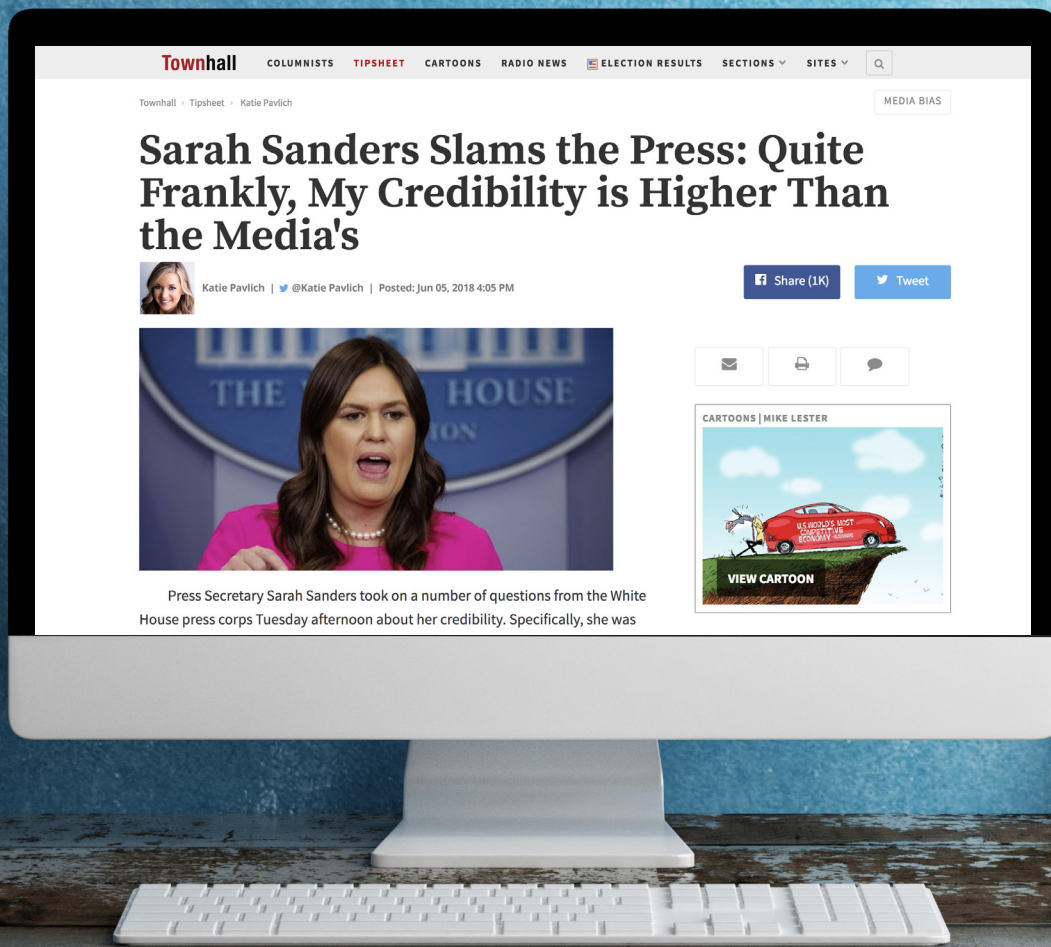
The battle for President-elect Donald Trump's secretary of state continues to get more interesting as David Petraeus appears to have joined the list of candidates. The retired four star general is set to [meet](#) with Trump in New York on Monday.

ADVERTISEMENT

Petraeus, a former CIA director, led operations in both Afghanistan and Iraq. Yet, he is

*Mobile Ad Placement*





# *Townhall Media Contacts*

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For more information: [townhallmedia.com](http://townhallmedia.com)

# Townhall MEDIA

[www.townhallmedia.com](http://www.townhallmedia.com)

