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.
Politics and the Townhall Media Audience

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 23% more likely to donate to special interests 27% more likely to vote in the midterms 24% more likely to vote in presidential elections

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

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.

Hot Air
Hot Air has become one of the most popular digital destinations for both mainstream conservatives and Beltway influencers. 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
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
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 21st century.

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.

Townhall Finance
Sitting at the crossroads of Washington and Wall Street, Townhall Finance reaches an affluent audience seeking financial advice, news, and opinion from a free market perspective.
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.

NEWSLETTER AD UNIT SPECS
ALL NEWSLETTERS EXCEPT REDSTATE MB
MARQUEE AD: 580x150
MEDIUM RECTANGLE: 300x250
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

Yes! Enter Me To Win My FNS Compact “Quick Trigger,” Pistol!

Owning 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

A message from our sponsor

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.
EMAIL NEWSLETTER PACKAGES:
AD PLACEMENTS IN OUR DAILY NEWS DISTRIBUTIONS ACROSS ALL BRANDS
WEEKDAY SUBSCRIPTION: 2.3 MILLION
WEEKEND SUBSCRIPTION: 1 MILLION
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.
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 Editor Katie Pavlich questions President Trump and Israeli Prime Minister Benjamin Netanyahu during a joint press conference at the White House.

Townhall Media hosts a GOP Debate Watch Party at the Conservative Political Action Conference with over 2,000 people in attendance.
A message from our sponsor

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.

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

Thank you,

Polling Team

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

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 said to have met with Trump in New York on Monday.

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