



2023

**Townhall**  
**MEDIA**

— ■ **ADVERTISING**







# Townhall MEDIA

## *Conservative Media Powerhouse*

We are a conservative political publisher bringing breaking news, commentary and analysis to an audience of millions of Americans. Our unique collection of digital properties includes Townhall, HotAir, Twitchy, PJ Media, 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 **55 million sessions per 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

PJ Media

twitchy

BEARING ARMS







# *Politics and the Townhall Media Audience*

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**Townhall  
MEDIA** 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



# *The Townhall Media Digital Properties*

**Townhall** For 25 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 opinion from some of the country's leading experts in politics, policy and current events.

**HOTAIR** Hot Air is one of the most popular digital destinations for both mainstreet conservatives and Beltway influentials. Readers rely on HotAir 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** Contributors across the country challenge the status quo and inform readers based on their shared mission and conservative 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.



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.



Insightful news, commentary and analysis on politics, public policy, culture and breaking stories, provided by an all-star lineup of columnists and reporters.

## **BEARING ARMS**

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 GUARANTEED:

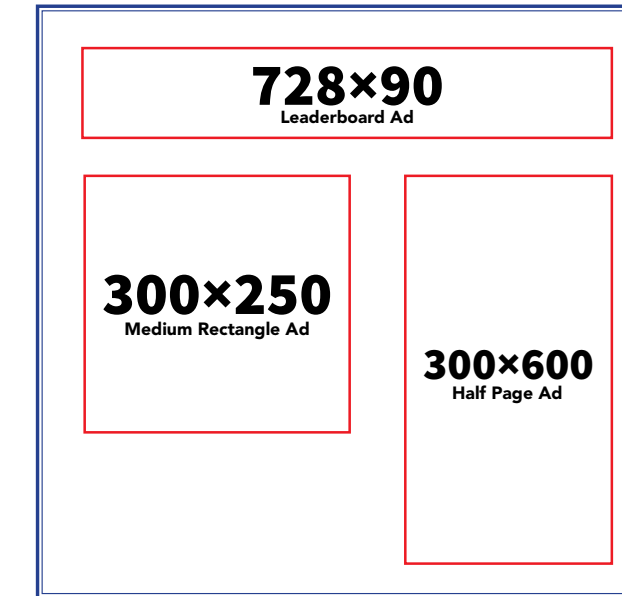
Programmatic advertising uses real-time bidding infrastructure to bring the power of programmatic to our client. Programmatic connects our ad server directly with the advertiser's DSP giving advertisers access to our premium guaranteed inventory with features; first party audience targeting, cross-campaign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

## STANDARD DISPLAY AD SPECS

LEADERBOARD: 728×90

HALF PAGE: 300×600

MEDIUM RECTANGLE: 300×250



## NEWSLETTER AD UNIT SPECS >

NEWSLETTER PACKAGE- ALL NEWSLETTERS

LEADERBOARD: 728×90

MARQUEE AD: 970×250

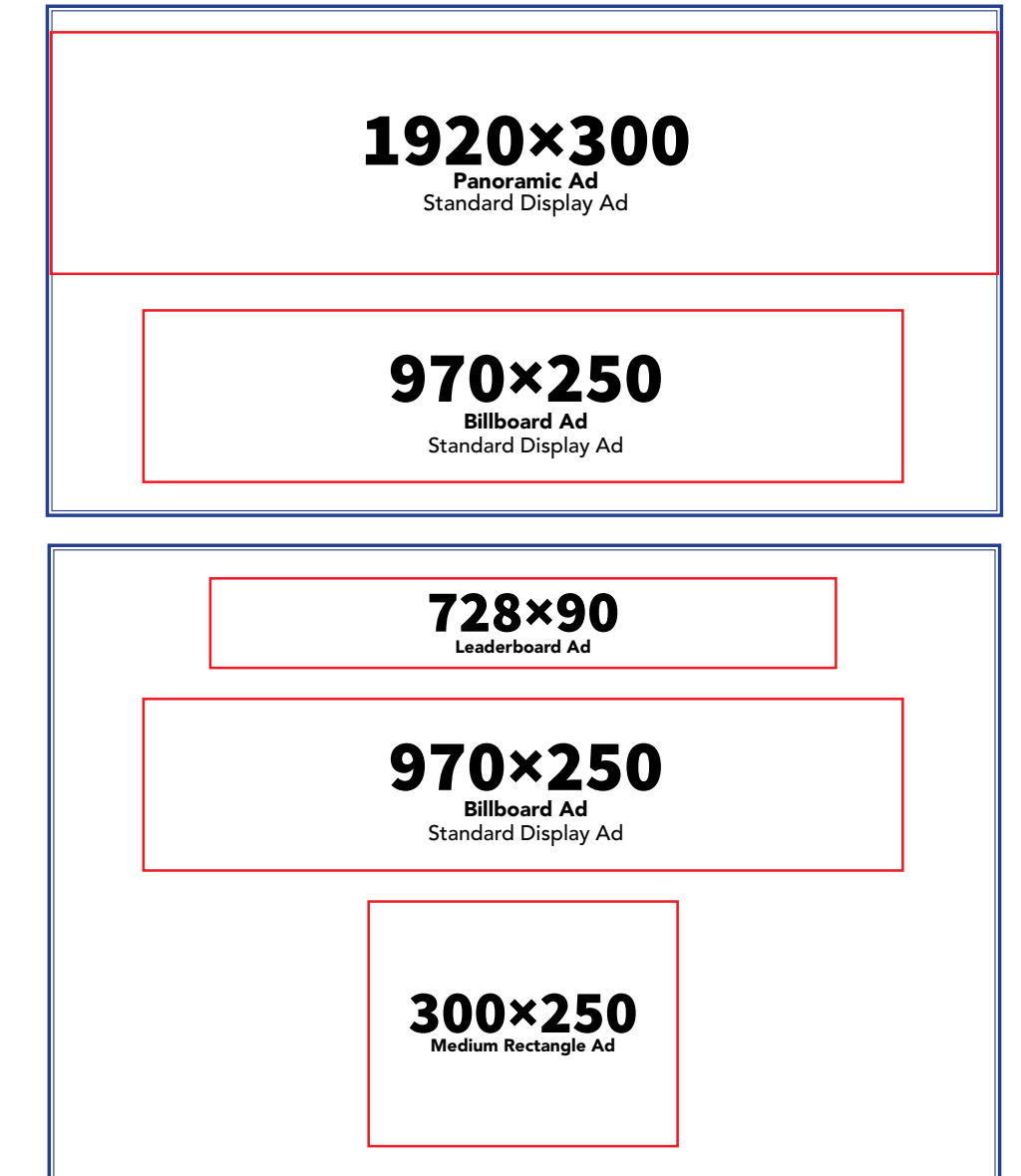
MEDIUM RECTANGLE: 300×250

## HIGH IMPACT AD UNIT SPECS

BILLBOARD: 970×250

PANORAMIC: CUSTOM

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



# Email Products

The Townhall Media email product gives advertisers direct access to conservatives 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 EMAIL:

TOWNHALL MEDIA: 600K

**THM** SPOTLIGHT

A message from our sponsor



HILLSDALE COLLEGE

Know the Constitution like never before

Dear Fellow American,

Freedom is precious. Even with all the turmoil and injustice we see in the world around us, we still too often take these freedoms for granted.

In our great country, the Constitution serves to safeguard this freedom. Most Americans think they know it well, since they learned about it in school.

But far too few Americans properly understand the Constitution and the freedoms it protects.

Now you can deepen your understanding of this document and its principles in Hillsdale's most popular online course, "[Constitution 101: The Meaning and History of the Constitution](#)"

Start your education with Hillsdale by enrolling in "[Constitution 101](#)" today.

[Activate your free course now »](#)

I wish you all the best in your future studies.  
Warm regards,

Kyle Murnen, '09  
Director of Online Learning  
Hillsdale College



# EMAIL NEWSLETTER PACKAGES: AD PLACEMENTS IN OUR DAILY NEWS DISTRIBUTIONS ACROSS ALL BRANDS

## EMAIL NEWSLETTER

SUBS: 1.7 MILLION

OPEN RATE RANGE: 26-28%

CLICK THROUGH RATE RANGE: 0.07-0.15%

**Townhall Daily**  
FACEBOOK TWITTER

For this mission, the Gray Man's only STRATEGY is HOPE. **READ EXCERPT**

**Columns**

**Bloomberg's Biggest Problem Is Bloomberg**  
Derek Hunter

**Leftists Angered over the Daytona 500 Should Blow it Out Their Tailpipes**  
Todd Stames

**The Reason They Support Trump Isn't About Trump**  
Selma Zin

**If Duterte Wants Us Out, Let's Go**  
Pat Buchanan

**Mayor Pete on Guns**  
John R. Lott, Jr.

**A Start-Over Job for the ERA**  
Bill Marchant

**The Democrats' Dumpster Fire**  
Robert Knight

**Surprise! Congress Failing to Fix the Problem of Surprise Medical Bills**  
Steve Sherman

**Physicians are Better Patient Advocates When Loyalties Aren't Divided**  
Deven Ilerick

**Watch Senate Candidate Mark Kelly Give Three Different Answers as to Whether He'd Support Bernia for President**  
Courtney O'Brien

**Watchdog Group Is Helping Conservatives Push Back on Leftist Corporate Activism**  
Leah Berkowitz

**The View: Democratic Iowa Caucus Was a Disaster Because of Red State Culture and White People**  
Matt Vessa

**Gov. Evers: Saying Abortionists 'Execute Babies' Is 'Blasphemy'**

**Trump blasts Schiff as 'political hack'**

**Tipshot**

**Bloomberg: You Know, I Can Teach Anyone to Be a Farmer**  
Beth Baumann

**AOC Wants a 'Turnout Machine' for Her Primary Election... and for Good Reason**  
Beth Baumann

**Customs and Border Protection Intercepts Ancient Artifacts Being Smuggled Across the Border** **≡VIP**  
Beth Baumann

**EXCLUSIVE: Club for Growth Launches Fellowship Program Aimed at Teaching Free Market Ideas**  
Beth Baumann

**The Problem with Bernie, According to Democrats** **≡VIP**  
Courtney O'Brien

**The Chinese Vloggers Documenting The Coronavirus Outbreak Have Vanished** **≡VIP**  
Matt Vessa

**Stacey Abrams Says She 'Absolutely' Will Run For President** **≡VIP**  
Raegan McCarthy

**Watch Senate Candidate Mark Kelly Give Three Different Answers as to Whether He'd Support Bernia for President**  
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**Watchdog Group Is Helping Conservatives Push Back on Leftist Corporate Activism**  
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**Gov. Evers: Saying Abortionists 'Execute Babies' Is 'Blasphemy'**

**Trump blasts Schiff as 'political hack'**

**twit**

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

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

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

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

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

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

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

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

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

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

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

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

**HOT AIR**

**ONE MINUTE OUT** **READ EXCERPT**

**It's on: Chamber of Commerce versus The Sunrise Movement in Texas**  
K: on Townsend

**Eugene Robinson is angry about Democrats "doing Trump's job for him"**  
Jazz Shaw

**Too dumb to check: Did Bernie Bros brawl over a "Black Guns Matter" T-shirt?**  
L: Murray

**The Economist wonders: Has Trump's get-tough immigration policy created a working-class wage boom?** **≡VIP**  
L: Murray

**Bloomberg makes it in for Nevada debate**  
Jazz Shaw

**The Complete Evergreen Story episode 18: Evergreen's cultural revolution on Fox News** **≡VIP**  
John Bowler

**Stacey Abrams: Of course I want to be vice president**  
A: Spencer

**Democratic super PAC: Trump is a 'caudillo' like socialists Hugo Chavez and Fidel Castro**  
John Bowler

**Five days to go: Nevada Dems still worried that caucus night will be another Iowa-style debacle**  
A: Spencer

**Bloomberg: Farmers lack the "grey matter" needed in today's tech world**  
K: on Townsend

**Topless 'crazy vegans' interrupt Sanders' rally**  
John Bowler

**Too weird to check: New poll of Nevada has ... Tom Steyer leading, Klobuchar second** **≡VIP**  
A: Spencer

**DVD review: Knives Out kills it -- in two different ways**

**14:10** Democrats worried about Trump's growing strength

**6:02** on Senior Wuhan doctor dies from coronavirus as authorities start to 'bound up' patients

**6:01** South Virginia: Bloomberg 22, Sanders 22, Biden 18, Buttigieg 11

**5:57** on Debunked! What Obama is saying in private about the Democratic primary

**5:11** Bolton book remains afloat in White House classification review

**5:00** Beyoncé of America, hobbled by multiple sex-abuse lawsuits, files for bankruptcy protection

**5:00** on 'I guess he's willing to do class, I guess we could work something out'

**5:00** on Dems beware! Don't be like Mitt in 2012

**4:59** on A Bernie nomination could destroy the left

**4:58** Bloomberg qualifies for tomorrow's debate, finishing second in new national poll

**4:57** They caught the coronavirus that's killed more than 4,700 people and survived

**5:02** on Occasio-Cortez faces 18 challenges - but can anyone unseat her?

**4:56** on Why do we love fat cats and dogs but discriminate against fat people?

**NYT** What's the world's worst smell?

**Michael Leathers!** Madison's nightmare has come to America

**John F. '06** There's zero chance Bloomberg would pick Hillary

**NYT** How Biden's astonishing, very public declaration

**4:05** Donald Trump, the loudest man

**4:04** How Biden and Warren can mount a comeback

**Day 6** on: My 2017 defense of Bill Kristol is the worst column I ever wrote



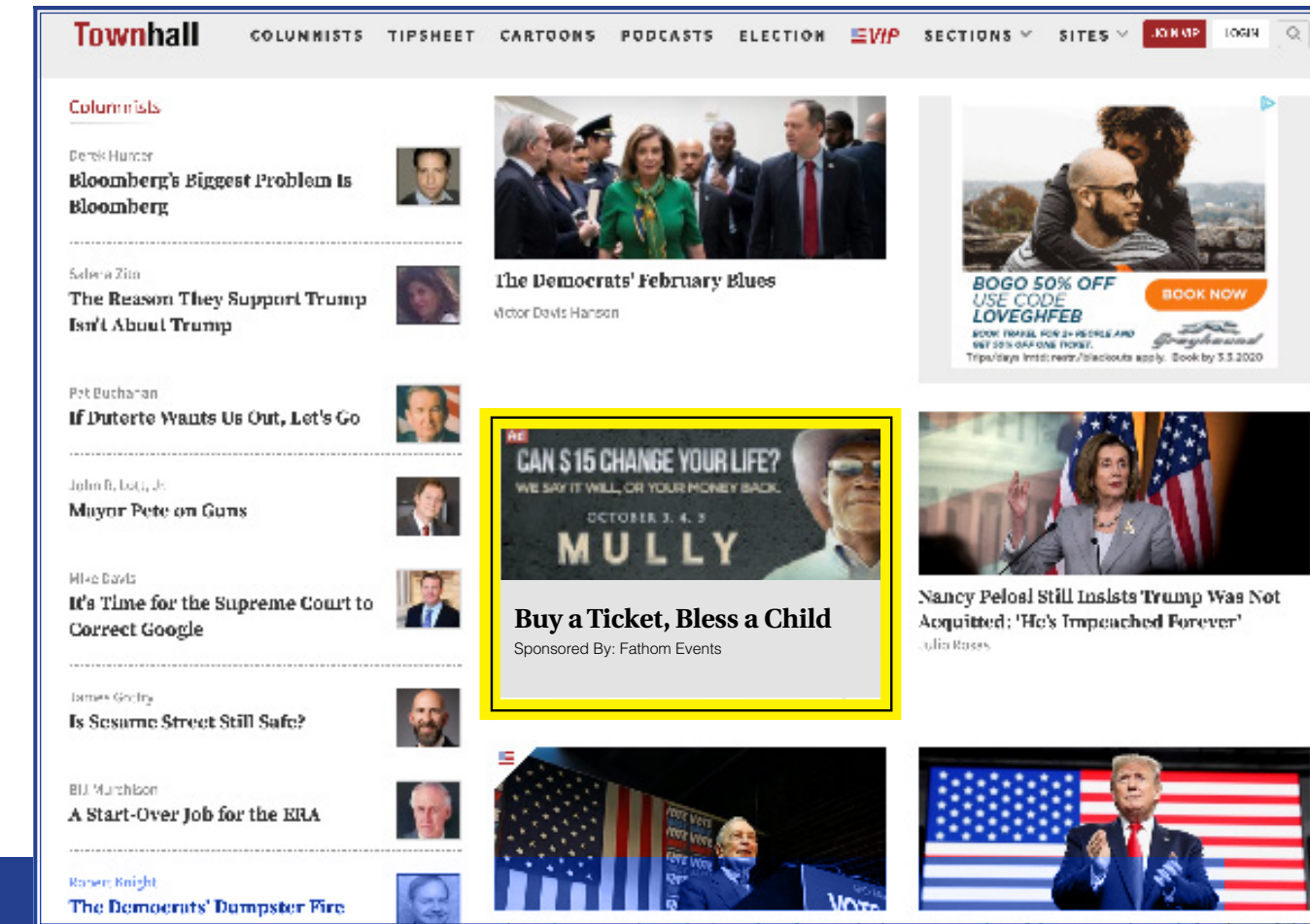


# Native Advertising

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.



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.*

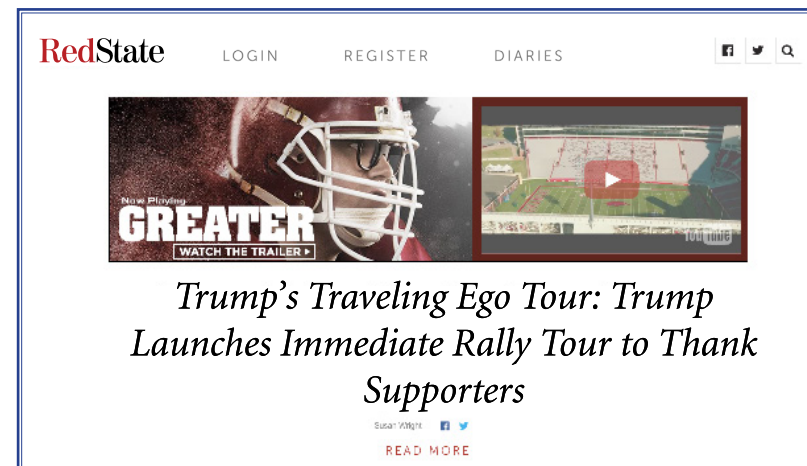
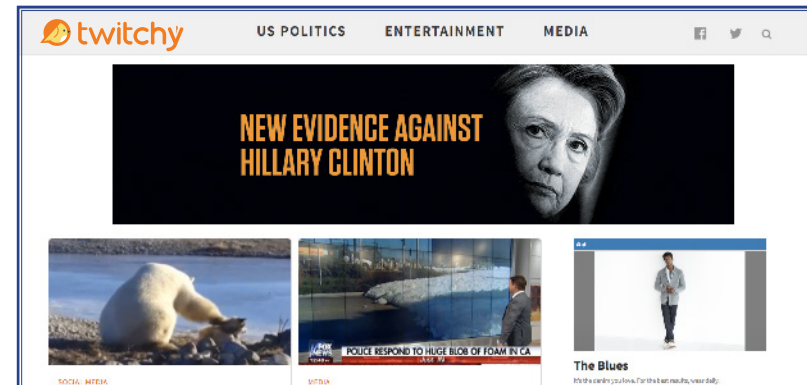




# High Impact Ad Unit

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

## BILLBOARDS:



## PANORAMIC ADS:

*Customizable and rich media capable*



# Connecting K Street to Main Street

## A Trusted American Source

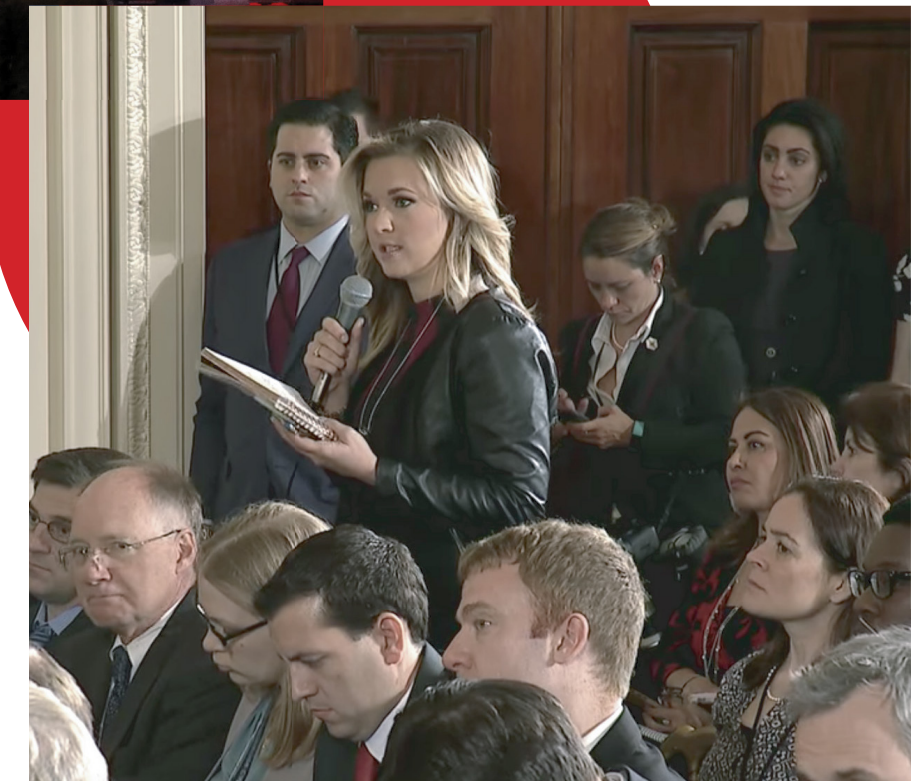
The political landscape is constantly evolving, and our readers trust Townhall Media to keep them informed. Our team of dedicated professionals is solution-oriented, constantly working to earn the trust of all sides of the equation - from the pulse of the electorate in Middle America, to Beltway influencers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



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



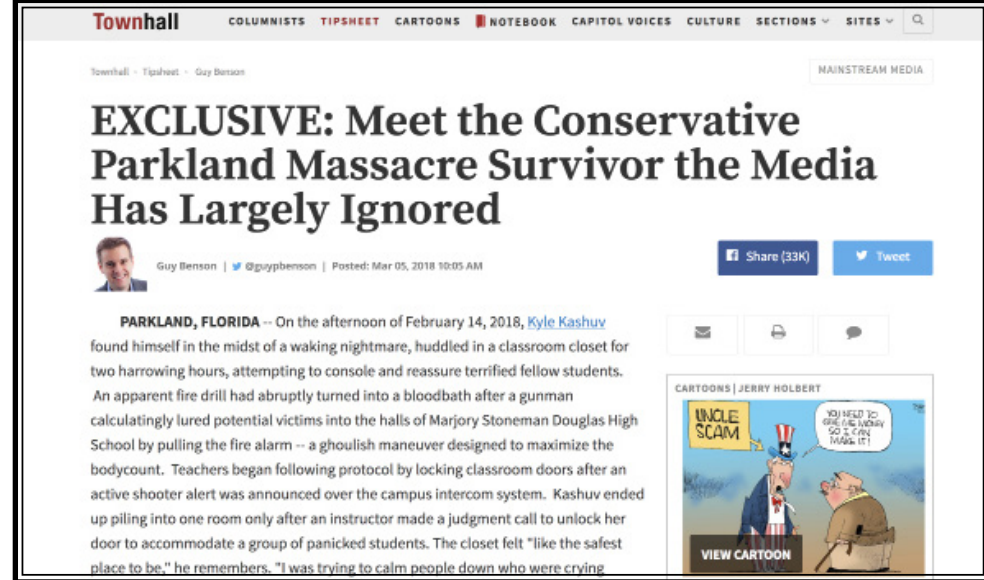
Townhall Media hosts a GOP Debate Watch Party at the Conservative Political Action Conference.



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

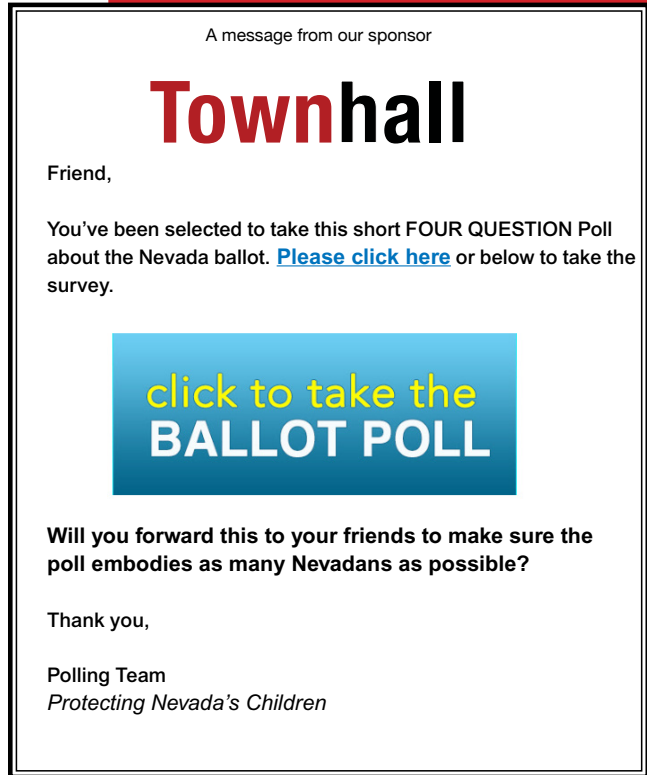




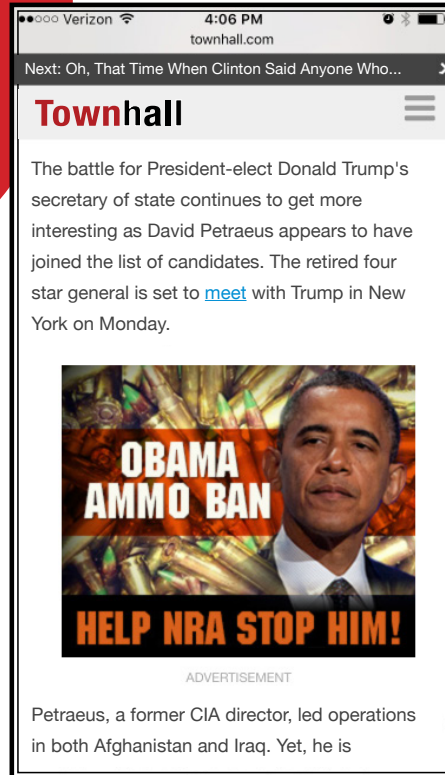


**EXCLUSIVE SCOOPS AND INTERVIEWS**

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



Townhall Dedicated Email



Mobile Ad Placement



**JONATHAN GARTHWAITE**

*Publisher*

**CONOR BECK**

*VP, Operations*

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# Townhall MEDIA