

THE INTERMARKETS PORTFOLIO

800+
Million

Monthly
Page Views

100+
Million

Monthly
Mobile Views

30+
Million

Monthly
Unique Visitors

10+
Million

Facebook
Fans

2+
Million

Opt-in Email
Subscribers

CNSNews

3.2 Million
PAGE VIEWS

1.7 Million
UNIQUES

16 Million
IMPRESSIONS

CNSNews.com, "The Right News. Right Now," is an indispensable online resource for conservatives in public policy, the media, and at the grassroots level. The site features the latest unbiased headlines and exclusive stories from Capitol Hill, plus current national and international news videos on culture, entertainment, sports and health. CNSNews.com showcases top conservative commentators like Brent Bozell, Patrick Buchanan, Walter E. Williams, and David Limbaugh, who present all legitimate sides of a story and debunk popular, albeit incorrect, myths about cultural and policy issues.



GENDER

77% 23%
MALE FEMALE



HOUSEHOLD INCOME

39% 34% 16% 11%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

13% 8% 16% **23%** **24%** 16%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

62% 38%
NO KIDS HAS KIDS



EDUCATION

33% **46%** 21%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

26% **38%** 36%
REPUBLICAN DEMOCRAT INDEPENDENT

NewsBusters

3.2 Million
PAGE VIEWS

1.7 Million
UNIQUES

22.9 Million
IMPRESSIONS

NewsBusters is an online rapid-response vehicle for documenting, exposing, and neutralizing liberal bias in the media. The blog, started by the Media Research Center, provides widespread exposure of liberal media bias, insightful analysis, constructive criticism, and timely corrections to news media reporting. NewsBusters also features the popular newscast, NewsBusted, parodying recent events in fresh and fun ways.



GENDER

83% 17%
MALE FEMALE



HOUSEHOLD INCOME

35% 33% 18% 14%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

9% 7% 15% 28% 26% 15%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

60% 40%
NO KIDS HAS KIDS



EDUCATION

28% 50% 22%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

28% 38% 34%
REPUBLICAN DEMOCRAT INDEPENDENT

The Political Insider

3.4 Million
PAGE VIEWS

674,100
UNIQUES

17 Million
IMPRESSIONS

The Political Insider's commentary connects readers to the pulse of all things newsy and noteworthy. From what bills are discussed on the Hill to dishing in front of food trucks on Cap South, The Political Insider is the inside connection to influencers and politicians around DC, in the media, and beyond.



GENDER

70% 30%
MALE FEMALE



HOUSEHOLD INCOME

50% 28% 13% 9%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

19% 4% 10% 16% **24%** **27%**
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

72% 28%
NO KIDS HAS KIDS



EDUCATION

40% **44%** 16%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

35% 34% 31%
REPUBLICAN DEMOCRAT INDEPENDENT

MRC TV

1.1 Million
PAGE VIEWS

542,800
UNIQUES

3.9 Million
IMPRESSIONS

MRCTV is an online media platform designed to broadcast conservative values, culture, politics, liberal media bias, and entertainment to a diverse audience from a socially active and optimized site. The site's goal is to break down the boundaries between traditional conservative media and mainstream culture.



GENDER

69% 31%
MALE FEMALE



HOUSEHOLD INCOME

48% 34% 12% 6%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

17% 7% 15% 21% 24% 16%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

64% 36%
NO KIDS HAS KIDS



EDUCATION

48% 41% 11%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

23% 39% 38%
REPUBLICAN DEMOCRAT INDEPENDENT

TellMeNow

2.2 Million
PAGE VIEWS

412,800
UNIQUES

7.6 Million
IMPRESSIONS

TellMeNow leverages proprietary software and a unique perspective to take trending content viral. This is THE destination for the hottest stories and videos on the Web!



GENDER

51% 49%
MALE FEMALE



HOUSEHOLD INCOME

57% 30% 8% 5%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

22% 3% 12% 14% 24% 25%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

75% 25%
NO KIDS HAS KIDS



EDUCATION

47% 43% 10%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

30% 38% 32%
REPUBLICAN DEMOCRAT INDEPENDENT

Ann Coulter

749,300
PAGE VIEWS

229,500
UNIQUES

7.6 Million
IMPRESSIONS

The home page for one of America's most recognized conservative personalities. Ann Coulter is a columnist, commentator, humorist, author of ten New York Times bestsellers, legal correspondent for Human Events, writer of a popular syndicated column for Universal Press Syndicate, frequent TV guest for The Today Show, The Tonight Show, Hannity, The O'Reilly Factor, The Glenn Beck Show, HBO's Real Time with Bill Maher, and has been profiled in numerous publications.



GENDER

84% 16%
MALE FEMALE



HOUSEHOLD INCOME

57% 30% 8% 5%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

8% 8% 12% 30% 28% 25%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

63% 37%
NO KIDS HAS KIDS



EDUCATION

18% 53% 29%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

31% 37% 32%
REPUBLICAN DEMOCRAT INDEPENDENT

Creators

749,300
PAGE VIEWS

229,500
UNIQUES

2.9 Million
IMPRESSIONS

Creators Syndicate is the online destination for original content from some of the world's most talented and notable writers and artists - including more Pulitzer Prize winners than any other syndicate. It's one of two major independent distributors of comic strips and syndicated columns for daily newspapers. Readers regularly return to read conservative and liberal opinions, catch up on lifestyle and fitness information, and enjoy the latest comics. The site features Bill O'Reilly, Ann Landers, Chuck Norris, Connie Schultz, Oliver North, B.C., Wizard of Id, Archie, and much more.



GENDER

50% 50%
MALE FEMALE



HOUSEHOLD INCOME

42% 30% 19% 9%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

20% 10% 20% 18% 20% 12%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

66% 34%
NO KIDS HAS KIDS



EDUCATION

25% 52% 23%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

19% 38% 43%
REPUBLICAN DEMOCRAT INDEPENDENT

Bounding Into Comics

613,800
PAGE VIEWS

110,000
UNIQUES

2.3 Million
IMPRESSIONS

Bounding Into Comic is THE destination for comic book junkies. Prominent writers, publishers and artists contribute news, reviews, and insightful insider opinions and commentary. Readers get sneak peeks and in-depth analysis on upcoming comic book movies, television shows, books, and collectibles.



GENDER

77% 23%
MALE FEMALE



HOUSEHOLD INCOME

53% 29% 11% 17%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

22% 12% 17% **22%** 16% 11%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

58% 42%
NO KIDS HAS KIDS



EDUCATION

42% **45%** 13%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

20% **43%** 37%
REPUBLICAN DEMOCRAT INDEPENDENT

Ringside Intel

612,800
PAGE VIEWS

83,600
UNIQUES

2.4 Million
IMPRESSIONS

Ringside Intel is the ultimate resource for today's wrestling fans. Fans get quick bites and in-depth coverage on what's happening in and out of the ring from the big names like WWE and all the top independent promotions including Ring of Honor, Impact, and Lucha Underground. Ringside's writers share the latest industry news and chime in on rumors with a dose of witty commentary that keep fans coming back daily.



GENDER

83% 17%
MALE FEMALE



HOUSEHOLD INCOME

63% 25% 7% 5%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

22% 15% 16% 25% 14% 8%
<18 18-34 35-44 45-54 55-64 64+



CHILDREN

54% 46%
NO KIDS HAS KIDS



EDUCATION

61% 32% 7%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

19% 42% 39%
REPUBLICAN DEMOCRAT INDEPENDENT

Drudge Report

867 Million
PAGE VIEWS

25.5 Million
UNIQUES

2.7 Billion
IMPRESSIONS

The Drudge Report is published by Matt Drudge, who established himself as an early pioneer on the Web, covering news and events that the mainstream media ignores. He continues to deliver lively and provocative content to millions of people every day. The Drudge Report is a primary source of breaking news for the public as well as key media, political and opinion leaders.



GENDER

88% 12%
MALE FEMALE



HOUSEHOLD INCOME

30% 32% 20% 18%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

6% 9% 23% 29% 22% 11%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

53% 47%
NO KIDS HAS KIDS



EDUCATION

20% 52% 28%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

32% 34% 34%
REPUBLICAN DEMOCRAT INDEPENDENT

Ace of Spades

2.5 Million
PAGE VIEWS

218,500
UNIQUES

10.7 Million
IMPRESSIONS

Ace of Spades HQ is a conservative, humor-driven U.S. political blog. It covers current events, legal issues, and a range of popular culture topics. Ace of Spades HQ has also been quoted, mentioned, and referenced on The Wall Street Journal's website, Fox News, CNN, National Review, The Weekly Standard, and many notable online magazines. The American Conservative Union's Conservative Political Action Conference (CPAC) named Ace "Blogger of the Year" in March 2008.



GENDER

93% 7%
MALE FEMALE



HOUSEHOLD INCOME

22% 35% 23% 20%
\$0-50k \$50k-100k \$100k-150k \$150k+



AGE

8% 7% 18% 31% 27% 9%
0-24 25-34 35-44 45-54 55-64 64+



CHILDREN

55% 45%
NO KIDS HAS KIDS



EDUCATION

13% 42% 45%
NO COLLEGE COLLEGE GRAD SCHOOL



POLITICAL AFFILIATION

28% 40% 32%
REPUBLICAN DEMOCRAT INDEPENDENT

Smith & Wesson Forum

6 Million
PAGE VIEWS

500,000
UNIQUES

6.9 Million
IMPRESSIONS

Smith & Wesson Forum attracts gun enthusiasts and Smith & Wesson collectors alike as a top destination for discussing firearms and related topics. As the second largest brand-specific gun forum on the Web, Smith & Wesson Forum is the official home of the Smith & Wesson Collector's Association. The Forum boasts a loyal and growing base of active participants—making this the perfect platform for connecting with an established, hard-working, patriotic male audience.



GENDER

92%
MALE

8%
FEMALE



HOUSEHOLD INCOME

41%
\$0-50k

33%
\$50k-100k

16%
\$100k-150k

10%
\$150k+



AGE

20%
0-24

9%
25-34

17%
35-44

24%
45-54

18%
55-64

12%
64+



CHILDREN

58%
NO KIDS

42%
HAS KIDS



EDUCATION

43%
NO COLLEGE

44%
COLLEGE

13%
GRAD SCHOOL



POLITICAL AFFILIATION

28%
REPUBLICAN

35%
DEMOCRAT

37%
INDEPENDENT

Rasmussen Reports

2.5 Million
PAGE VIEWS

218,500
UNIQUES

10.7 Million
IMPRESSIONS

Rasmussenreports.com puts your brand in front of some of the most active and engaged readers online today, giving you access to an audience seeking newsworthy content, breaking polls, and anything presidential. Rasmussen Reports Presidential Tracker is the only daily Presidential approval tracker and is regularly picked up and disseminated by media outlets large and small, drawing audiences from both sides of the aisle. This exclusive poll drives consistent page traffic and is Rasmussenreport.com's most visited page.

**America's only
daily presidential job approval poll**

**48% of all Rasmussen Reports' visitors access the
Daily Presidential Tracking Poll page**

**1 in 5 Rasmussen Reports' readers land on the Daily
Presidential Tracking Poll page on their first visit**



GENDER

93%
MALE

7%
FEMALE



HOUSEHOLD INCOME

22%
\$0-50k

35%
\$50k-100k

23%
\$100k-150k

20%
\$150k+



AGE

8%
0-24

7%
25-34

18%
35-44

31%
45-54

27%
55-64

9%
64+



CHILDREN

55%
NO KIDS

45%
HAS KIDS



EDUCATION

13%
NO COLLEGE

42%
COLLEGE

45%
GRAD SCHOOL



POLITICAL AFFILIATION

28%
REPUBLICAN

40%
DEMOCRAT

32%
INDEPENDENT

Sponsorship Opportunities

**One week
minimum**

**Link goes directly to landing
page of advertiser's choice**

**Weekly investment
is \$1,000**

True Pundit

4 Million
PAGE VIEWS

695,000
UNIQUES

11.7 Million
IMPRESSIONS

TruePundit.com has returned the news to its fundamentals; fast, reliable and pinpointing otherwise hard to obtain investigative intelligence delivering original content and aggregating some of the best stories of the day to its readers on a daily basis, months before other news outlets. As a conservative new organization with a vast network of journalists who are unmatched elsewhere to deliver in-depth political news, TruePundit.com has the facts you need and can trust to stay politically informed.



GENDER

72%
MALE

28%
FEMALE



HOUSEHOLD INCOME

40%
\$0-50k

31%
\$50k-100k

16%
\$100k-150k

13%
\$150k+



AGE

21%
0-24

5%
25-34

11%
35-44

29%
45-54

22%
55-64

12%
64+



CHILDREN

61%
NO KIDS

39%
HAS KIDS



EDUCATION

28%
NO COLLEGE

55%
COLLEGE

17%
GRAD SCHOOL



POLITICAL AFFILIATION

38%
REPUBLICAN

32%
DEMOCRAT

30%
INDEPENDENT